

# Market Research

We are talking to people who like streetwear fashion

## What kind of people are we talking to?

- **Men or Women?** Both the clothing brand is unisex
- **Approximate Age range?** 13 to 25, people who like Streetwear
- **Occupation?** Doesn't matter at the moment
- **Income level?** At least 170 bucks to buy the tracksuit
- **Geographical location?** Any wear, US, EU, Asia,

## Painful Current State

- **What are they afraid of?** That the clothing won't fit them. So they would be upset of it, maybe they would order a bigger or smaller size but when the drop is not permanently available, it is difficult to find another size if the brand sells out quickly
- **What are they angry about? Who are they angry at?** Most of the people who wear streetwear brands are most likely
- **What are their top daily frustrations?** They may buy something like it for a day or 2 and then the interest would fall off
- **What are they embarrassed about?** Buying something they don't like
- **How does dealing with their problems make them feel about themselves?** Buy something other
- **What do other people in their world think about them as a result of these problems?** Maybe they would purchase another brand or maybe just don't buy anything
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** Maybe they would be disappointed by themselves for buying it.

## 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?**
- **Who do they want to impress?** Personally I would say some guys trying to impress women or women trying to impress men, or some guys maybe their friends, or family, co-workers, teacher, that one bully in school.
- **How would they feel about themselves if they were living in their dream state?** They would be happy that they could buy and the supplier would be happy because he sold his product

- **What do they secretly desire most?** To purchase a product that matches their dream state
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?** Maybe they would talk about their new clothes that they've just bought recently from that one store that

## Values and Beliefs

- **What do they currently believe is true about themselves and the problems they face?**
- **Who do they blame for their current problems and frustrations?**  
Probably themselves because they have bad taste in clothing so they maybe want to change their style
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past? Probably** They tried multiple styles like street wear, classic, cozy or whatever and they didn't like it
- **How do they evaluate and decide if a solution is going to work or not?**  
If they see the brand on social media and they like it eventually they will buy it because they think it's the right thing to do because maybe they already saw the brand a couple times in other pages or reviews on the internet
- **What figures or brands in the space do they respect and why?** I guess the streetwear brands that are well known like Corteiz, trapstar, 99bassed, nike, adidas. because they already have built themselves a big name in the world
- **What character traits do they value in themselves and others?** if its good quality and a good price
- **What character traits do they despise in themselves and others?**
- **What trends in the market are they aware of? What do they think about these trends?** A lot of people don't like certain brands because they just copy what others do. They don't really have an idea what to buy because everything looks similar. They want to see new things. Things that are high quality, have a good price and look good all 3 at the same time