

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both, 88% are men and 12% are women.
- 75% of snowmobilers are married with kids
- Approximate Age range? 24-54. There are 1.27 million registered snowmobiles in the United States. 53,553 were sold last year.
- Occupation? Variety
- Income level? 75k^
- Geographic location? Idaho, Montana, Colorado, Wyoming, Utah, Wisconsin, Maine, Alaska, and anywhere with a lot of snow.

Painful Current State

- **What are they afraid of?**
 - *Worried if they will get enough snow for the season*
 - *Maintenance of the snowmobile, making sure everything is ready*
 - *Avalanches*
 - *Snowstorm during a ride*
 - *Losing a friend or family member due to an avalanche*
 - *Buying a product that cant last through a season. Customer service and communication are not up to par and warranty issues upon returns.*
- **What are they angry about?**
 - *Closed trails and careless riders who don't stay on the trail*
 - *Fewer places to ride, and grooming issues*
 - *Snowmobile trails being closed*
 - *Unexpected changes in city ordinances that closed areas off for sledding*
 - *I used it for 5 rides and a bunch of stitches came out, zipper ripped.*
 - *Now my airbag vest and Badlands Pro are falling apart, It's been a month and this stuff is tearing at the seams. My airbag vest will no longer zip, making it deadweight!! DON'T BUY.*
 - *after 2 rides the seam ripped and sent it in for warranty. they did repair or replace it. But the one I received back has a ripped leg gator.*
- **Who are they angry at?**
 - *The weather is because there is not enough snow to go riding, or wet snow after a dry fall. Because of the wait which can be a couple of days due to avalanche risk.*
 - *Being at work after a big snowfall*
 - *Snowmobile companies and the delayed delivery of a snow check snowmobile*
 - *Other snowmobilers who ride carelessly*
 - *Customer Service Reps do not explain the details of what the warranty covers.*
 - *Company for saying the product will last, but after a few rides the seams are breaking.*
 - *Company for overpriced products that can't deliver.*
- **What are their top daily frustrations?**
 - *Trails not being groomed*

- *Riders who ride outside the orange stakes*
- *Snow trails are overpopulated with a lot of riders*
- *Running out of gas while riding*
- *Not enough snow to ride*
- *Gear Faltering shortly after purchase*
- **What are they embarrassed about?**
- *Having their gear not work or rip while on a ride*
- *Getting stuck or falling off or hitting a tree*
- *Running out of gas while on a ride*
- **How does dealing with their problems make them feel about themselves?**
- *Happy*
- *Grateful*
- *Excited*
- *Venturous*
- *Strategic in Planning ride locations*
- *Anxious to hit the powder*
- **What do other people in their world think about them as a result of these problems?**
- *Some say snowmobilers are good people who are inclusive and supportive. They are also said to be quick to offer advice and encouragement to others, whether it's about riding, maintenance, or just general words of encouragement.*
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
- *All we need is to be comfortable during a ride, and the snow to be perfect and fun will take care of itself*
- *Tiring and Exhausted having to find new trails to ride or frustrated by how a few bad apples can ruin it for the majority of safe riders in the area*
- *It's difficult to find a company that can provide good snowmobile gear that can last through the season. And it's difficult to trust a company that does not honor the warranty and put the customer first.*
- **What is keeping them from solving their problems now?**
- *Some things are out of their control: ex: ungroomed trails, closed trails, etc*
- *Spent too much money on gear and the warranty did not cover the tear, and trying to recuperate from the cost*

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?**
- *Underlining gear is comfortable enough not to allow the body temperature to climb quickly and is comfortable.*
- *Boots waterproof, heated gloves, string gear that doesn't break at the seams.*
- *Cargo pockets, and my convenient pockets throughout the jacket and pants.*
- **Who do they want to impress?**
- *Friends and Family members and themselves by taking higher risks with more challenging climbs.*

- **How would they feel about themselves if they were living in their dream state?**
- *Happy*
- *Grateful*
- *Excited*
- *Venturous*
- *Strategic in Planning ride locations*
- *Anxious to hit the powder*
- **What do they secretly desire most?**
- *A quality product that can last through many snow seasons.*
- *Perfect snow conditions throughout the winter with no avalanche warnings*
- *To ride as often and trail anywhere*
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
- *The snowfall is perfect, the weather is great, the trails are open, and it's so fun to be out with people who love the thrill and following the rules*
- *Found gear that the fabric is breathable, comfortable, and you can move easily with it. Hook on the bottom of the pants that locks on shoe laces of the boot, Velcro at the bottom of each pant leg that allows ventilation. The gear also helps regulate the body temperature with multiple vent zippers throughout the gear.*

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - *Control what they can and not worry about the things out of their control*
 - *They can be impatient and a little overdramatic as they understand how rough they can be on their machines and gear*
 - *They believe that they are a byproduct of their research for the right product. They know that they have to find a company that stands behind their durable product and has had great success for a long period.*
- **How do they evaluate and decide if a solution is going to work or not?**
 - *Define the criteria to measure the performance if the solution will work*
 - *Reviews on the gear, testing the gear out, and if the warranty has value to resolve the issues that may occur*
- **What figures or brands in the industry do they respect and why?**
 - *KLIM: creativity and designs to make the ride comfortable for any type of rider.*
 - *BRP: Variety of color options, and innovative designs to make every rider confident*
 - *Ski-Doo: Inventory has everything you're looking for with free shipping*
- **What character traits do they value in themselves and others?**
 - *Understands the mechanics of the snowmobile.*
 - *Respects both its capabilities and its limitations.*
 - *Maneuvers skillfully through a variety of operating conditions.*
 - *Knows and observes the laws governing snowmobiles.*
- **What character traits do they despise in themselves and others?**
 - *Careless or reckless riding: This includes riding too fast, especially near non-motorized trail users, buildings, or wildlife. It also includes following other snowmobiles too closely, hugging the inside of curves, and passing on corners and blind hills*
- **What trends in the market are they aware of? What do they think about these trends?**
 - *They have also found different brands from other winter gear companies on social media that provide a new sleek look and design and are leaning towards that than the traditional gear*
 - *The current trends in the market are summer sales on all gear providers. Most gear buyers will buy during the summer as the discounts can range between 45%-80% off*
- **What "tribes are they a part of? How do they signal and gain status in those tribes?**
 - *Most Snowmobilers are part of groups that go together as it's very dangerous to go by yourself as it is not recommended. Gain trust by being a team player and riding safely, never putting the group in a dangerous situation.*

Places To Look For Answers:

1. **Your client's existing customers and testimonials,** *He has none*
2. **Your client's competitors customers and testimonials**
Extremely well-built products, fast shipping, and friendly customer service.
3. **Talking with anyone you personally know who matches the target Market.** *My client is a professional snowmobiler rider*

4. People oversharing their thoughts and feelings online

- a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - iii. Safety First: Teach everyone about proper gear for avalanche occurrence. Making sure the technology/shutes are working before a ride is a top priority.
 - iv. The immense amount of lives that snowmobiles have saved in rescue missions.
 - v. Snowmobiles have allowed for a great number of expeditions around the world. Some communities in the North Pole live off snowmobiles.
 - vi. It has allowed cold winter places to be tourist places during the winter months as the trails have been an adventurous activity for family and friends.
 - vii. The fellowship and friendships you gain from snowmobiling are as good or even better than the riding experience.
 - viii. The long fall months leading to winter makes the anticipation for snow unbearable.
- b. IG
- c. Facebook
- d. Twitter
- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar

Name: Billy

Background Details: Snowmobile Rider

Day in the life: Billy

