

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? **20/80**
- Approximate Age range? **25-50**
- Occupation? **Exhausting, leaving no time left**
- Income level? **5k+5k**
- Geographic location? **local**

Painful Current State

- What are they afraid of? **Having no one to leave their child with while they are at work, the way the kid adapts to the new environment**
- What are they angry about? **The state of their life, no matter what they do, their kid is distracting them, they can't get work done so they get angry**
- Who are they angry at? **Themselves, the situation**
- What are their top daily frustrations? **Having no time for themselves, household work, not being a good enough parent**
- What are they embarrassed about? **The state of their life, not being able to manage the situation, not being a good enough parent**
- How does dealing with their problems make them feel about themselves? **Capable, respectable, confident**
- What do other people in their world think about them as a result of these problems? **Incapable, weak, stupid**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **Probably they don't have time for dinner and are embarrassed about the situation**
- What is keeping them from solving their problems now? **Money, stress, time**

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?

- >It feels like a gift, a huge relief from stress
- >Have a place to leave their kids at (after school) That have the following traits:
- the place with a group of kids that behave
- the place with skilled personnel
- the place that provides multiple activities designed for each kid's needs

Reviews:

"Our girl developed a lot, she's confident in herself and we are too"

"The kids don't want to go home anymore"

"It is all because of the environment, implication, devotion, affection, empathy, everything at the superlative, thank you for existing 😊"

"The happiness of the kids"

"Gaining valuable experiences regarding their personal development"

"It is the most difficult to make decisions for your child. You do it by putting together all the existing factors, the goal being, obviously, the good of the little one."

"it has become the place where, more recently, the child wants to spend Christmas and New Year's Eve"

"It is very important, as a parent to feel that your son or daughter loves going to this place"

"The place where children feel at home.

The place where children don't want to leave.

The place where homework and lessons are seen by children as play, a real pleasure.

The place where we parents leave our children with confidence.

The place where the Ladies constantly inform us of activities and evolution, without being asked.

The place where these ladies greet us at the end of the program (6 p.m.) with a smile on their faces.

An afterschool built with passion, patience and perseverance by special people."

- How would they feel about themselves if they were living in their dream state? **Feel more confident, relieved, relaxed, in control**
- What do they secretly desire most? **Freedom of time, time for themselves**
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? **They think they can't really get it under control it makes them look stupid and disappointed in themselves**
- Who do they blame for their current problems and frustrations? **Money, time, options, bad experiences, circumstances**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **They didn't get the value from the other programs and remained with the bad experiences or they tried some cheap method that relied on friends or relatives that have work of their own and aren't experts in doing the job**
- How do they evaluate and decide if a solution is going to work or not? **Desire, belief, and trust (just like any other human) their desire is almost at the threshold if not passed the threshold, their belief is based 1. on the site and how it looks... it has to align with their belief and you have to show values that they appreciate**
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others? **being skilled, competent, and well prepared, being assertive and correcting kids when they make mistakes appropriately, explain them why what they did is bad, and why you have to do what you have to do, inform the parents about it. Supervising kids constantly. Removing the kids that are too destructive from the after school.**
- What character traits do they despise in themselves and others? **Misleading, viciousness, pessimism, uneducation**
- What trends in the market are they aware of? What do they think about these trends?
- What "tribes" are they a part of? How do they signal and gain status in those tribes? **Workspace tribe, group of friends, group of mothers/fathers they gain status by showing attention to those whom they love most, showing they're selective by choosing us and showing that they care more about their child than they do about money/themselves**

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
4. market
5. 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

[PASTE IMAGE HERE]



Name: **Elena**

Background Details

- **Parents dead/living far away, living in misery, not in touch with your feelings/emotions/needs**

Day in the life:

- **Every day feels tiresome, start the day by going to a 9-5 stressed about work duties and who you are going to let your child spend the day with after school in 2 months when the school year starts, after you finish work you go to pick your child from whoever of your friends had a rest day and could manage to stay with your child, you get home kid is likely to be bored of staying all day in a box having not much to do or tired since bedtime is close either way he manages to prevent you from being efficient at doing housework and chores you end up barely having the energy to cook something to eat after which you probably already passed the bedtime your angry frustrated you want to rip your hair off your head you fall asleep late, next morning you won't have time for anything, you get off the bed hard because you didn't sleep well and enough, and neither did your child so all the time before work is wasted on waking him up getting both of you ready**

dropping him to whoever you can and going to work, repeating this vicious cycle again