

HANDMADE BRACELETS

MARKET RESEARCH

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? From 14 yo.
- Occupation?
- Income level?
- Geographic location? All over the world

Painful Current State

- What are they afraid of?
- cherchez à vous faire plaisir ou à faire plaisir à quelqu'un que vous aimez avec un cadeau artisanal mémorable (not being able to please themselves or people they love with an artistic gift).
- bracelets have broken. Fearing the rest would break, I only use some of the bracelets as to have some on hand in the future
- (unfortunately two of them broke in the first week)
- smell musty, moldy.
- Too big for ones wrists.
- Even though I wasn't expecting much I was still disappointed.
- Not Looking just as pictured.
- What are they angry about? Who are they angry at?
- Having a hard time finding things for their loved ones. They direct their anger to the stores of accessories owners.
- a bit pricey
- Bad smell
- Doesn't fit
- What are their top daily frustrations?
- Bracelets look cheap and ugly
- not durable
- a bit hard to tighten and after tightened the long strings are bothersome
- They are not like advertised
- Bracelet met my expectations
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- What are they embarrassed about?

- Wasting money on a broken items.
- Getting scammed on a cheaply made products.
- The product they dream abt having isn't adjustable for them.
- 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?
- You know what Ryan summer/event is coming and m yet didn't manage to prepare my outfits and appearances to steal the floors.Also,my nephews are visitting/having a birthday next month and yet i didn't sort out a gifts and m afraid to order some items and they happen to be low quality and late shipped.Plus,I'm planing to present a matchy matchy gift with my GF and m frustrated what it would be.Damn it, it's fucking frustrating !!!!!!!!!!!!!!!
- What is keeping them from solving their problems now?
- simple bracelets
- hope bracelets won't turnish and get loose

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?
- Buy Wonderful, diverse selection of bracelets and gifts/ finding
- interesting and lovely items/Cute stuff, friendly staff and a must visit for gift ideas and purchases!
- wear the bracelets everyday including in the shower and it is just look as new as it was few months
- Get a creative and quality bracelets
- Having Fit and color last shower and swim bracelets.
- The value is worth the purchase
- Speciality and cute bracelets
- Who do they want to impress?
- They want to impress relatives(nephews son daughte) ,friends and match with their couple.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- They are A GREAT value!!! They are all different. If you are looking for this type of bracelet... Buy these!!!
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- A Very Nice and easy
- like the colorful bands and the unique leather pieces. However, the colorful bands are repetitious as well as the leather bands. I like the way one can adjust for individual wrist sizes.
- The cost was minima

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- They believe that they are not urged to buying those items specially for their needs and they assume that they may buy just to waste money in a cute things.
- Who do they blame for their current problems and frustrations?
- They blame the pricey fees and the bad shippings and customer services .
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- They tried to produce bracelets but they failed because of the big details they need to pay attention to.
- They tried to buy them but got frustrated by the shit services of businesses or the low quality of bracelets.
- How do they evaluate and decide if a solution is going to work or not?
- Great communication! Fast shipping
- <Thank you for taking the time to show in detail how you made the bracelet I really appreciate it>
- If they see the bracelet matching their expectations/a lot of testimonials of people experiencing that purchase.
- If they feel that the business service demolish their frustrations.
- What figures or brands in the industry do they respect and why?
- They appreciate great customer services and fast shipping ones because they help them solving out current pains easily.
- What character traits do they value in themselves and others?
- They value the fact that they have a great colorful taste and care about other individuals as they want to power up their relations with others
- They are open to learning how to actually produce their dream state (bracelets).
- They will respect the effort that other makes in order for them to reach dream state(you could make matching chokers & headbands too! Bet that takes lots of patience)
- 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?
- What “tribes are they a part of? How do they signal and gain status in those tribes?

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

[PASTE IMAGE HERE]



Name: Sophia .D

Background Details:

An 22 yo focused on her future and reaching expectations. She has a great sense of fashion and showing up well dressed and captivating. She cares a lot about her relatives and her friends and their happiness. She hates getting scammed on a purchased items especially if she needs them urgently .She is always enthralled about fashion's wonderful items especially quality and cute ones. Sophia hates finding her newest purchases broken or sometimes late delivered it literally drives her crazy. Also, she likes being treated as a valuable important person with respect, care and a lot of understanding.

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Day in the life:

- Wake up at 07:00 am do the morning skincare routines, eat and meet her friends talk too much, gossip and have some future plans or maybe decide to do something fun. They end up buying another matchy-matchy bracelets to bring luck to their friendship and be more special and cute. They discuss that these bracelets are better in terms of quality, adjustable and unbreakable, also had a great communication with the owner unlike the last ones. Plus, they like these bcs they look super cool, so easy to wear and can be worn all day everyday even in the shower! And beach! Sophia went her house and called to check on her parents only to find out that her younger sister is feeling a little bit down and Mmmmmm what else to send other than a handmade bracelets that can be fast shipped even if pricey bcs according to her everything has no value if against love and friendship. Her sister was so happy and excited. Meanwhile Sophiiii was super happy to be able to make her smile. Sophia did her laundry dishes and every housework and went to sleep very tired neglecting anything of her daily routine. She woke up again and guess what unlike the other bracelets those are unbreakable!!