

Market Research Mission: Scientifically-Balanced Focus Pill

What Kind of People are we talking to?

- Our audience is men and women
- People ranging from primary school to 30s
- People working in any field that are struggling to focus (Writers, painters, Students, etc. etc.)
- Income ranging from medium to high
- People located in the US, but not limited to that

Painful Current State:

- Being stuck in a creative rut, not being able to focus when doing important work, their ideas going to waste or not matching their initial vision, or being too under pressure.
- They are angry because they think they might not understand the process of creativity, or why they are not focusing. They are angry at themselves
- Their family responsibilities, work from home, and demands at work... All of these things produce pressure that gets too much.
- They are embarrassed of being forgetful, & focus is easily interrupted.
- It makes them feel frustrated, and stuck
- Other people may think that they might not be a good worker, or they might not be a creative individual.

Desirable Dream State:

- Completing lengthy tasks faster, being inspired easier, improved mental energy, more motivation, better mental focus, and overall just a good memory
- Their families, bosses, and clients
- They would be satisfied about their work accomplished and have an overall happier, more organized life
- To be successful
- "I wish that my work was easier", "I was more focused", "I was more creative", "I had more free time", "I could come up with more ideas easier"

Values and Beliefs:

- They believe that they are constantly under pressure, and lack the ability to focus or be creative
- They blame themselves, or maybe their work given to them, or task on hand.
- They have tried, and out of experience they believe that their attention, focus and creativity is off par.
- They value the motivation to seek for something that might improve their current state, they also value their jobs
- The ability to not be able to think, and focus properly, and not have the motivation that they desire.
- They might be aware of ritalin or adderall, or something similar, that they might not agree with totally and want to try out a natural alternative

Avatar:

Name: John Doe

Age: 22

Face: ?

John was an average student in school. He managed to get by with his grades and pass high-school with average grades. He realized that he struggled a bit with his focus on school, but didn't do anything about it. He went on to university and failed second year. John is currently in his third and final year, struggling with the workload and projects given to him by his professors. He is currently studying information technology, which requires a lot of focus and dedication in order to pass.

John gets up everyday, at about 7am ranging to 8am. He then follows a poorly thought out morning routine and heads off to class. He tries to work out every day in between all the work and classes that he has, and manages to get about an hour of gym 4 times a week. He barely gets to spend time with friends and family because of the workload, and the lack of focus to actually complete his work.