

Research mission 1: Qualia mind supplements

Who do you think the ideal target market is?

The ideal target market is for those who are either working a 9-5/ office job, hate their job, lack the attention span or need coffee to feel comfortable and to stay awake.

Create an Avatar that embodies the target market you determined. List out some of their qualities

Steve Williams, 30 years old, white-fat man, has an eating disorder, balding because of a lack of self-care and hates his job. He doesn't spend time with his family because he's slaving away at his 9-5, does overtime as he doesn't get paid enough, gets mistreated by his boss and colleagues, doesn't get to go on vacations, and hates his life in general. Steve plans to change his life around for the better of his family and self-esteem, for instance, go to the gym and start a side hustle.

What are the pains and frustrations your avatar is experiencing?

Steve constantly gets disrespected by his colleagues, when he comes home there's constant fighting between him and his wife, his family live in a terrible state, has plans to do a lot of things to change for example got to the gym to get fit, start a side hustle to provide for his family, however as soon as he gets down to it, he becomes lazy, starts procrastinating as well as gets distracted way to quickly by things in this world that don't matter.

What does your Avatar desire? What does their dream life look like?

Steve desires a dream life which consists of him having his dream body, spending time with his family, his wife loving him as she did whilst they were dating before marriage, quitting his job and having a successful business, eating good food furthermore enjoying the fruits of life which life has to offer.

What is the key Roadblock keeping your Avatar from achieving their Dream State now?

The first key roadblock which Steve has is the lack of energy and motivation to do the things he desires to do and accomplish. He's lazy at work and doesn't prioritise the right things. He's either on his phone all day, reading the news or constantly on social media.

What is the Solution that will allow the Avatar to achieve their Dream State?

Steve needs something to help him get his mental focus back, and his energy to the things that are most important to him for instance his side hustle, and getting fit. The one thing he thought would help him (coffee) made things worse.

How does the Product make it easier for the Avatar to implement the Solution and achieve their Dream State?

The product which is being advertised can help him by giving him the best drive he needs as well as not giving him the energy crash and jitteriness that coffee gives in addition to helping him calm his nerves and get rid of the brain fog he's been having for quite a long time.