

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

-This product works for both genders

- Approximate Age range?

Most people who use that type of product are from 20–45

- Income level?

It is enough to purchase the product

- Geographical location?

It's a global problem and people from all around the world can use it.

Painful Current State

- What are they afraid of?

- What are they angry about? Who are they angry at?

They are angry about not being able to focus on daily tasks like studying, house chores, and being productive throughout the day. They are angry at themselves

- What are their top daily frustrations?

They are frustrated every day for not being able to focus on important tasks, being mindless, being easily distracted, not accomplishing daily tasks, having brain fog, etc...They are frustrated also with situations those problems create for them every day. Like having to study 2x more due to not paying attention at school and their house looking like a mess at the end of the week.

- What are they embarrassed about?

They are embarrassed about being unable to accomplish things they want because they can't focus on work and get easily distracted. They are also embarrassed when people catch them mindlessly staring at them because it makes them look like weirdos.

- 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?

It's making them feel desperate and mad, it affects their emotional state. Other people think that they are distressed, not able to work, etc...

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They would say that they are suffering from the inability to focus to be productive and do tasks like studying chores and the ability to concentrate on normal tasks. They would also say it's making their life a mess and they can't seem to figure out how to fix those problems.

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 fix their ability to concentrate, be productive, focus on important tasks be mindful, have clear thoughts, calm mind, etc... It would feel amazing and make them feel happy with themselves

- Who do they want to impress?

They want to impress themselves at first with the ability to focus and work for long periods without being distracted. They also want to prove to themselves that they can overcome any problem they want.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They would feel great if they were living in their dream state and enjoy the ability to have a clear mind and get things done. They desire to have a calm mind, very good focus, ability to not get disrupted.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

They would say they want to improve their ability to focus and concentrate on tasks without getting disrupted. They also want to be productive stop having brain fog, and have peace of mind.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

They think they are having a problem and those problems are stopping them from accomplishing things. They also think they are not doing as much as they are capable of because of the problem.

- Who do they blame for their current problems and frustrations?

They blame themselves and their inability to concentrate. They also blame people on YouTube who give out "false" tips to improve.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Yes, they've tried before but got back quickly into old habits of scrolling mindlessly, etc... They think they failed because they just can't focus and because it's hard to fix themselves.

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

They check YouTube comments and likes on a video or reviews on a product

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

They respect people like Jordan Peterson, Hamza, and Andrew Huberman... Because they are successful and have discipline and the ability to accomplish things without getting disrupted.

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

They like hard work, discipline, honesty. They also love mindfulness.



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

They hate laziness and, the inability to focus and be productive. They despise undisciplined traits.

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

They are aware of meditation, and brain supplements and they think it won't work for them because they are different(they don't wanna put in the work)

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 know who matches the target market
4. People overshare 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

Avatar

Jonathan is a 25-year-old male, he has dark brown hair he is skinny and 180cm tall. He lives in St. George Utah. He is studying medicine and likes playing football.

Jonathan has been struggling with bad concentration and being productive since he was young. Jonathan has always had a problem with focusing on simple tasks like house chores, paying attention in school, studying, and just generally being able to focus on something for a while without getting easily distracted. Jonathan didn't care about this problem until he moved out of his parent's place and started living independently and attending medical university. Jonathan then realized that mindlessly doing things and his inability to focus are affecting his productivity, and ability to do anything that requires focus and accomplishing the daily tasks. Jonathan one day tried being focused in his class, but he failed he wasn't able to pay attention and every time he tried to listen to his teacher he would just experience brain fog, not remember anything, and catch himself mindlessly looking around the classroom.

Later that day Jonathan was talking to a friend and his friend was explaining what tragic event happened to him Jonathan couldn't concentrate on what his friend was saying, he would just nod and mindlessly look his friend in the eyes. A friend asked him if he listening to what he was saying which Jonathan caught off guard. His friend got mad because he realized Jonathan didn't care what he had to say, and Jonathan felt embarrassed.

That day Jonathan didn't do any housework because his mind kept wandering away, every time he tried to do any housework he would get distracted by phone notifications that would result in him picking it up mindlessly and scrolling through social media. Jonathan that day realized he had a problem and he decided to change. Next few days Jonathan was researching how to improve concentration. Jonathan tried a variety of methods like meditation, apps with timers for productive work, dopamine detox, etc... None of those worked out for him, and Jonathan kept falling back into his old habits. Every time he tried meditating he would nervously check the clock and wait for the time to end which would result in no progress, when he tried dopamine detox, he failed as well because he had a lot of work to do on his laptop and that just results of him getting distracted. Jonathan is feeling desperate and is angry at himself. He doesn't know what to do. thinks he is just different and those methods don't work for him.

Johnathan just wants to be mindful, have peace of mind, stop having brain fog, be productive, have a good focus, and feel happy with himself. He also wants to prove to himself that he is capable of working for long periods without being easily distracted. Jonathan is aware that the problem is stopping him from being who he

desires to be. Jonathan watches people like Jordan Peterson, Hamza, and Andrew Huberman because he looks up to them and wants to be on their level of discipline.

Jonathan's day:

Jonathan wakes up at 8 AM with the promise that he will improve his life.

Jonathan wakes up and starts doing his morning routine. It doesn't take him long to pick up his phone mindlessly and start scrolling. As soon as he notices he feels miserable with himself.

Jonathan gets ready to go to university with a bunch of procrastination in the meantime.

When Jonathan was in the class he just couldn't concentrate on what the professor was saying he just kept constantly getting distracted by looking out of the window or playing with his pen. When Jonathan came home he started making a list of uni work that had to get done today. He got rid of all the distractions and started studying. He was reading a book and when he came to page 10 he didn't remember anything he read and he got frustrated. He kept studying but his thoughts kept distracting him, he would catch himself staring at the ceiling or just not reading the book he got annoyed and picked up his phone mindlessly and started scrolling. That day Jonathan wasted a few hours on social media instead of studying.

After he realized that he got really mad and felt worthless. Later that day Jonathan decided to meditate before doing housework. He did a 10-minute meditation and then started cleaning the dishes after a few minutes he got distracted with an idea to call his friend he did it and he wasted 20 minutes talking with his friend, as soon as he realized he told that friend he had to go and promised to himself that he will do 1 hour of dedicated work on his laptop.

He started working and he gave his best to focus on the work but he had brain fog which made things even harder to focus on the work, a few hours later he realized he barely did any work and he wasted most of his time watching YouTube videos on his laptop

All those things are ruining Jonathan's emotional state and making him feel unhappy with himself.

Before sleep, Jonathan dreams about being able to focus, work hard, and be productive without getting distracted. Jonathan wants mindfulness, the ability to get things done without getting distracted, clear thoughts, good focus, and prove to himself that he is capable of that.