

PAGP Market research

What kind of people am I talking to?

- ☐ Men and woman
- ☐ 16 - 40 years of age
- ☐ Working class people(job variety is endless)
- ☐ 20k - 40k
- ☐ Market spreads across the globe but will be focusing mostly in europe

Painful current state

What are they afraid of?

- ☐ Looking like everyone else
- ☐ Clothes not fitting right
- ☐ Wearing the same clothes over and over again
- ☐ The "everyone has it" look
- ☐ Fear of missing out on the trend
- ☐ Good quality is too expensive

What are they angry about?

- ☐ Feeling cheated out of there money
- ☐ Feeling misrepresented (syle wise)
- ☐ Feeling like a walking advertisement
- ☐ Envy of others

Top daily frustrations

- ☐ Feeling self-conscious
- ☐ Poor quality look after a few washes
- ☐ Mystery stains
- ☐ Clothes smelling due to bad materials even after washed

What are they embarrassed about?

- ☐ Rips and tears
- ☐ Comparison trap(comparing themselves to gurus in there industries style)
- ☐ Poor styling choice
- ☐ Always wearing the same style of clothing
- ☐ Revealing mis shapes
- ☐ Woman feeling to exposed

How does dealing with their problems make them feel about themselves?

- ☐ Confidence
- ☐ Self esteem boost
- ☐ Empowerment and motivation
- ☐ Joy

- ☐ Excitement

What do other people in their world think about them as a result of these problems?

- ☐ Judgmental
- ☐ Uncaring
- ☐ Social shaming
- ☐ Not wanting to workout with them

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- ☐ "I don't want to spend a fortune on trendy gym clothes". "Half of my gym clothes are worn out and don't fit properly, it is very frustrating". "I feel like I can't workout and focus because I am focused on what I am wearing"

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?

- ☐ Feel empowered by their new clothing style
- ☐ Standing out and looking different (in a good way)
- ☐ Able to train without worrying what people think of their clothes
- ☐ A sense of pride whenever they wear their new gym clothes
- ☐ Boosted confidence

Who do they want to impress?

- ☐ Training partners
- ☐ Other people at their gym
- ☐ Their social media followers (If they decide to post content wearing their new clothes)
- ☐ Gym crush
- ☐ Want to impress themselves

How would they feel about themselves if they were living in their dream state?

- ☐ Not having to worry about their outfit matching when training
- ☐ Inner strength
- ☐ Focus more on training
- ☐ More motivated to train
- ☐ A sense of freedom from their fears and anxiety
- ☐ Inspiration for others

What do they secretly desire most?

- ☐ Feeling welcome within their fitness community
- ☐ Finding their tribe
- ☐ Overcoming social anxiety

Values and beliefs

What do they currently believe is true about themselves and the problems they face?

- ☐ They belong in the gym, running club etc.
- ☐ Everyone is judging me
- ☐ My body isn't good enough
- ☐ People are too judgemental
- ☐ It's all about looks
- ☐ I'm not confident enough

Who do they blame for their current problems and frustrations?

- ☐ Themselves (self doubt)
- ☐ The fitness industry
- ☐ Society's beauty standards
- ☐ Others at the gym (perceived judgement)
- ☐ Misleading marketing
- ☐ Lack of functional options

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- ☐ Overwhelmed by options
- ☐ Impulse purchases
- ☐ Frustration with online shopping
- ☐ Companies misleading them about their products

How do they evaluate and decide if a solution is going to work or not?

- ☐ Is the clothing comfortable?
- ☐ Will it boost their confidence?
- ☐ Is this brand accepted by others?
- ☐ Will this product be socially accepted?

What figures or brands in the space do they respect and why?

- ☐ Gymshark- Well known/variety/decent pricing
- ☐ Nike- Well known/variety/status/high quality
- ☐ Under Armour- Well known/high quality
- ☐ Lululemon- high quality/
- ☐ Ellese- retro style/well known/comfortable

What character traits do they value in themselves and others?

- ☐ Confidence
- ☐ Self acceptance
- ☐ Determination
- ☐ Resilience
- ☐ Growth mindset
- ☐ Supportiveness

What character traits do they despise in themselves and others?

- ☐ Self doubt
- ☐ Negative self talk
- ☐ Giving up easily
- ☐ People-pleasing
- ☐ Impatience
- ☐ Judgemental
- ☐ Arrogance
- ☐ Lack of empathy

What trends in the market are they aware of? What do they think about these trends?

- ☐ **Athleisure becoming everyday wear** - Appreciate this trend as they can do everyday tasks outside of working out wearing these clothes and be comfortable, stylish and not worry what people will think
- ☐ **Rise of body-positive marketing and size inclusivity** - Appreciate brands that identify and accept different body types.
- ☐ **Subscription boxes for gym clothes** - Having clothes tailored to there needs that have a variety of styles can let them experiment with there current training look.