

### ### Market Research Template

#### #### Who Exactly Are We Talking To?

We are talking to Egyptian dog owners who are potential clients for dog walking services.

#### #### What Kind of People Are We Talking To?

- \*\*Gender:\*\* Both men and women
- \*\*Approximate Age Range:\*\* 25-45 years old
- \*\*Occupation:\*\* Professionals, entrepreneurs, expatriates
- \*\*Income Level:\*\* Middle to upper-middle class
- \*\*Geographical Location:\*\* Primarily urban areas such as Cairo, Alexandria, and Giza

#### #### Painful Current State

##### \*\*What are they afraid of?\*\*

- They are afraid of leaving their dogs with unreliable or untrustworthy dog walkers.
- They fear their dogs not getting enough exercise or proper care.
- They are worried about potential harm or mistreatment of their dogs.

##### \*\*What are they angry about? Who are they angry at?\*\*

- They are angry at dog walkers who are not punctual or cancel appointments last minute.
- They are frustrated with dog walking services that do not pay attention to their specific instructions regarding their dogs.
- They are angry at the lack of professional and experienced dog walking services in their area.
- They are upset about dog walkers not maintaining proper hygiene or not cleaning up after the dogs.

**\*\*What are their top daily frustrations?\*\***

- Balancing their busy work schedules with their dogs' exercise needs.
- Finding a reliable and consistent dog walker.
- Dealing with the guilt of not being able to provide enough exercise or outdoor time for their dogs.
- Managing their dogs' behavior and energy levels without sufficient exercise.

**\*\*What are they embarrassed about?\*\***

- They feel embarrassed when their dogs misbehave due to lack of exercise or proper training.
- They might feel ashamed of relying too much on dog walking services instead of spending time with their pets themselves.

**\*\*How does dealing with their problems make them feel about themselves?\*\***

- They might feel guilty or inadequate as pet owners for not being able to meet their dogs' needs on their own.
- They could feel frustrated and stressed about finding reliable help.

**\*\*What do other people in their world think about them as a result of these problems?\*\***

- Friends or family might think they are too busy or not prioritizing their pets properly.
- They might be perceived as neglectful or overly reliant on external help.

**\*\*If they were to describe their problems and frustrations to a friend over dinner, what would they say?\*\***

- "I'm so busy with work, I barely have time to walk my dog. I need to find someone reliable, but I keep getting let down by these dog walking services. It's so frustrating!"

#### #### 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?\*\***

- They want a reliable, professional dog walking service that they can trust implicitly.
- They want their dogs to receive regular, adequate exercise and care.
- They want a dog walker who understands and follows specific instructions regarding their dogs' needs.
- They want a friendly and professional service that treats their dogs with love and care.

**\*\*Who do they want to impress?\*\***

- They want to impress other pet owners with how well their dogs are cared for.
- They might want to impress their friends and family by showing they can manage their busy lives while providing excellent care for their pets.

**\*\*How would they feel about themselves if they were living in their dream state?\*\***

- They would feel relieved and confident that their dogs are in good hands.
- They would feel proud of providing the best care for their pets.
- They would feel less stressed and more balanced in their personal and professional lives.

**\*\*What do they secretly desire most?\*\***

- They desire peace of mind knowing their dogs are well-exercised and cared for.

- They want to come home to happy, well-behaved dogs.

**\*\*If they were to describe their dreams and desires to a friend over dinner, what would they say?\*\***

- "I just want to know my dog is getting the best care when I'm not around. I want a dog walker who is consistent, reliable, and loves my dog as much as I do."

#### #### Values and Beliefs

**\*\*What do they currently believe is true about themselves and the problems they face?\*\***

- They believe they are doing their best but need help to meet all of their dogs' needs.
- They might believe that reliable dog walking services are hard to find.

**\*\*Who do they blame for their current problems and frustrations?\*\***

- They might blame their busy lifestyles.
- They could blame the lack of professional dog walking services in their area.

**\*\*Have they tried to solve the problem before and failed? Why do they think they failed in the past?\*\***

- Yes, they might have tried different dog walking services but found them unreliable or unsatisfactory.
- They might think they failed due to the lack of professional and trustworthy options.

**\*\*How do they evaluate and decide if a solution is going to work or not?\*\***

- They look for positive reviews and testimonials from other dog owners.
- They prefer services recommended by friends or family.
- They may evaluate the professionalism and responsiveness of the dog walking service.
- They consider the experience and qualifications of the dog walkers.
- They might have a trial period to see how their dog responds to the walker.

**\*\*What figures or brands in the space do they respect and why?\*\***

- They respect well-known, reputable dog walking services with strong positive feedback.
- They trust individual dog walkers who have a proven track record and come highly recommended.
- They might respect dog trainers and behaviorists who emphasize the importance of exercise and proper care.

**\*\*What character traits do they value in themselves and others?\*\***

- Responsibility
- Trustworthiness
- Reliability
- Compassion
- Professionalism

**\*\*What character traits do they despise in themselves and others?\*\***

- Unreliability
- Dishonesty
- Lack of professionalism
- Neglectfulness
- Indifference towards animals

**\*\*What trends in the market are they aware of? What do they think about these trends?\*\***

- They might be aware of the growing trend of professional dog walking and pet care services.
- They could be interested in apps and platforms that connect pet owners with local dog walkers.
- They might be aware of the increasing focus on pet wellness and holistic care.

#### **#### Places to Look for Answers**

**\*\*Where do they go for information?\*\***

- Online reviews and forums
- Social media groups and communities for pet owners
- Recommendations from friends, family, and fellow pet owners
- Pet care blogs and websites

**\*\*What media do they trust?\*\***

- Reputable pet care websites and blogs
- Social media influencers who are known for their expertise in pet care
- Word-of-mouth recommendations from trusted sources

**\*\*Who do they follow online?\*\***

- Popular pet care influencers and bloggers
- Local pet care services and businesses on social media
- Veterinary professionals who provide advice and tips on pet health

**\*\*What events do they attend?\*\***

- Local pet expos and fairs
- Community events for pet owners
- Dog training or obedience classes

**\*\*What groups do they belong to?\*\***

- Online communities and forums for dog owners
- Local dog walking or pet care service groups on social media
- Pet advocacy or rescue organizations

**\*\*What magazines do they read?\*\***

- Pet care magazines and periodicals
- Lifestyle magazines that feature sections on pet care and wellness

**\*\*What websites do they visit?\*\***

- Websites of local dog walking and pet care services
- Popular pet care blogs and advice columns
- Online marketplaces for pet services

**\*\*What stores do they shop at?\*\***

- Pet supply stores
- Local boutiques that offer pet products and services
- Online retailers specializing in pet care products

By understanding these aspects of the target audience, businesses can tailor their services and marketing strategies to better meet the needs and preferences of Egyptian dog owners who are potential clients for dog walking services.

Awareness level 2, sophistication level 2