

# Product I am doing research on is qualia mind

## Market Research Template

Who exactly are we talking to?

### What kind of people are we talking to?

- Men or Women?

50/50 between both men and women

- Approximate Age range?

20-30

- Occupation?

Usually office workers that sit on a computer a lot

- Income level?

30-50k

- Geographical location?

Around most of the world

### Painful Current State

- What are they afraid of?

They are afraid of continuing to be lazy for the rest of their lives

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

They are angry that they have no attention span to their current task and most of the time they are angry at themselves

- What are their top daily frustrations?

That they can't do the tasks they want to do for however long they want and they end up getting no work done

- What are they embarrassed about?

They are usually more ashamed than embarrassed but if they are embarrassed it is because of their lazy work ethic and lack of getting work done

- 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?

Most people would think they are lazy and can't get any work done which could lead to a bunch of problems such as getting fired from their job and relatives getting farther from them relationship wise

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

Their friend would probably try to support them and tell them it is ok and that they will get over that lump of laziness but deep down they will think that they are lazy

### 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 be able to focus better and be able to do the tasks that they want to do for however long they want and be in a better mood

- Who do they want to impress?

They usually want to impress themselves and show themselves they can focus and do the task they want to do when they want to

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

They would be more proud of themselves than anything else because in their current state they aren't getting anything done and are having a hard time even getting out of bed

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

Their friend would probably say that it is good for them to not want to be lazy anymore and it is good that they want to actually get work done

## Values and Beliefs

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

They believe that they are lazy and non productive and they know that there is a solution to that problem they just don't know what it is yet

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

They blame themselves most of the time because they know that they are responsible for their laziness and lack of getting work done

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

They usually have tried some sort of caffeine to boost their energy and productivity but most of the time it fails because it either gives them too little energy or too much energy and most of the time they don't know why caffeine is like that so they continue to take it

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

They might do a little bit of research but since they are desperate to fix their problem they usually don't evaluate if a certain product is going to work or not

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

Most of the time they like brands that have caffeine because that's what most of these people take everyday and they are going to support a company or brand that is based around caffeine (places like starbucks)

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

They value the fact that they are trying to be productive and they value people that are just like them because it is easier to relate to each other and talk about their problems



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

They don't like that even though they are trying to be productive they still aren't and they are usually jealous of actual productive people because they want to be like them but they aren't

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

The trends that they are aware of are usually one about caffeine or a caffeine related company and they usually support those trends and markets

## 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

