

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
 - Men and women who live in a house, mainly those who have a family with kids
- **Approximate Age range?**
 - 40s and 50s, as this is usually the age range when people have settled down in a house with their wife/husband and kids, but also elderly people who really are not able to take care of their garden
- **Occupation?**
 - Hard to answer this generally, but an occupation which provides them with a good enough salary so that they can spend part of it on gardening services. Presumably some of them are managers at companies, and some having their own companies
- **Income level?**
 - A little above middle class, as these people will have the money needed to spend on work in their garden instead of doing the work themselves
- **Geographic location?**
 - Mainly Gothenburg, but also in the area around Gothenburg

Painful Current State

- **What are they afraid of?**
 - A garden that does not look well taken care of
 - Safety issues, eg tree possibly falling on the house
 - "Oturevlig ledning, dålig arbetsmiljö och ingen transparens gällande fakturan"
 - That the work in the garden, with tools, will cause them physical pain
 - "while trimmers are handy they do make your back ache"
- **What are they angry about? Who are they angry at?**
 - People they've hired previously who have not done a good job
 - "the person before me put a mad lean in the hedge and I spent the extra time trying to straighten it out"

- Themselves for not being able to do the work and over time leave their garden in poor condition
 - “I think it is very easy to get into a messy cycle”
- **What are their top daily frustrations?**
 - They don't really want to put the time in necessary to take great care of their garden
 - “I love gardening but spending 2/3 hours cutting the grass is just bollox”
 - After having come home from work they prefer to rest rather than putting hours in working on their garden
 - **“sankt, övervuxet sjöviste”**
 - “It gets harder and harder to keep the garden as I'd like it, in spite of being able to afford a gardener to help me.”
 - “I have a pretty big garden and it's just overwhelming me. I'm pretty broke too so I can't afford to spend money on it”
 - “I've got a tiny yard and feel overwhelmed”
- **What are they embarrassed about?**
 - Not having a garden that seems well taken care of
 - That could possibly be a identity-/status-“problem” (see Maslow's hierarchy of needs)
 - Not being able to take care of their garden due to medical conditions
 - Some couples have split the chores so that one of them takes care of the garden, but if the person responsible for that is no longer able to do the work, that might be an uncomfortable conversation to have with your partner
 - Not having enough money for the garden
 - A small part of garden owners are embarrassed about the “visitors” not being taken care of - visitors as in bees and other smaller animals
- **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?**
 - Time spent in the garden could instead be spent with their children, as studies have found that many parents feel they spend way too little time with their children
 - Having a garden that is looking rough could imply preconceptions against the people living in the house not taking good care of themselves (could be a stretch, but is nonetheless still a possibility)
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - The time required to have a garden well taken care of is too much
 - “3 hours is not bad at all” - implies that much time is needed to be set aside for the garden
- **What is keeping them from solving their problems now?**

- Time - time they feel they don't have
- The cost of hiring another person to do the job for them
- It is boring, they would prefer to do something else with the time they have

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?**
 - “snabbt och professionellt arbete”
 - **“snabbt, professionellt och med stor omsorg”**
 - “Snabba svarstider, Punktlighet, Kvalitet, Professionalism, Värde”
 - “är ett nöje att ha att göra med, lyhörda och ser alltid till att de levererar på det som är överenskommet”
 - “Duktig och kunnig personal. Gör ett snyggt och bra arbete.”
 - Having their garden well fixed without having to put any time in, for example the hedges being well-cut, the lawn mowed, etc.
 - “A nice cutting always makes everything look so much nicer...!”
 - “Efterjobbet med städning var helt perfekt. Så nöjd...!”
 - Not only the garden being nice, but also having fitting furniture in it where they can relax
- **Who do they want to impress?**
 - “the fellas at work liked the outcome”
 - more likely than not they want to impress their co-workers, friends and other people that walk by their house and see their garden
 - Their partner - showing their capabilities by carrying out more difficult tasks in the garden (mostly men)
 - It is also possible that they want to impress themselves and show themselves that they are able to do a good job in the garden
 - “it's important to sit with a brew and admire your handiwork. As that rewards your efforts by building confidence, and enthusiasm to tackle the next patch”
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
 - They would feel accomplished, as the guy posting on Reddit did after having trimmed his hedge
 - “Took me 3 hours to hedge but happy with the end result”
 - They want other people to see them as high status, and nice garden is one indication of higher status
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**

- Presumably something along the lines of “there are too many things I need to do to keep my garden in good condition, and I don’t have the knowledge or time to do the things necessary. I wish somebody else could do it for me for a price that wasn’t too expensive”

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - Some men will want to see themselves as “real men”, by mowing the lawn while neighbours see it
 - A wife explains in a forum “he will mow the front lawn though as neighbours see him doing it.”
- **Who do they blame for their current problems and frustrations?**
 - Bad reception from the former companies they have contacted regarding their problem
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - Some of the people in the forums I’ve visited express they simply don’t have motivation or time to keep their garden neat. With that in the back of the mind I assume some people have tried to “keep up” with their garden, but simply have not managed, partly due to the factors I mentioned above
- **How do they evaluate and decide if a solution is going to work or not?**
 - “Kunniga medarbetare som gärna bollar idéer och svarar på frågor. Punktliga och noggranna med kundnöjdhet i fokus. Hjälpte mig med massa planering och plantering.”
 - When the customers have good communication with the workers, are able to discuss ideas and feel that they are heard, they believe the work will be well performed
 - “Speciellt uppskattar jag bemötandet, kommunikationen och trädgårdsglädjen. Tack för er insats! Den kommer vi minnas länge.”
 - The chances that the customers will remember the work done increases if they are satisfied with the customer service
- **What figures or brands in the industry do they respect and why?**
 - The bigger businesses that have years of experience in the field
 - Businesses with a lot of great reviews
- **What character traits do they value in themselves and others?**
 - “Punktlighet, Kvalitet, Professionalism, Värde”
 - “trevliga och alltid tillmötesgående”
 - Quick responses, leading to appointments being booked quickly
- **What character traits do they despise in themselves and others**

- Not caring about the garden, for instance in a marriage a wife, being unable to perform the work needed, got frustrated at her husband prioritizing his hobby when the garden was on its way to look absolutely terrible
- People not doing the work to the best of their ability, possibly leaving errors that the customer him-/herself will have to correct
 - Feel like they wasted money on a service that didn't satisfy their needs
- Being selfish
 - Prioritizing themselves over the garden
- **What trends in the market are they aware of? What do they think about these trends?**
 - For the past decade robotic lawnmowers have increased, which means time spent mowing the lawn could be saved - something people prefer. However everybody are not able to afford these, so the trend is profitable for the more affluent people, while it does not really affect the other people, the people not being able to buy the robotic lawnmowers
- **What “tribes” are they a part of? How do they signal and gain status in those tribes?**
 - Some take pride in having a well fixed garden, and want confirmation from others that they indeed do a great job.
 - That could be seen in some people posting pictures in FB-groups - just to show off
 - Some men want to feel like they are doing a great job working in the garden. This though is primarily by doing the tasks they believe are “manly”, eg mowing the lawn (preferably with a riding lawn mower)
 - Most people being able to afford garden services will be those who earn a relatively good salary. For these people having a garden which is well taken care of could very possibly be a status symbol.
 - Can be compared to a person getting haircuts pretty regularly, therefore looking well taken care of

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. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter

- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar



Anna, 45 years old

Background Details

- Working as a manager at a medium-sized company. Married and has three children with her husband, kids that take a lot of her time when she gets home for work. Her husband works a lot, and overall they do not have that much free time together, which makes them really value the time they do get together.

Day in the life:

- Wakes up and drives the kids to school. Arrives at work around 8am, and works until 5pm. When she gets home Anna makes sure the children get to their respective practices, then cooks food for the whole family. When all family chores are done, she ends the day by watching an episode of a series on Netflix together with her husband.



Jon, 75 years old

Background Details

- Lives with his wife in the house they raised their children in, who now are adults. They also have a fairly big garden that needs a lot of love, which Jon for the most part has enjoyed taking care of throughout the years. Now however he has had a knee replacement and is not the same fresh man he once was. His physical limitations aside, he prefers to enjoy his time with friends, or with wifey taking her on adventures. So keeping the garden neat is not a priority.

Day in the life

- Wakes up around 7am, takes his time enjoying breakfast while watching the news. When finished he takes the dog for a walk in the forest, then comes home for lunch. Thereafter he links with his best friend, and they drive to the city watching their favorite football team. On their way home they stop for a coffee, and when Jon gets home he spends the rest of the evening with his wife.

Links

- <https://www.gransnet.com/forums/chat/1265455-Husband-wont-help-with-the-garden>
- https://www.reddit.com/r/garden_maintenance/comments/cqmsbv/took_me_3_hours_to_hedge_but_happy_with_the_end/