

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**

Predominantly Men

- **Approximate Age range?**

20-45 years old

- **Occupation?**

Business owners/Entrepreneurs

Affluent Young Adults

Young Professionals

- **Income level?**

Middle to Upper Middle class

- **Geographic location?**

Areas in the UK, particularly in major cities like London, Manchester, Birmingham

Painful Current State

- **What are they afraid of?**
Not making a good impression in professional or social settings.
- **What are they angry about? Who are they angry at?**
Lack of affordable, stylish accessories that reflect their status.
Fashion brands that don't deliver good quality.
- **What are their top daily frustrations?**
Not looking smart and feeling like a broke
- **What are they embarrassed about?**
Wearing outdated or cheap-looking accessories that don't look good
Not having a watch that looks nice and grabs attention
- **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?**
Pressured to present themselves well but constrained by budget limitations
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
“I need a watch that's excellent value for money, communication and delivery and delivered quickly”
- **What is keeping them from solving their problems now?**
Perception that stylish, durable watches are too expensive
Lack of knowledge about quality mid-range options

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?**
They would feel confident in every interaction and feel happy from all the compliments they get.
- **Who do they want to impress?**
Colleagues, superiors, and clients in professional settings
Friends and social circles in casual settings
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
Confident and Successful and they desire the feeling of being successful and rich.
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
"I want a watch that makes a statement but doesn't empty my wallet."
"Something that says I'm successful, but still practical."

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
They believe they deserve high-quality products that reflect their success
They are with their money, seeking the best value
They should be treated special.
- **Who do they blame for their current problems and frustrations?**
Fast fashion brands for offering poor quality products
High-end luxury brands for being overpriced
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
They may have tried buying cheaper or more expensive watches but found them lacking in

durability or style

They might feel they've been misled by marketing or brand prestige without the product living up to expectations

- **How do they evaluate and decide if a solution is going to work or not?**

They look for a balance between price, durability, and design

Seek peer reviews, testimonials, and real-world examples of the product's longevity

- **What figures or brands in the industry do they respect and why?**

Brands like Seiko, Citizen, and Tissot for offering reliability at a reasonable price

Admire high-end brands like Rolex or AP but see them as aspirational rather than practical

- **What character traits do they value in themselves and others?**

Practicality, reliability, and a good sense of style

Appreciation for value and quality over brand name alone

- **What character traits do they despise in themselves and others?**

Flashiness, wastefulness, and being overly influenced by trends

Disdain for poor quality and lack of attention to detail

- **What trends in the market are they aware of? What do they think about these trends?**

Aware of the trend towards smartwatches and cheap watches but may prefer traditional watches for their timeless appeal

Interested in sustainable fashion and durability over fast fashion

- **What "tribes" are they a part of? How do they signal and gain status in those tribes?**

They may be part of professional networks or hobbyist groups (e.g., tech enthusiasts, business professionals)

Status is signaled through the quality and practicality of their accessories, reflecting their values of smart spending and good taste

Places To Look For Answers:

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
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit

- f. Other Forums
- g. Amazon.com Reviews

- h. Yelp and Google Business/Maps Reviews



Basic Avatar

Name: Omar Alston

Background details: Successful young businessman from saudi

Day In the life: take a few calls and go to a meeting with a classy, respected watch.