

# Research Template

## Target Market

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

Qualia Mind offers a powerful solution to one of the most common struggles faced by people today: maintaining focus. In a fast-paced world, where we are bombarded with countless responsibilities and distractions, it can be difficult to stay focused and productive. From a busy student trying to juggle coursework and extracurricular activities to a working professional dealing with a demanding job and family responsibilities, or an entrepreneur striving to launch a new business, Qualia Mind can help stay on track and achieve goals. Designed for people of all ages and backgrounds, Qualia Mind is a versatile supplement that can benefit anyone looking to improve their mental performance and well-being. From students and professionals to entrepreneurs and creatives, anyone can benefit from the cognitive-enhancing effects of Qualia Mind.

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

The best current customers for Qualia Mind are mid-class professionals looking to expand on their capabilities and obtain any benefits related, from career advancement to coping with the daily busy routine and challenges.

- What attributes do they have in common?

As previously mentioned, all these people need a booster to improve the mental performance necessary for their daily activities especially within the context of dealing with long hours of work or

studying which requires a considerable amount of focus. The desire for change and progression are two main factors that these people have in common.

**Avatar** The story, all names, characters, and incidents portrayed in this production are fictitious. No identification with actual persons (living or deceased), places, buildings, and products are intended or should be inferred.

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- **Name, age, and face.**

Max, almost 30 years old, spends a lot of time in front of the computer due to his job, wears glasses for that reason, starts to gain some belly fat, drained expression, getting dark circles under his eyes.

- **Background and mini life history.**

Max grew up in a small town in the Midwest. He was always a hard worker and took school seriously, earning good grades throughout his education. He went to a state university to study computer science but struggled to keep up with the workload and eventually dropped out after two years.

After leaving college, Max moved to the city to try to find work. He took a series of odd jobs before landing a data entry position at the large corporation where he currently works. Initially, Max was grateful for the job, as it provided him with stability and a steady income. However, as time went on, he began to feel bored and unfulfilled in his position.

Max's struggles with time management and focus can be traced back to his college years, where he often found himself overwhelmed by coursework and struggled to keep up with deadlines. This pattern continued into his work life, where he often

finds himself procrastinating and struggling to complete tasks in a timely manner.

Max's relationship with his girlfriend has been a bright spot in his life. They met shortly after he moved to the city and have been together ever since. However, Max's struggles with work and his emotional well-being have put a strain on the relationship at times. Despite this, Max is committed to the relationship and hopes to build a future with his girlfriend.

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

Wakes up at 7 am every morning or at least that would be the plan if he stopped snoozing until 07:30, feels extremely tired from the start, has coffee on an empty stomach and grabs a brioche to eat on his way to work. Arrives to work barely on time and starts his day feeling trapped in some sort of Matrix, a Deja vu sensation every time, all days are the same, a boring routine of tasks that seem to make time flow in slow motion. He has been living with his girlfriend Rachel for the last two years, although their relationship is not that great lately due to work frustrations starting to affect his personal life. Max is trying to get some qualifications to apply for data analyst, but time is not his friend, if it was slow motion at work, at home it is the opposite scenario, he cannot get anything done of what he plans. Eventually he ends up scrolling on social media, YouTube videos or watches a movie with Rachel if she's around and then goes to sleep thinking about how he will manage to progress his career but also his personal life when he's almost 30 years old. Most of the people he knows are married and have kids. This kind of pressure and frustration will ensure a good nightmare for Max.

- **Values.**

Max believes in hard work, he is loyal, he understands, and he wants to commit to important things, things like building a family and provide for it, learning and investing in his own personal growth, he values ambition as a vehicle towards achieving certain goals, and most importantly he wants to take responsibility for his own actions. The most important thing for Max will be time management as this is where most of his issues are coming from. Allocating time efficiently will allow Max to succeed towards his dreams, having a good job, a good salary, build a family and most importantly, reaching a high level of personal and professional satisfaction and a high dose of self-esteem. The thing Max despises the most is the routine and what that brings, which is a sense of being abandoned, falling behind as everyone else around him seems to progress, feeling trapped in a bubble getting smaller and smaller. The inability to progress is what gets Max frustrated the most.

#### **- Outside forces.**

Max is mainly influenced by the current dynamics surrounding his job, he feels that his boss does not value him enough and that he puts too much pressure on him most of the times, he feels unappreciated by his colleagues as well and he lately feels rejected by Rachel as well, although he understands that most of this could be a result of lack of self-esteem. He is heavily distracted by social media tools which causes him to procrastinate most of the time.

### **Current State**

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

The fact that Max feels that he is not able to cope with the pressure at work in the context of advancing his current position and how this is starting to affect his personal life is probably the most worrying thing for him.

- What annoys them?

- *"People just assume we can tolerate the stress, but we can't. When I get home from work, my heartrate is high all evening".*
- *"Everything is boring. EVERYTHING. It's as though everything I do is such a pointless task, hardly worth paying attention to."*

- What do they fear?

They fear failure, making mistakes, not meeting their own or others' expectations

- What do they lie awake at night worrying about?

They worry about how life keeps moving forward and they keep moving backwards.

- How do other people perceive them?

They feel they are being overlooked by most people, including the ones close to them.

- What lack of status do they feel?

They feel marginalized, overlooked, and excluded from society. They struggle to find acceptance or recognition, which affects their sense of self-worth and identity.

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

- *"Couldn't even concentrate listening to this video now I'll rewatch"*

- *"The fact that you can't focus makes you annoyed and then you think about how annoyed you are and then u stop focusing again"*

## Dream State

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

*"Nootropics have changed my life. Qualia Mind has essentially turned me into a new person. It helps with everything and makes everything you do seem a little easier".*

- What enjoyable new experiences would they have?

They could finally explore new ideas, gain confidence, maybe open a business, do things that seemed completely crazy before.

- How would others perceive them in a positive light?

People would start noticing a different behavior, a positive change, more energy, more confidence.

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

- *"Great product. Since starting to take Qualia Mind I feel so much more focused, concentrated & productive at work. It took a week to notice the effect but now it is a firm part of my morning routine".*

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

*"This one so far is the best, totally focused, ideas just spill out, game changing!"*

## Roadblocks

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

Trying to focus on too many tasks at once causing them to get exhausted, continuous distractions, trying to do something whilst thinking about something else.

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

They procrastinate

*"Never think that other people know everything that they pretend to know. Always stay in a mode of learning. But don't let other people make you feel that they are so much more capable and knowledgeable than you are."*

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

They fail to understand the concept of scattered focus versus direct focus. They often try to multitask and divide their attention between several things at once, thinking it will lead to more productivity. However, this scattered focus often leads to obstacles such as unfinished projects, missed deadlines, and a lack of progress towards their goals. On the other hand, when they focus directly on one task at a time, they can complete it more efficiently and effectively, leading to a greater sense of accomplishment and progress.

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

- No doubt at this point that focus is the **bridge** over that **roadblock**!
- *"I also noticed I could come up with ideas and solutions quicker".*

## Solution

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

Accept that he might need a little boost towards changing his current state.

- "If they <insert solution>, then they will be able to <insert dream outcome>"

Inserting the solution through Qualia Mind, they insert a clear path towards their dream outcome.

## Product

- How does the product help the avatar implement the solution?
- *"Qualia Mind has made a huge impact on my ADHD symptoms. I used to just not be able to get up and do things and it cause so much frustration, anxiety and low self-esteem."*
- *"Sorted out my sleep, exercise, and nutrition."*
- How does the product help the reader increase their chances of success?

The product comes along with extremely useful information for the reader, making him aware of issues that are quite common, that he might not be alone in this frustrating situation, but at the same time feeling that there is no coincidence the fact he is reading about it and ultimately, decides to take action knowing the success is not anymore a distant blurry image in the mind, but a clear picture on how everything is about to change and his



dream is about to become reality.

- How does the product help the reader get the result faster?
- *"Well packaged, delivered on time. As far as I can tell it seems to be doing the job of helping my brain stay healthy."*
- How does the product help the reader get the result with less effort or sacrifice?

The product can complement important nutritional elements hard to combine without the help of experts in the field. The product equals more focus which equals less time.

- What makes the product fun?
- *"Great product, really helps with memory and a good aid for lucid dreaming."*
- What does your target market like about related products?
- *"People that have a low caffeine tolerance, these would work wonders."*
- What does your target market hate about related products?
- *"This product is 100% disgusting. It smells and tastes like rotten dead fish and after you have it you get disgusting fish burps for the rest of the day. Don't plan any dates or business meetings if you're taking this product. If you don't mind rotten dead fish smell and taste it did slightly help my feeling of feeling awake. I would never buy this again."*
- *"Qualia is a multivitamin supplement with some nootropic additives and questionable plant matter. You can assemble a more affordable regimen with the same active ingredients by buying them individually."*