

Market Research Template Old Volkswagen ad

Who exactly are we talking to? A wide range of people who want to get a reliable car that doesn't need high maintenance before winter.

What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? early 20's to late 40's
- Occupation? a job that requires them to drive to their workplace
- Income level? 4-5k a month
- Geographical location? a temperate country with many country roads

Painful Current State

- What are they afraid of? Having to spend money on car maintenance
- What are they angry about? Who are they angry at? He is frustrated about his current car because it requires constant maintenance which cost him too much, especially before winter.
- What are their top daily frustrations? The cost of his car's maintenance and the constant anxiety that it can break and would make him unable to go to work
- What are they embarrassed about? His old and unreliable car
- 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? His coworkers think that he is constantly late and that using his car as an excuse doesn't excuse him at all. They see in him just a countryman whose place isn't in a city's office but in a farm
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "I am so tired of driving this garbage car! I cost too much and threaten to break every day and people call me out because of that! Winter is especially an anxious time for me because, in the countryside, there's a lot of snow and the cold is hard on the car."

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? he would have a strong and tough car that can withstand the harsh winter with little to no maintenance costs
- Who do they want to impress? His coworkers
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? he would show off his new ride and will be able to drive in peace knowing that his car would drive him to his destination every time
- If they were to describe their dreams and desires to a friend over dinner, what would they say? "If only I had a better car! I would be able to save time and money on maintenance in addition to arriving on time and relaxed at work!"

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? He believes that, if his co-workers speak ill about him it's because he arrives late at work due to his poor quality car that breaks all the time

- Who do they blame for their current problems and frustrations? **His car**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not? **They would ask someone driving that specific car how they feel about it.**
- What figures or brands in the space do they respect and why? **He respects Porsche and Mercedes for the reliability of their car even if they are expensive**
- What character traits do they value in themselves and others? **The ability to drive safely throughout the year**



- What character traits do they despise in themselves and others? **He despises and is anxious about his inability to drive properly and safely throughout the year, especially during winter which causes him to arrive late at work**
- What trends in the market are they aware of? What do they think about these trends? **He's aware that there are other cars on the market but, even if he has a positive opinion on it, he believes that it is too expensive**

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitor's customers and testimonials
3. Talking with anyone you personally 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

