

Research Template

Target Market

- What kind of person is going to get the most out of this product?
Middle-aged working men or women focused on their careers and jobs.
- Who are the best current customers, with the highest LTV?
Current customers are crossing with the target market. People that are hard-working in their jobs, have stressful days and wish to relax when they get back home. There is a portion of people that want to find an alternative to alcohol.
- What attributes do they have in common?
Difficulties sleeping, desire to quit drinking alcohol, stressful days at work, anxiety, emotional stress, and depression.



- **Name, age, and face.** This is a 29-year-old caregiver Sally.
- **Background and mini life history.** Sally has been studying psychology for the past 6 years and currently, she is working as a caregiver for practice. She needs to have some sort of practice with working with elderly people so she can move forward to being a psychiatrist.
- **Day-in-the-life.** Sally has to wake up around 7 a.m. Many caregivers are providing help or are "on call" almost all day. So Sally gets back home at 7 p.m and has very little time for her own hobbies.
- **Values.** Her number one priority in life is health, both- physical and mental. Sally is a caring person. She cares about her body and her mental health as she believes that it is the most important asset a human has. Therefore is strictly against drugs and alcohol, to her words: "Nearly everything worsens my anxiety, including melatonin."
- **Outside forces.** She is a caregiver. Since her day is spent with the elderly a lot of ideas and mindset she is picking up from them.

Current State

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

I can't drink alcohol anymore because of medical stuff so this would be perfect.

Stressful days

During the Pandemic I started drinking beer every night to relax and unwind. I have tried to cut back but never succeeded very long.

I'm experimenting with different non-alcoholic beverages to cut back on my wine consumption.

Trouble sleeping.

I've had horrible insomnia my entire life, as young as 5 I recall going 36-48 hours with no sleep. I'm high anxiety and very drug sensitive. Nearly everything worsens that anxiety, including melatonin.

- What annoys them?

Alcohol addiction, stress. Tiredness at home after work, irritation. Trouble sleeping.

- What do they fear?

Due to lack of sleep and emotional stress, they are afraid of getting burned out and as a consequence- mental health issues.

- What do they lie awake at night worrying about?

Cannot sleep due to stress

- How do other people perceive them?

- What lack of status do they feel?

- What words do THEY use to describe their pains and frustrations?

My anxiety/depression

Dream State

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

Better sleep. A lot calmer and more relaxed in a stressful situation. Ability to relax at home without alcohol.

- What enjoyable new experiences would they have?

Makes me sleepy.

I wake up the next day and I'm not bloated or heavy feeling or slow mentally (like I would be with the alcohol)

- 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?

Lovely calm, cool and collected, stressless, relaxation

Gave a relaxing but not tiring effect.

A lot calmer

Better sleep

I'm feeling a lot less anxious

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?

I love my alcohol... too much. It got to where I wanted a drink every night. And one drink always turns in to two. And two can too easily turn into an entire bottle of wine if I'm not careful.

- 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?

It's just that I love getting to the end of the day and winding down, relaxing, and treating myself. But with the alcohol comes feeling weighted down and lazy the next day – yuck!

Solution

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

roadblock?

So something had to change. I don't know that this Kin Dream Light will work for everyone like it'll work for me but I've been drinking it all week and not only do I no longer crave alcohol, I LOVE the way it makes me feel – so zen, so relaxed.

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

Product

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

It's a very nice way to enjoy a small break from life. And it does boost my mood - not quite like caffeine, but just perfect, a lovely calm, cool, and collected content is how I feel right now after just having my Recess break!

These really are calming at the end of a stressful day.

I always feel better when I drink these! Very calming, relaxing and a great alternative to alcohol.

Perfect replacement for alcohol and they're yummy

I haven't drunk in 4 years for health reasons and thought I would give it a try. I had to stop half way into the second one bc I was really “feeling it”. I was chill, happy, and at ease. I would say it provided an effect comparable to alcohol and I am very glad that I found this product.

Great alternative to beer or sugar loaded soda. Need to chill out without too strong of a buzz? Recess is the answer.

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

I prefer to drink these with dinner or before bed. I take 250mg of magnesium in general for migraines, so just be mindful of adding this dosage. The average human can consume 500mg for an effective sleep state.

- How does the product help the reader get the result faster?
The moment you start sipping it, this stuff has a palpable effect.
- How does the product help the reader get the result with less effort or sacrifice?

It's relaxing to drink and I love having this instead of alcohol to wind down.

You get a relaxed feeling and once you lay down it's "Down goes Frazier!!!!

It's the closest thing to alcohol but not actually alcohol that actually tastes good

I don't seem to get any euphoric feeling from them but it's nice to have one or two in the evening on the weekends to replace alcohol.

I love how it makes me feel a lil sleepy and relaxed in the best way, and there's now hangover the next day because it's non alcoholic.

Therefore, to me this beautifully replaces the sleep destroying alcoholic "nightcap", where I can consistently watch my resting heart rate rise for the first half of the night, watch the deep sleep time decrease and the restlessness rise.

- What makes the product fun?

It's relaxing to drink and I love having this instead of alcohol to wind down.

Very calming, relaxing and a great alternative to alcohol.

- What does your target market like about related products?
- What does your target market hate about related products?

Hemp & adaptogen-infused products make no noticeable difference in my immediate feelings and do not seem to "calm my mind" or "boost my mood" whatsoever