

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both but mainly women

- Approximate Age range?

Young-middle age 18-40

- Occupation?

Any

- Income level?

Low-middle, cheap service

- Geographical location?

High income countries with obesity issues, i.e USA or UK

Painful Current State

- What are they afraid of?

Can't socialize properly because they are fat and feel ashamed

Afraid of being judged for their weight

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

Angry at themselves for no willpower, angry at fit people

I actually had a physician tell me that I had cancer and it was my fault because I was fat

- What are their top daily frustrations?

my energy level and self-esteem were both at an all-time low. I felt tired and sick a lot of the time

People judge without getting to know the character of the person

I was having a harder time sitting comfortably with the belly in front. Pants are more uncomfortable.

- What are they embarrassed about?

Being fat, not being able to do exercise like everyone else can, can't join in, can't socialize without being judged

I think the reason I struggled so much with it in the past is because I would be doing great for a while, then have a bad relapse and feel like a complete failure

excessive sweating when it's hot and the fact I always have to wear shorts

- 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?

feel like a complete failure

Even though I wasn't overweight for a super long time, I still hated every single moment of it. Boys I dated before started to treat me badly and after I've lost the weight they started talking to me again. Especially the looks I got from people on the streets and when I looked at myself in the mirror sucked. Obviously weight loss isn't just about physical appearance but also about the psychological changes your mind goes through.

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

Struggling to stick to a diet and lose weight

Uncomfortable and embarrassed about weight and inability to lose weight

yes uncomfortable really describes it well.. that was the one single emotion i felt that pushed me towards losing weight.. because i felt physically uncomfortable

Why am I fat because I block out pain and trauma with food it's been my battle now for years

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?

Luckily I've lost a good amount of weight in the last 1.5 months, and these symptoms are a lot less prominent or annoying now. Walking feels better and I can go faster. I just have to lose a little more weight and I will be out of the obese range. I fit into some of my old jeans now, but don't really want to wear them, and obsessed with my comfy leggings now

- Who do they want to impress?

Old boyfriends/girlfriends as they want to be attractive

Themselves by sticking to a diet

Family and friends

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

Confidence and being comfortable, not turning to food for comfort

my mental health is better than ever, and I just feel overall healthier

no swelling, no cravings, minimal aches, good energy

gained so much more energy once my body adjusted. I felt better, healthier and that's what kept me on it

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

I want to feel like a person again, I want to be able to do the things I love without having to consider my weight in the equation. I want to feel comfortable in my clothes and be active, having an output other than food.

Values and Beliefs

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

No willpower and struggling to stick to a diet, always relapsing

Binge eating problems

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

Themselves for no willpower

Family or partner for feeding them bad food

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

Yes many have tried to solve the problem before with other diets but have failed to stick to them because the craving for sugar or other food was too great. Often an event makes them relapse, one small slip and it all falls out the window. Too expensive or too inaccessible because fast food is so available.

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

Watch videos and read comments about other people's opinions, often negative

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

Agoge diet is popular as it helps remove stubborn fat without "damaging" the body

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

They value the character trait of discipline and willpower, being able to say no to food and forcing themselves to go to the gym or eat healthier food. They value confidence as often obesity leads to lack of confidence.



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

They despise people that can successfully manage their diet, it's a love-hate cycle as they wish they could do it but do not have the willpower to make their dream a reality. Despise the binge eating or fat gaining trait that they have within them.

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

Big trend with intermittent fasting but generally negative reviews, lots of people don't like the fact that people are undereating or causing eating disorders. Agoge diet is popular as a better solution to weight loss.

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

