

# Research Template

## Target Market

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

Middle class professionals (artists, architects, writers, entrepreneurs, etc.) between the age of 30 to 40 that struggle finding their creative self while they work. These people experience a hard time focusing and getting their work started; when they do concentrate and formulate ideas, they fall short when putting them together as their brief span of inspiration runs out.

- Who are the best current customers, with the highest LTV?

Tired and desperate middle class professionals who have money to spare and nothing to lose by trying the product. They find it hard to focus, they lose a lot of time, and hardly manage to get their job done on time.

- What attributes do they have in common?

They all wait for their “muse” to appear to get their job done. They tend to be distracted with every noise and their phone is their biggest enemy. Constantly stressed and afraid they can't complete their work. Hard times to find their creative self while they work. Easy attention loss. Short term memory loss. Lack of motivation. Tiredness. They spend 90% of their time working. They can't find time for their families and social life.

They are all looking for a fast but effective way to solve their attention/focus problems.

## Avatar

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



Francis, single 30 yr old. Young looking man. Average physique, pays but never goes to the gym. Glasses, a bit of a nerdy look. Baggy eyes.

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

Francis is from New Orleans. He lives alone in a small apartment. Graduated a while ago from university where he studied Liberal Arts and got his master degree. He is a great writer. His remarkable work in college caught the eye of a famous online newspaper and he signed with them. His tasks revolve around editing and writing. He works like a slave all day. He used to love his work, but through the years his writing has been lacking creativity, passion and motivation—and remarked by its repetitiveness. He sometimes can't manage to complete his work as he is distracted by the backlash and the negative reviews from his newsletters. On the side he is trying to write his own fiction book, but in the past he also tried to write a novel, memoir, drama, and thriller, all unsuccessfully. He always starts but never ends and he feels bad about it. His brief spans of inspiration are not present any more, there's no more ink in his tank and can barely sleep or catch a break to clear his mind or focus on his side work. He is in his 30's and due to his job, he hasn't been able to find a partner.

- **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.

Francis works for an online newspaper, he takes care of some of the editing and writing. He usually works from home. He starts his day with a large cup of coffee while he reads the reviews and comments from the daily newsletter. Then he got some tasks to get done that involve editing and writing. He has his own space in the newspaper where he usually writes a story (fiction) about 4-5 pages long. Then he got to read through all the writing of his co-workers to make some editing. Francis is constantly on the computer and while he reads or writes he is distracted by every ad that pops up, or any new reviews. He is constantly reading what people say and rambling through the internet. Francis works hard everyday trying to come up with something worth the time of the readers, however the negative comments keep him off the rails. He overthinks every word he puts in his writing so he takes FOREVER to finish anything. He can't focus on his work because he is reloading the comment section every minute. And that not only distracts him, it is also discouraging so he doesn't feel like writing anymore, and just focuses on getting stuff done by the end of the day, without thinking if it's good or bad.

- **Values.** What do they believe is most important? What do they despise?

Francis believes the only way out of his job is becoming a famous author and writing a successful book. He used to believe he was privileged because of the job he had, but now he has lost his passion and love for it. He believes in waiting for motivation to start working and in long meditation and break sessions.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

The outside forces include:

- His job
- Social media backlash
- Bad reviews on his newsletters

## Current State

- What is painful or frustrating in the current life of my avatar?

"Focusing it's SO difficult for me. It takes me a ton of willpower to just stay focused on one thing for its entirety, and go deep into a single task instead of bouncing around".

He depends on how he feels. He can't manage a way to transcribe all his ideas from his brain to his computer in a coherent way. There is no creativity. There is no seasoning in his writing. There is no purpose.

- What annoys them?

He is annoyed by himself. He hates that he can't focus while he works. He hates not being able to find inspiration to start his writing. He is disappointed in himself as his ideas are scarce while he works on his side books. He can't

even look at the mirror and feel proud.

- What do they fear?

There are 2 things that Francis fears the most, 1) is the possibility of becoming addicted to nootropics; 2) to be fired from his job and affect his reputation as a writer

- What do they lie awake at night worrying about?

His deepest thoughts revolve around not being able to find a partner to build a family with.

- How do other people perceive them?

People tend to perceive him as a hermit and a loner as he only has time to work; no hangouts, no parties, no friends, no girlfriend, just his job

- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

"When you get unfocused watching a video about getting focused".

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

Since I started to use it, I can see positive progress on my energy, focus, memory and "surprise" ...I'm not that tired as before!

- What enjoyable new experiences would they have?

The best part for me is that once I take it for about 8 weeks I can stop and I keep the majority of the memory benefits for several months after and I reboot and cycle the product in that way

- How would others perceive them in a positive light?

"I admire the people who have the self discipline to focus while they work"

- How would they feel about themselves if they made that change?

Definitely more happy. Great part of the stress relies on the inability to focus on one thing for its entirety, so if the lack of focus is removed from the equation, the results are all positive. He will feel proactive, energetic, motivated, driven and even proud of himself. He will get more work done in less time. He will feel, his writing has a purpose.

What words do THEY use to describe their dream outcome?

Fired up my mind as it should. word recall and focus was noticeable.

Energy, the pills found me right when I needed it - now back into focus, back into business

## Roadblocks

- What is keeping them from living their dream state today?

Francis has the money, yet he is afraid of depending on some pills to function properly. He doesn't want to become addicted to it. He is also concerned about their effectiveness.

- 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?

He doesn't understand that he needs help. He needs something that makes him feel motivated and focused throughout the day to get his job done.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The key roadblock to get a positive outcome in Francis' life is his

attention/focus issues. Everything negative in his life is happening because he can't focus while he works, he gets distracted by everything, but mostly the critics. This focus problems are causing his lack of motivation, energy, and tiredness. Also, if he focuses on getting his job done, he could have time to hangout with friends or meet someone.

## Solution

- What does the avatar need to do to overcome the key roadblock

He needs to make a choice that might change his life for good. He is afraid, but his situation can't get worse. He needs help from supplements. He need Qualia.

- “If they <insert solution>, then they will be able to <insert dream outcome>”

I was finding myself struggling to focus at work and sometimes wasn't getting much done after noon. I heard about Qualia and decided to try it, figuring if it worked it would more than pay for itself. Wow... what a difference. I only take 2 capsules (sometimes 3) and it's more than enough for me to feel a difference. Most days I'm a machine at work and am so focused on what I'm doing that I often forget to eat lunch until I notice it's 2:00 PM or 3:00 PM.

## Product

- How does the product help the avatar implement the Solution?

A friend recommended this who suffered from brain fog and lack of energy as well. Within two weeks

felt a remarkable difference.

This product came at the perfect time, I've been struggling with focus when it comes to writing my own book.

- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?

I just started about 3 weeks ago. I take 2/day, usually around 8/8:30 am, 5 days on, 2 days off ( Sat&Sun) and feel it within about 15-20 minutes and it lasts all day for me as far as my focus.

Instant results, incredible.

I had a very noticeable effect after taking my first dose

This product really works! Only took about 30 minutes to kick in and I felt dialed in all day long. It's expensive but worth the money in my opinion.

- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?

OK I have never done crack but I imagine it works the same way. I feel so much more productive when I take it! I only take 3 capsules and I am ready to focus!

- What does your target market like about related products?

The price is well worth it to me. If you take 5 a day, a bottle will last you a month and a half. That comes in at about \$4 every workday. This type of effect for the price of a coffee on the go is a no brainer, and definitely not only for the wealthy.

- What does your target market hate about related products?

What? 7 is the recommended dose? Lol that's going to be super expensive.

"Wish it took less pills to get the job done"

"I never leave reviews but this product made me very agitated and a little foggy."

"This product was totally ineffective and there are no returns...."

I really thought this product was found to help me focus. If anything it only gave me energy, WAY TOO MUCH ENERGY. I thought I was about to have a heart attack about an hour after taking it. I had to take cbd to help my heart rate go down. My bpm was 138 sitting down....that is WAY too high for a resting heart rate. I wish I could return this and get my money back. I would have just bought it off their actual website since they offer returns...but Amazon had next day shipping. Learned my lesson.