

Bombas socks Market Research Template

Who exactly are we talking to? - Women who want good quality, comfortable athletic ankle socks

What kind of people are we talking to?

- Men or Women? - Women
- Approximate Age range? 16 - 36
- Occupation? Healthcare, teacher, or any type of social worker.
- Income level? - Average 30 to 40k a yearly
- Geographical location? - suburban, rural area, with some mildly dense woods around

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at? "slip down my ankle and long socks irritate me "
- What are their top daily frustrations? "slip down my ankle and long socks irritate me " " These socks are very thin and tend to turn while I am walking around the house in just socks" "having to stop and turn them back around" "they got holes in them so fast"
- What are they embarrassed about?
- 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?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? " ahh! Give me a second I have to adjust my sock, it's always slipping off my heel and it's so annoying!"

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? " durable, light, and don't bunch up" "are fairly thick, but don't overheat my feet" "I love how soft they feel, and how durable they are." "they haven't shrunk or faded in the laundry."
- Who do they want to impress? Themselves
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? Walk around with good quality, comfortable, athletic socks that don't move around while walking or running, that they can also wear comfortably in the house.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? " I just need a better sock that doesn't move with every step I take so I can worry more about my task than my socks."

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations? Their socks.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? All the socks they buy get holes in them, are uncomfortable, and fall off their heel every ten steps.

- How do they evaluate and decide if a solution is going to work or not? **They look at the reviews and then buy and test out the sock for themselves.**
- What figures or brands in the space do they respect and why? **JOYNEE, Adidas, and Hanes**
- 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 always go for ankle and mid-level socks.**

Places To Look For Answers: *= were i did my research

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

