Market Research Template

Who exactly are we talking to? **The sports and Performance Sub-Niche Mixed with Healt niche**

Wearable Fitness Technology (Smartwatches]

What kind of people are we talking to? **Older Adults who seek Fitness gadgets, that could help them live healthier and have Happier lives,**

- Men or Women? **Really is for both**

- Approximate Age range? **age 35+, For Older Adults who want to try a live healthier and happier lifes, and maybe change their lifestyle in order to do that.**

- Occupation? **Again many elderly people seek these gadgets in order to change their lifestyle**
Some fitness gadgets could really help them,
Smartwatches Help many elderly people get motivated to eat better and maybe go out for a walk instead of sitting down the whole day.

In a 2015 study conducted by AARP, **45% of participating older adults (50+ years old) reported increased motivation for healthier living after six weeks of using a wearable activity or sleep tracker, and 67% of participants overall felt that such wearables were beneficial or of value.**

- Income level?
You should be able to get these smartwatches or other gadgets even tho your in the Low income Level, because if your want to become healthier and live an happier life, you should be willing to spend some money on changing your daily lifestyle, with example
A Smartwatch that can track your movements and how much you have walked today, your pulse etc et

- Geographical location?
The geographical location is divided in the whole world, because for example, The smartwatches, are shipped through most of Europe (UN Rules) so you can let's say the fabrics, like the place where the watches are made, are in Germany, then people from Denmark order it, and it get's shipped to Denmark

So the Geo Location is mostly for the people who are from europe (If they buy from European companies), if it's in the US, it's harder to get it shipped to For example Denamrk.
But it can be bought all over the world from all kinds of people. European, american, south American, North, Asian etc

Painful Current State

- What are they afraid of?

[The older people get, many are likely to become scared that they might die sooner because they aren't living a healthy life, and decide they wanna make a change in order to do that] Har selv skrevet det der. Mangler og finde noget til den her

"First of all, I am an apple guy. I have iphones, ipads, mac laptops, everything. I held off on the watch, simply because I didn't feel I needed one, and the cost of getting something cool, just "because" did not merit the price tag."

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

"When I purchased this watch, as I was researching it, I was very excited about it. I wanted to move from my
Apple Watch to something that was less "phone on my wrist" and more "watch with fitnesses focused capabilities. I thought that this watch was that. To some extent it is, however the fitness tracking is the ONLY part of the watch that works as advertised."

"Next, we have general connectivity. This has honestly been among the things I have been most disappointed in.
"My phone REGULARLY disconnects from the watch, therefore rendering the fitness tracking essentially useless,"
"

"I thought I was getting a good health watch. The pins in the band keep popping out. Luckily, I caught the watch each time. The loops on the band slide around and won't stay put. Cannot trust the data it shows. "

" I'm having massive drain on my phone battery because of the fitbit app. I haven't even opened the app but it runs in the background and sucks all my battery doing nothing. 80% to 40% in 2 hours where I didn't use the phone.
The device is fine on its own but it's useless without the app so I don't know what to do with this."

- What are their top daily frustrations?

"It vibrates all the time and just says "connected" it doesn't say who the notifications are from just the app its on and no previews of messages. It doesn't always send a notification to my watch anyways.""

"1. The app: unacceptable app, it would disconnect all the time"

2. Even if it has Wi-fi (by the way still the old 802.11n) it needs to be connected to the phone for

everything requiring internet like Alexa or weather. I think Wi-fi is only for transferring music, so stupid.

3. I emphasize like before that GPS keeps disconnecting many times during a run.

4. Sleep tracker takes a few hours after you wake up to give you the report, should be faster.

5. Pedometer is off, it would measure steps when I was clearing the windshield of my car from snow.

6. The charger is only used in one direction and you need to remove the case. If the glass was scratch resistant you wouldn't need a case but it's not.

7. You need to install Alexa app for Alexa to work so why is it called "built-in" Alexa enabled???

8. The screen wakes up randomly sometimes with 2 taps, sometimes with 3 taps, sometimes with 10.

9. Installing 3-rd party watchfaces or apps is slow and can freeze the device for some reason, had to uninstall all them. If they are not reliable why are they posted on the store?

10. Sometimes the Fitbit app needs to run in the foreground for Alexa or GPS to work some other times it doesn't need to run in the foreground but in the background.

11. Notifications never seem to work consistently again probably due to sync issues I mentioned above.

12. Music transfer is slow even if it is over local Wi-fi.

"So, this review is a result of utter frustration. I have contacted Fitbit 3 times this week attempting to seek resolution of a defect Versa 2 purchased less than 1 year ago. I purchased 2 at the same time."

- What are they embarrassed about?
[" I wasn't too happy with this watch when I wrote my original review. Now, I really regret wasting the money. "]Kan godt finde bedre svar end den her

"I bought this as a birthday gift for my daughter in August 2022. It stopped working in just a few weeks. I do not recommend. I should have returned it already, but it's such a hassle to buy a gift and have to return it so quickly, especially with a super busy schedule "

- 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?
"Update: Still hate it. Will never buy another Fitbit. Just like a lot of stuff the product/company was good in the beginning but now the quality is slipping"

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
" I wasn't too happy with this watch when I wrote my original review. Now, I really regret wasting

the money. "

" If you are willing to buy a new FitBit every year, then this is for you. Unfortunately, I do not have an extra hundred or so dollars I consider expendable cash."

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?

"It fits great. It lasts at least 4 to 5 days until I have to charge it again. And that it charges Super fast!! I am not crazy active... But would like to be more aware. It really helped just being aware of days where I wouldn't do too much. It was almost like a little nudge... I think it has been great for me."

- Who do they want to impress?

"My mom wanted a way to keep track of her activity for the day but wasn't sure how she'd do with wearable tech so didn't want to get anything super fancy. I got her this one because it seemed to have all the features she wanted and it came in her favorite color. She absolutely loved it. It was easy to set up and she uses it daily."

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

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

". It has a great price for a smart phone (I paid $29.99, with a coupon at the time I bought it). It comes with two wrist bands. It is very easy to pair with your phone,"

Values and Beliefs

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

"Ok, so? I'm fat. Yep! not gonna lie on that one. But I decided one day that I needed to get my hind end out there and walk. Slowly of course"

"I'm a recent college grad, so my income isn't exactly regularly expendable on luxury items like this. I finally had the means to treat myself,"

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

"I bought this watch for the blood pressure monitoring. However it is very inaccurate. As compared to a Omron cuff that has been confirmed accurate by the doctor, the watch was off by 10-15 points on both numbers."

"I got this watch thinking it was comaitable with my Android phone and it will not connect. Sending back!!!! These guys don't want people to state the truth about there products. They wanted me to take this down. Instead of worrying about 1 negative rating. They need to worry about product quality."

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

"I have to write this review because I was misled by a lot of negative reviews and waited for long time. I almost decided to buy the Fitbit verse 3, but wanted to give this band a try first."

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

"First time ever to purchase a FitBit of any kind. I decided after researching I wanted a larger screen and switchable straps and easy to use. "

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

"I've owned a Fitbit for the past six years. It's one of the key tools that equips me to practice quality self-care. Whether it's the feedback on how long I'm sleeping, how many steps I'm taking, my heart rate, or how many minutes exercise, my Fitbit gives me the information that I need to make the adjustments toward my healthcare goals."

"I've tried the Oura Ring, Apple Watch, and Whoop Strap. My favorite is the Whoop Strap. It is comfortable to wear 24/7 you can even wear it while charging."

- What character traits do they value in themselves and others?
Being honest, being a good listener, being adaptable (just a brainstorm)

- What character traits do they despise in themselves and others?
Laziness, close mindedness, (that's all I can come up with for now)

- What trends in the market are they aware of? What do they think about these trends?
sleep tracking capability - for some, it's the only reason they make the purchase

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 market

4. People oversharing 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