

Market Research Template

We are talking to John, John is looking to tint his windows because he knows that window tint cuts down the heat inside his car. John also knows that tinted windows look stylish on cars and he likes to be able to have privacy when he is driving so not everyone can see him. John is in the market for window tint but doesn't know which options to choose as there are so many. John is thinking about choosing us because he can see our exceptional quality and friendliness, ease of talking to, and above all we simply charge less by using competitive brands that do the same thing as big brand names like 3M. John is skeptical about this but we will show him the facts with a competitive chart that shows him we do everything competitors can except for 1 thing. We can charge him less. Giving a great product for a fraction of the cost and feeling good about his investment.

What kind of people are we talking to?

- Men or Women? Both probably more men
- Approximate Age range? 20 - 65
- Occupation?
- Income level?
- Geographical location?

Painful Current State

What are they afraid of? UV radiation exposure, skin cancer, interior fading, reduced visibility, legal repercussions, and poor craftsmanship.

- Infrared radiation, houses getting really hot in the summer,
- Fading furniture, reduced glare on screens
- Break ins into their home
- Expensive ac costs

Having a hot working space when next to a window

Customers not feeling private when making deals or bright sun glares while working

- I really hate being exposed to the sun and being stared at by dudes
- I feel really nervous around car guys for some reason so was really in my head and anxious
- Feel unsafe as a pedestrian because I can't make eye contact with the driver
- into giant blocks that make it impossible to see through and safely and efficiently navigate around
- I have to guess that they either want to smoke pot in their car, or have sex with their girlfriend. Are one of those the reason, or am I missing something? I suppose they could also conceal a pointed firearm about to be used in a drive by, or prevent any description of suspects fleeing a crime scene, but I doubt these are very many.

- If these are horny teenagers who live at home, and need a hidden spot to bang their girlfriend, no problem. I get it. If they want to smoke pot... I wish they'd do it somewhere that doesn't require driving near me afterward.
- After getting skin cancer my dr recommended it.

What are they angry about? Who are they angry at?

- Frustration with car dealerships and installers for misleading information or subpar services.
- being hot from the sun, fading interior of cars from the sun as well.

- Expensive AC costs
- Overly hot florida sun in the summer
- Bright sun in their eyes in early morning or afternoons

What are their top daily frustrations?

- Glare, heat, and discomfort while driving, particularly in hot and sunny climates.
- getting into a car and the seat burning your legs, or a hot steering wheel, or the worst, burning hot metal seatbelt clips.
- A car taking so long to heat up, window tint can hold heat as well inside the car when it's cold. Blocking Infrared UV which makes things hot from the sun.

- Glare from on TV screens
- Privacy for bathrooms or living rooms
- Can make a room feel a lot hotter than it is
- People don't like being seen to others from the outside. Doesn't feel private

What are they embarrassed about?

- Concerns about outdated or unprofessional-looking window tinting that negatively impacts their personal image.
 - being seen as scared of people outside their car when people can't see them.
- getting pulled over for too dark of tint.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- Feeling powerless to protect themselves and their vehicle from harmful UV rays and excessive heat. Worry that others may perceive them as careless or irresponsible for not adequately protecting their car and themselves from the sun.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- The sun will straight up cook you and it takes so long for the AC to make it now hot, I end up just rolling my windows down anyway.
- without the tint, my car just gets so hot, and people can see me from any angle and I don't like it.
- Potentially faded furniture
- Being seen threw a bathroom window

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?

- A comfortable, stylish, and protected driving experience, free from glare, heat, and UV radiation concerns.

- having a private car so people don't look into their cars, getting into their car and it not be a mini bake oven when they get inside. Protecting their skin from the sun and preventing the interior of their car from fading over time.

- Have windows that block heat and glare so there is still light but not blinding
- A more sleek building

Who do they want to impress?

- Desire to project an image of sophistication, style, and care for their vehicle and themselves.
- impress their friends with dark tint, which can be associated with higher class. Being more private like a limo is.
- Impress their neighbors by having a look that is unique and not super common, while also being able to see out their windows

How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

- Feel confident and secure in their car, knowing they are shielded from harmful elements and look good while doing so.
- secretly they desire to be of a higher class, to feel important enough to drive around in a luxurious car with a tint so people can be curious about who is driving the car.
- They would feel a sense of relief feeling like they aren't being watched over their shoulder or having to worry about UV glare, feeling of higher status.

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

- To own a car that exudes style, elegance, and personalized touches, including high-quality window tinting.
- Sharing their excitement about their transformed car and the benefits of window tinting with friends and family.
- These windows are so big and let in so much heat, anyone can see me when I have a light on at night or in the morning. I wish I couldn't be seen through my windows because I want my home to feel safe and private. It would make me feel safer with my kids as well

Values and Beliefs

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

- Believe window tinting is essential for comfort, protection, and style.
- That their car will look better with window tint and they will be more comfortable with tinted windows while driving.
- they believe they care about their home, they care about the safety of those they live with as well as keeping their home comfortable all the time.

Who do they blame for their current problems and frustrations?

- Attribute unresolved window tinting issues to poor product selection, improper installation, or insufficient research.

- Factories don't tint their windows stock, they have to drive around where everyone can see them and their car gets hot, then fades over time.

They blame the windows for letting in too much light and heat, or being super see through.

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

- Acknowledge past attempts to resolve window tinting problems, attributing failures to lack of expertise or inadequate product selection.
- Maybe they tried tinted windows before and didn't succeed in doing it.

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

- Critically evaluate window tinting solutions based on reputation, product quality, installation expertise, and customer reviews.
- When they see that you can't see through a window, break-ins are less frequent on tinted window homes, and the amount of money that goes towards their AC bill at the end of a month

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

- Respect industry experts, reputable brands, and car enthusiasts who endorse high-quality window tinting products and services.
 - High-end car brands
 - 3M because it has a reputable name

What character traits do they value in themselves and others?

- Value integrity, expertise, customer focus, and innovation in the window tinting industry.
- They value privacy, experience, customer satisfaction, and quality costing services

What character traits do they despise in themselves and others?

- Disdain unprofessionalism, dishonesty, poor craftsmanship, and subpar products in the window tinting industry.
- they desire to have to work hard to put in something that seems tedious, or even hard to protect those they care about, or that they do not have the time to do it.

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

- Aware of trends towards ceramic window tinting, advanced UV protection, and customized tinting options. Embrace trends that enhance comfort, protection, and personalization, while remaining skeptical of gimmicks and unsubstantiated claims.
- they are aware that houses are expensive, and people want to make the most money they can from a house right now before home prices go down.

Window tint limits the amount of visibility one has which can prevent burglaries and robberies. One UF study suggests having window tint can reduce burglaries on homes by as much as 30%. Window tint can also reduce the likelihood of windows breaking which are susceptible to robberies, it can also reduce how much glass is shattered as it acts as extra support to windows.

With window tint, your house is less likely to be robbed and makes your home safer for your children and loved ones. Keeping you and your loved ones safe.

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 market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

