

Research Mission

Target Market

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

People who travel, vacation, and entertain. Affluent individuals and businesses.

- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

High-income individuals, Business Owners, Frequent Travelers, Established Professionals, High-end consumers.

Avatar

- **Name, age and face.**

Mr. Smith, a man between 30 and 50 years old.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

I think he's a man born in a middle class family, and he completed his studies and work for some years in a job that gives him a nice pay to permit him to have travels and other entertainment events.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

His routine can be like waking up in a nice house, and then going through the city and working 6-8 hours in an office behind a computer or some other device and then going back home and maybe after enjoying the evening.

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

I think men like Mr. Smith believes in hard work and to commit to it, and also in enjoying life going to restaurants, hotels, locals and traveling the world and having experiences.

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

I think the influences of people like Mr. Smith life's are the famous people or VIPs, and in general what the high class is doing for fun in their life.

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

They do not have a service that permits them to have the best service of travel and booking worldwide.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

They would have the access to the most effective system for booking

air travels, cars, railways, cruises trips, hotels, restaurants, and any type of travel experience with all possible offers and privileges.

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

They have to search and book every trip, residence, restaurant and every destination of the trip.

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

A service that allows people to have the best service of travel and booking worldwide.

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

American Express Card Membership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

The American Express Card is the perfect example of the old adage, "You get what you pay for."

It's known for its top-notch customer service and some of the best rewards available.

And also the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So you are free to make your own decisions about when and where to use the Card.