

Research Template

Target Market

- What kind of person is going to get the most out of this product?

People currently have stress, anxiety problem, and depression.

- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?
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- They were struggling because of anxiety and stress

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Anna, is about 25, Young Girl.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Current Working On 9-5 Job

Spend almost the time on the social media

She has stress problems and insomnia

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.
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- She goes to work in the morning, returns home with a tired body, lays

on the sofa, and keeps scrolling through social media until she falls asleep. However, she suffers from insomnia, leading to late nights and a repeated cycle of feeling exhausted day after day.

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- **Values.** What do they believe is most important? What do they despise?
- They want to prioritize fixing their mental health problem because it is currently causing them significant distress
- 'stay positive'
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- **Outside forces.** What outside forces or people does the Avatar feel influence their life?
- She is feeling sad about her problematic relationship, job, future, and everything. She experiences stress from going to work every day, even though she doesn't want to, which leaves her feeling fatigued and tired

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

1:I get like really nervous about like games in basketball and when I have practice and games I am going to do that

2:my anxiety is so bad that I can't focus on anything and my eyes feel really weird

3:panic attacks at school

4:I feel like throwing up and for like longer periods of time

5:I always fidget, or make weird movements when I'm anxious.. so that's like the moving 3 parts of your body..

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

1:Thanks for helping me cope with my anxiety.

2:I can happily say from about 5 years of being worried and freaking out, I can finally get in control of my panic attacks

3:gets your mind off of the anxiety

4:I was always told to face what makes me anxious and my parents constantly tell me "don't you want to get better?" When I don't want to go to a public setting (I have social anxiety). I do want to get better but they make me do the social things that make me the most anxious and self conscious, I know I need to face it little by little but going full in and panicking the whole time is just making it worse.

5:Sleep like a baby

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
- 1:I have really bad social anxiety and I'm sociophobic as well. I'm anxious everytime I have to talk to someone and get scared everytime I have to do something in front of a lot of people. My anxiety is at worst when I'm in school
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- 2:I was coming out of school and still I had that anxiety on me because the teacher just yelled for a whole hour next to me, and for yelling I have kind of trauma, I thought that with time I would feel better but at the bus stop I still felt like that
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- 3: I can't even talk properly when I'm having anxiety
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- 4:I need to learn how to overcome my social anxiety. It's so bad I don't even want to leave my apartment.
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- 5:Social anxiety for me isn't caring about what someone might think of me. I'm confident in myself but for whatever reason when I get in a one on one situation with someone I'm not super familiar with I get sweaty, face turns red, mind blanks out, throat closes up. Then once they ask me a question and I can't think or speak it makes me even more anxious.

Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?
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- 1: this did nothing to my mood & tasted really gross... a bit on the sour side.. like milk about to go bad?!?!
when asked for refund, amazon said i had to contact company directly... company did nothing... you will not get your \$\$ back.
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- 2: It's just expensive and doesn't work. I would like my money back.
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- 3: Wouldn't buy again. It's expensive and really does nothing.