

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- **Men or Women?** Men and Women, but most of their actual market is women
- **Approximate Age range?** Their target market approximate age range is 16-45
- **Occupation?**
- **Income level?** 2000-6000 \$ per month
- **Geographical location?**

Painful Current State

- What are they afraid of?

They are afraid of going back to their previous weight after losing weight. They are afraid of eating foods that they don't like or eating too little and being hungry for the whole day. The biggest roadblock is that they are thinking that they need to go to the gym for 4 days a week while they don't have time for that.

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

They are angry at their organism because they are thinking that their metabolism is destroying their plan to lose weight and they can't do it. They get angry while their friends are talking to them to lose weight while they literally can't do it.

- What are their top daily frustrations ?

Their top daily frustrations are getting tired so fast, having problems with walking on high floors, being ugly for the opposite sex and getting sweet too fast. They get frustrated when they can't wear t-shirts or shorts, because everyone is looking on them

- What are they embarrassed about?

They are embarrassed about their body, they think that no one will like it and they won't change their clothes when someone is around. They are embarrassed in the pool while they need to wear a swimming set.

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

Their self opinion is low, they hate themselves while they are looking in the mirror. They are feeling unwanted.

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

Others look at them with contempt in their eyes and don't want to hang out with them because they are embarrassed with having friends who look like that. The opposite sex won't meet with them because of their looks.

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

Their friends would say to go to the gym or to just "eat less"

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 will change their weight to their dream weight whereby they will feel more confident and start feeling wanted. They will have their partner and friends who admire their look.

- Who do they want to impress?

They want to impress their crush and friends who never believe in them.

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

They will be proud of themselves, more confident and start loving their actual look/

- What do they secretly desire most?

Secretly they desire to start loving themselves, start loving how they look.

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

They would say that they want to be skinny, beautiful and more confident. They dream about stop being embarrassed while someone is looking at them at the swimming pool.

Values and Beliefs

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

They believe that losing weight without working out and eating only foods that they like is impossible because diet foods need to be ugly.

- Who do they blame for their current problems and frustrations?

They blame their metabolism, because they think others who are slimmer than them just have better metabolism.

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

Yes, they tried to solve the problem before and they are thinking that they failed because they don't have time for workout and food was terrible.

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

They know that they can't lose 50 pounds in 2 weeks so they won't believe that it can work.

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

- What character traits do they value in themselves and others?

- What character traits do they despise in themselves and others?

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

They are aware of drinking so much water and they know about box diet

