

Research Template

Target Market

- What kind of person is going to get the most out of this product?
 - A. Someone who wants to invest without bearing the risk themselves.
- Who are the best current customers, with the highest LTV?
- A. People who are serious about safe, long term investing.
- What attributes do they have in common?
- A. They don't have enough market or banking knowledge to do it themselves, so they are looking for someone else to do it for them.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- A. Mark, age 35, brown hair, mixed race.
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- A. Has had bad experience and/or knowledge of day trading but still wants to invest for his family's future as well as his own.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.
- A. Fearing growing old and not being able to provide for himself in the future when he will one day be of no use at his day job, Mark desires professional help with investing wisely to make sure of his financial future.

- **Values.** What do they believe is most important? What do they despise?
- A. They believe that being able to provide for themselves is the most important and they despise the thought of being a burden to their children in their old age.
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?
- A. They see their retired relatives and desire to be financially well off as they are. They are amazed how elderly people that can barely walk on their own are more financially secure than themselves.

Current State

- What is painful or frustrating in the current life of my avatar?
- A. The crushing uncertainty of how to invest for the future.
- What annoys them?
- A. Seeing old people being wealthier than them
- What do they fear?
- A. Being a financial burden to their loved ones
- What do they lie awake at night worrying about?
- A. What kind of financial stress they will suffer when they are old
- How do other people perceive them?
- A. As financially illiterate or incapable of making wise decisions.
- What lack of status do they feel?
- A. The lack of being perceived as financially literate
- What words do THEY use to describe their pains and frustrations?
- A. They cannot trust day-trading. They feel it is manipulated by politicians and is therefore completely unpredictable and

too risky for the average person unless you have the inside information of what the stock is going to do.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- A. Not having to worry about money or work again and enjoying retirement basically as a life-long vacation.
- What enjoyable new experiences would they have?
- A. They would enjoy the freedom of financial security and activity flexibility.
- How would others perceive them in a positive light?
- A. As successful and wise
- How would they feel about themselves if they made that change?
- A. They would feel accomplished and successful.
- What words do THEY use to describe their dream outcome?
- A. Not having to worry about bills. Foods, children, family, and providing for themselves in general.

Roadblocks

- What is keeping them from living their dream state today?
- A. Their low income and low understanding of the market.
- What mistakes are they making that are keeping them from getting what they want in life?
- A. They lose money on everything they invest in
- What part of the obstacle does the avatar not understand or know about?
- A. How money is obtained, what money is, and various ways of obtaining it.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
- A. Not knowing how to make sure they have enough money for retirement.

Solution

- What does the avatar need to do to overcome the key roadblock?
 - A. Find a way to get enough money and resources for retirement
 - “If they <insert solution>, then they will be able to <insert dream outcome>”
- A. If they collect enough money for retirement, then they will be able to provide for themselves for the rest of their lives and not be a burden to their family.

Product

- How does the product help the avatar implement the Solution?
- A. The product will give them the tools they need to reach

retirement without going through the pains and risks of things like day trading.

- How does the product help the reader increase their chances of success?
- A. Because it gives guidance to their financial future that they otherwise would not be able to obtain.
- How does the product help the reader get the result faster?
- A. Because the product ensures that they will have money for retirement when they hit retirement age, instead of working themselves until the day they die.
- How does the product help the reader get the result with less effort or sacrifice?
- A. Because they won't be taking the liability for themselves, instead passing on that liability to someone more knowledgeable than them.
- What makes the product fun?
- A. The fun part is being able to have peace of mind and spend time with family and other activities rather than having to worry about money they need for retirement or other future expenses
- What does your target market like about related products?
- A. Transparency, availability, investment options, and convenience.
- What does your target market hate about related products?
- A. They feel they are evil because they often use their financial power to manipulate the stock market.