

# How to prepare your car for winter



## Target Market

- What kind of person is going to get the most out of this product?

Who lives in a country where it often snows and has to bear the burden of driving their car in the heavy snow, especially during blizzards.

- Who are the best current customers, with the highest LTV?

People that are uncertain about their ability to drive safely in snowy weather conditions.

- What attributes do they have in common?

They want to drive safely, dramatically reducing the risk of an accident, and take care of themselves.

## Avatar

- **Name, age and face.**

Mike

He is around 30 years old

He has short hair with a mustache and has a lazy eye.

## **Background and mini life history.**

Mike lives in Poland where winter is often brutal. He relies on his car to get to work and to take his kids to school, so he knew he had to make sure it was ready for the cold and icy weather.

To prepare his car, Mike checks the tires to make sure they have enough tread and are properly inflated. He replaces the windshield wiper blades and topped off the windshield washer fluid. He also checked the battery and made sure the oil and other fluids were at the right levels.

To help with traction on icy roads, Mike invests in a set of tires designed for snowy conditions on the road and puts together an emergency kit that includes a blanket, gloves, a flashlight, and some snacks in case he gets stranded.

As the first snowflakes began to fall this winter, Mike felt confident that he was prepared for whatever winter might bring. He knew that by taking the time to get his car ready, he was doing everything he could to keep himself

and his family safe on the roads. And as he drove through the snowy streets, he was grateful for the peace of mind that came with being well-prepared.

### **Day-in-the-life.**

Mike, a father, wakes up to heavy snowfall and prepares his kids for school. However, his car is not prepared for the winter weather, and he struggles to navigate the slick roads. He drops his kids off safely but spends the day worrying about the drive back. He finally arrives home safely but realizes he needs to make changes to his car so that he can drive confidently in any weather. He is a Teacher, he teaches the same school where he takes his kids.

**Values.** What do they believe is most important? What do they despise?

Mike prioritizes the safety of his family and he knows the risks that he is taking, each time he and his family go somewhere with the unprepared car for the icy/snowing roads.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

He is influenced by external factors such as the weather conditions, the lack of preparation for driving in harsh weather, and stressed by the fact that every morning on the icy road or when it's snowing, he needs to take his children to school. These external forces can impact their daily routine by causing a lot of frustration and anxiety..

## Current State

- What is painful or frustrating in the current life of my avatar?

Each time he is taking his car for a drive somewhere with his family or by himself; he feels frustrated whenever his car is not prepared to go for a drive during heavy snowfall/icy roads and he feels guilty that he cannot provide responsibility and security to his family.

- What annoys them?

He is annoyed that he has a weight in his heart because it is his duty to protect his family during weather conditions that increase the risk of a dangerous accident.

- What do they fear?

He is afraid to cause an accident that can hurt his family or the other innocent civilians.

- What do they lie awake at night worrying about?

The health and safety of his wife and children while he is driving them around during the winter.

- How do other people perceive them?

Some people might sympathize with Mike's situation and admire his

dedication to taking his child to school despite facing difficult weather conditions. Others may see him as an unprepared or irresponsible father if he doesn't take the necessary precautions to ensure their safety while driving in the snowy seasons.

- What lack of status do they feel?

Mike might feel a lack of status related to his ability to provide for his family and keep them safe. He feels that he is not a responsible role model that sets a good example to his children because they may be aware of the situation and causing his wife to think that he is not an adequate caregiver, bringing Mike stress and anxiety

- What words do THEY use to describe their pains and frustrations?

He uses:

- Stressed
- Frustrated
- Worried
- Anxious
- Ashamed

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

Having more time and energy to devote to other aspects of his life, for example his gym journey or his Job , rather than constantly worrying about his car and driving conditions.

- What enjoyable new experiences would they have?

Being able to get his children to school and himself to work on time and without the stress and inconvenience of dealing with the fear of their safety while driving on snowy and icy roads.

- How would others perceive them in a positive light?

That he is a responsible man where he can take care of his family who takes all the necessary precautions to reduce the risk of a minor or major accident.

- How would they feel about themselves if they made that change?

He would feel responsible and protective because he acknowledges the fact that his car is not ready to be driven on the roads during these harsh winters so he took action to ensure the highest level of safety.

- What words do THEY use to describe their dream outcome?

The words that Mike is going to use is Safe and Efficient

## Responsible

## Roadblocks

- What is keeping them from living their dream state today?

Lacking knowledge, Mike may not be aware of what modifications or features are needed to make his car more suitable for snowy conditions.

- What mistakes are they making that are keeping them from getting what they want in life?

## Lack of action

- What part of the obstacle does the avatar not understand or know about?

Mike may not know where to turn for help or resources in upgrading his car, or he may not be aware of assistance programs that could help him afford the necessary modifications.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Installing modifications or features that are needed to make his car more suitable for snowy conditions

## Solution

- What does the avatar need to do to overcome the key roadblock?

Needs to take the necessary action of modifying the car to the correct specification that will ensure the safety of his family

- “If they <apply certain modifications to the car>, then they will be able to <drive safely in a icy/snowy road>”

## Product

- How does the product help the avatar implement the Solution?

If he applies all the necessary modifications to drive safely with caution; he will never need to stress about the safety of himself and his family.

- How does the product help the reader increase their chances of success?

It only increases their chances of success by applying what we are suggesting for their situation.

- How does the product help the reader get the result faster?

The result time varies, it depends only on the reader to apply the modification for the car that he needs to prepare for winter as soon as possible

- How does the product help the reader get the result with less effort or sacrifice?



Because he is going to learn from professionals where they made plenty of mistakes to reach this level to teach others.

- What makes the product fun?

Because you discover new things that you didn't know before joining us and it will always be fun to stay ahead of others, because there are a lot of people that are not prepared to drive during the winter season.

- What does your target market like about related products?

That it helps them to make sure there will be less chance of getting to a car accident.

- What does your target market hate about related products?

Sometimes we face arrogant people who are told the opposite of how to prepare the car for winter and don't agree with us.