

(translated to English using ChatGPT)

Market Research: Guitar Course for Preschool Teachers

Target Audience Analysis

Who exactly are we talking to?

Preschool teachers, caregivers, and educational staff who engage with young children daily.

Demographic Overview:

- **Gender:** Predominantly women.
- **Age Range:** 25–65 years.
- **Occupation:** Preschool teachers, childcare workers, and early childhood educators.
- **Income Level:** Generally low to moderate income.
- **Location:** Primarily Sweden.

Painful Current State:

Fears:

- Not being able to give children the attention they deserve.
- Losing control of the group and failing to manage disruptive behavior.
- Feeling that their work is undervalued or unrecognized.

Anger Points:

- Overcrowded groups that make personalized attention difficult.
- Poor leadership and lack of support from management or local authorities.

Daily Frustrations:

- Children not listening or engaging.
- Needing to raise their voice to maintain order.
- Chaotic moments during key times such as meals, group activities, and transitions.
- High noise levels and lack of peaceful work conditions.
- Distracting tasks (e.g., cleaning, meal management, ordering supplies) that pull them away from interacting directly with the children.

Embarrassments:

- Feeling inadequate for not being able to connect with every child.
- Worrying that their inability to create a harmonious environment reflects poorly on their capabilities.

Emotions:

- Frustration and exhaustion from balancing multiple tasks.
- Guilt over not providing the level of care and education they aspire to give.
- A sense of failure when unable to foster a supportive, engaged atmosphere for every child.

Barriers to Problem-Solving:

- Large group sizes and insufficient staff.
- Time constraints and additional non-educational duties.
- Inflexible systems set by management or local regulations.

Desirable Dream State:

Ideal Vision:

- Managing small groups of 5–6 children, allowing for individualized attention and interaction.
- Working in a calm environment where each child is seen and heard.
- Being able to follow and support the children's interests, nurturing their curiosity and creativity.
- Experiencing mutual joy and energy from positive, interactive moments.
- Feeling a sense of accomplishment in contributing to each child's growth and development.

Goals and Desires:

- **Empowerment:** Feeling fulfilled knowing they make a real difference in children's lives.
- **Recognition:** Gaining respect and appreciation from peers, parents, and the community.
- **Connection:** Building strong, meaningful relationships with the children.
- **Joy:** Being able to laugh, play, and create moments of shared happiness with the group.

Values, Beliefs, and Affiliations:

Current Beliefs:

- They strive to be attentive, engaged, and proactive but are hindered by systemic and situational challenges.
- Music and creative activities are effective but often underutilized due to lack of confidence or resources.

Blame for Current Problems:

- Municipal and political decisions leading to high child-to-staff ratios.
- Management for inadequate support and oversight.
- Some colleagues who are less cooperative or resistant to new ideas.

Past Attempts and Failures:

- Attempts to integrate more engaging activities often fail due to time limitations and group size.
- Feelings of failure often stem from being unable to maintain consistency or incorporate new methods effectively.

Evaluation Criteria for Solutions:

- **Effectiveness:** Does it create a calm, engaging atmosphere?
- **Ease of Implementation:** Can it be integrated smoothly without requiring extensive resources or time?
- **Reliability:** Is it provided or taught by a credible expert?

Character Traits Valued:

- Attentiveness and the ability to listen and understand children's needs.
- Engagement and enthusiasm in teaching.
- The ability to be present, adaptive, and cooperative.
- Joyfulness and positivity in interactions.

Traits Disliked:

- Being passive or uninvolved in activities.
- Failing to see or address each child's unique needs.
- Lack of collaboration and initiative.

Industry Trends and Insights:

- Recognition of the "competent child" concept, where children are viewed as capable learners if given proper support.

- A focus on integrating sustainable practices and natural learning experiences.
- An increasing awareness of the importance of music and movement for language, coordination, and social development.

Market Awareness and Sophistication:

Awareness Level:

- **Problem-Aware:** They know they struggle with maintaining engagement and a calm environment but may not have identified the solution.
- **Solution-Aware:** Many are aware that music can be beneficial but may not feel confident in their ability to use it effectively.

Sophistication Level:

- **Low to Moderate (Level 1-2):** They may have tried simple songs or activities but lack structured methods and the confidence to integrate these into regular practice. Few people are marketing to this audience, and none in Sweden offer this specific solution. The target audience values practical, guided solutions that do not require prior musical training.