

Research Template

Target Market

- What kind of person is going to get the most out of this product?
- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

Traveler

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **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.
- **Values.** What do they believe is most important? What do they despise?
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Dylan, 26, traveler,

Dylan is a traveler who loves to travel for adventures

Exploration, challenges, sustainability, adventure

Safety and security, health, weather conditions, availability of resources, financial considerations

Current State

- What is painful or frustrating in the current life of my avatar?

- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

Unexpected expenses, Difficulty communicating in foreign languages, Delays and cancellations, Lack of access to basic amenities.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

Discovering new and exciting destinations, Engaging in thrilling and challenging activities, Connecting with nature, Making meaningful connections, achieving personal growth

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

