

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 2 in 3 women (~68% Women)
- Approximate Age range?
 - 25-40 years
- Occupation?
- Income level?
 - \$4000+ / Month
- Geographic location?
 - Panama Oeste, Arraiján, Nuevo Emperador

Painful Current State

- What are they afraid of?
 - THAT IT TAKES TOO LONG TO ATTEND THEM
 - They take a long time to call patients if they want to die, they better go to insurance, nothing different, paying for a more expensive and poor service.
 - PRICES TOO HIGH
 - Today I received terrible service from the clinic... they give a price of 146 dollars and in another clinic they did it for 90 dollars. I told my husband to tell him that I wouldn't do them there... the receptionist started fighting the prescription that I was going to see if the doctor wanted my husband to have the tests done elsewhere... LACK OF RESPECT FROM THE RECEPTIONIST AND THE STAFF. YOU CANNOT FIGHT A RECIPE FOR A SERVICE ALREADY PAID FOR... First and last time that these people receive my money because they are not going to disrespect me.
 - THAT THEY DO NOT RESPECT THEM AND TREAT THEM AS THEY DESERVE
- What are they angry about? Who are they angry at?
 - They are angry about the service of the other competing clinic across the street from my brother's clinic.
- What are their top daily frustrations?
 - HAVING TO WAIT TOO LONG TO BE ATTENDED
 - The two times I've gone I've needed to go somewhere else because they

can't even prescribe me anything. Totally a waste of money to go to that clinic.

- I wanted to schedule my appointment on the WhatsApp number and they read the message instantly, however they left you on notice despite the insistence.
- BAD TREATMENT BY THE RECEPTIONIST
- BEING TREATED IN A BAD WAY WHEN THEY FEEL BAD AND GO TO THE CLINIC
- They make you wait for the doctor to change the shift so they can treat you, you have private insurance and it doesn't cover anything in their clinic, the care is useless.
- THEY DO NOT WANT TO TAKE YOUR POLICY VALID
 - You arrive requesting medical attention using private insurance and they mention that the doctor decides if the policy is valid. They force you to pay for care and medications at their cost. Why pay for private insurance if they don't want to serve you with your insurance?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - THEMSELVES AND THE PEOPLE AROUND THEM FEEL CONCERNED ABOUT THEIR HEALTH CONDITION.
 - THEY WANT TO SOLVE THAT HEALTH CONDITION AS SOON AS POSSIBLE TO FEEL COMFORTABLE AGAIN
 - They don't know what problem they have when they go to the clinic, they feel insecure and scared. That is why the attention they receive is important to provide them with security.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - Bad attention. You arrive requesting medical attention using private insurance and they mention that the doctor decides if the policy is valid. They force you to pay for care and medications at their cost. Why pay for private insurance if they don't want to treat you with your insurance?
- What is keeping them from solving their problems now?

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - I felt very good in this clinic, everything clean and sterile. They have been very receptive. As soon as I arrived they made me feel comfortable, very professional and friendly.
 - The attention of the reception staff is always very friendly and attentive. I

congratulate you for the warmth and professionalism that they have always given me.

- Very good service, fast and everything clean, kindness is the best
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - THEY WANT TO HAVE THE BEST CARE POSSIBLE
 - The attention from the staff is excellent. They are super friendly and try to help you in every way possible.
 - The truth is that I have no complaints about the care, Dr. Iriam was the kindest and most attentive person I could find. He explained to me the reasons why I felt bad and what I could do while the other special exams were taking place. He spoke to me clearly about what I have but at the same time, assured me that by doing the procedures there is no problem and it can be solved. In my case it was an excellent experience.
 - Fast lab results
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Affordable prices
 - Very good care, depending on the state you went to, they call to find out how you feel and if the medications worked
 - I had previously attended this clinic, and I loved the dedication and passion with which the staff cares for people! These last few days I attended again with my grandmother! She was truly delighted with the treatment and excellent quality medical care.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They know that they are sick and need to go to a clinic that offers them the care they want and a quick solution to their health problem.
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They have gone to some clinics seeking care and have received poor service
 - Making them want to go somewhere else for better care
- How do they evaluate and decide if a solution is going to work or not?
 - They decide based on the treatment they receive from the doctor on duty and the secretary.

- When they feel well treated, they naturally assume that the service is good and will work.
- What figures or brands in the industry do they respect and why?
 - VITALMED CLINIC (MEDICAL AND DENTAL)
 - The attention is excellent 👍. Everything clean and in order. Delivery of results on time and affordable prices
 - Excellent service from the staff, super fast and everyone was very friendly at all times. Affordable prices
 - They are very kind, professional, and make sure patients feel comfortable and supported.
- What character traits do they value in themselves and others?
 - Warmth, professionalism
 - Excellent service, qualified and friendly staff
 - Staff willing to help you with your questions.
- What character traits do they despise in themselves and others?
 - Rude staff. They don't like to be yelled at or put down
 - Because they are also paying for a private clinical service
- **What trends in the market are they aware of? What do they think about these trends?**
 - *G's, I don't know how to answer this question, it's a little confusing in this case. Some ideas?*
- What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - They are middle income people. They believe in hard work and good service
 - They constantly seek to be served in the place with the best price and attention that they deserve for their income level.
 - Feeling comfortable and safe when they come to this place sick.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter

- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

My Brother's Perspective about his Ideal Client/Patient in the Clinic

You go to the clinic and want a quick resolution of the condition you are experiencing

If you need an injection, labs does it for you in one go

And one can offer you the best treatment at once and it is even cheaper.

The patient is interested in his health and everything that needs to be done is done as soon as possible.

Truly concerned about your health and invests in that to be able to solve your problem

Basic Avatar



Name: Karen

Background Details

- Middle income woman
- 2 Childrens
- Hard-worker
- Find a private clinic near your town where you can receive care at the best price
- With warm and friendly attention
- You want the doctor to explain to you in a professional manner what your clinical condition is.
- What lab tests and actions you should take to feel better

Day in the life:

- Karen gets up at 5:00 AM and gets ready to go to work and take her children to school.
- You suddenly feel sick in the middle of work and look for a place relatively close (5 miles around) where you can get treatment.
- He goes to the place, receives excellent care, takes the prescribed medications. Look for your children at school
- The next day he feels better and continues his normal routine.

PROJECT BASIS ELEMENTS

LVL-3 “Who they think about their problems” QUICK MISSION

Current State:

She or some of his kids feel bad

Dream State:

Feeling better with no symptoms of illness

Roadblocks:

She doesn't know how to treat the symptoms or what the illness is.

Solution:

Treat the symptoms

Product:

Medical Consultation to get a recipe and instructions to treat the symptoms with professionalism