

HOME CARER MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
20/80
- Approximate Age range?
40-80
- Occupation?
Retired individuals, possibly with previous professional backgrounds such as teachers, nurses, or office workers
- Income level?
Middle to upper-middle income level, pensions, and savings
- Geographic location?
Remenham

Painful Current State

- What are they afraid of? Losing independence, being a burden to their family, deteriorating health
- What are they angry about? Inadequate support from the healthcare system, high costs of care
- Who are they angry at? Healthcare providers, government, insurance companies
- What are their top daily frustrations? Difficulty performing daily tasks, isolation, lack of mobility
- What are they embarrassed about? Needing help for personal care tasks, forgetfulness, declining health
- How does dealing with their problems make them feel about themselves? Feelings of helplessness, frustration, and dependence. - What do other people in their world think about them as a result of these problems? Worry about their well-being, concern for their safety
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "I can't do things on my own anymore, and I hate having to rely on others for everything. The healthcare system is not giving me the support I need."

- What is keeping them from solving their problems now?
Lack of accessible and affordable care options, lack of support, fear of change due to going out there comfort zone and lack of comfortability, limited knowledge about available resources

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? Living independently with support for daily tasks, feeling safe, staying active and social, being treated with respect and kindness along with feeling welcoming, comfortable + friendly and dedicated with the sense and strong connection of trust
- Who do they want to impress? Family, friends, and healthcare professionals
- How would they feel about themselves if they were living in their dream state? Family, friends, and healthcare professionals
- What do they secretly desire most? Independence, quality companionship, good health, and a sense of purpose
- If they were to describe their dreams and desires to a friend over dinner, what would they say? "I wish I could live in my own home, have someone to help me with the tough tasks, and still enjoy my life without feeling like a burden. A caregiver who feels like family would make all the difference."

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
They believe they are becoming a burden to others and are struggling with loss of independence and diminishing capabilities
- Who do they blame for their current problems and frustrations? the healthcare system for not providing adequate support, and potentially their family for not being able to offer more assistance
- Have they tried to solve the problem before and failed? They may have tried various care options or services but found them lacking in quality or not matching their needs.
- Why do they think they failed in the past? they failed due to inadequate services or high costs
- How do they evaluate and decide if a solution is going to work or not?
make you feel they are part of your family and so accommodating
They look for testimonials, personal recommendations, and reviews. They value transparency, quality of care, and whether the service makes them feel secure and respected.
- What figures or brands in the industry do they respect and why?
They respect established and reputable care organizations and brands known for high-quality, compassionate care, such as Age UK or local reputable care providers
- What character traits do they value in themselves and others?
They value kindness, reliability, empathy, and respectfulness in themselves and others
- What character traits do they despise in themselves and others?
They despise dishonesty, impatience, and lack of compassion
- What trends in the market are they aware of?
They may be aware of trends towards personalized care, technology in healthcare, and in-home care services
- What do they think about these trends? They generally view these trends positively if they promise better, more accessible care
- What “tribes” are they a part of? How do they signal and gain status in those tribes?
They may be part of social or community groups such as local senior clubs, online support communities, or faith-based groups. They gain status by being active members, contributing to discussions, and showing involvement in communal activities.

Places To Look For Answers:

1. Your client’s existing customers and testimonials
2. Your client’s competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments

- b. IG
- c. Facebook
- d. Twitter
- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name: Bombaclart

Background Details

- Yardi man

Day in the life:

- Smoke weed