

Market Analysis

Who are we talking to?

- Men or Women?
Women
- Approximate Age range?
18-30
- Occupation?
Marketing
- Income level?
100k a year
- Geographical location?
Marina Dubai

Painful Current State

- **What are they afraid of?**
 - Processed foods
 - Artificial foods
 - Being judged
 - Getting fat
 - Not getting results as quick
 - Not having time for the gym AND a good diet
- **What are they angry about? Who are they angry at?**
 - Large corporations
 - Their boss
 -
- **What are their top daily frustrations?**
 - Stressed & overwhelmed, difficulty balancing different aspects of her life
 - Falls into an all-or-nothing mentality when it comes to health & wellness
 - May struggle with perfectionism
 - Struggles to find the time for proper meals
 - All their protein bars are chewy and dense
 - Strange after tastes
- **What are they embarrassed about?**

- Inability to diet healthily
- Working out for a long time and not seeing any results.
- Lots of work and no time to focus on physicality

- **How does dealing with their problems make them feel about themselves?**
 - Anxious that they are going to be found out or judged
 - Frustrated to a point where they want to figure it out but may be too lazy to.

- **What do other people in their world think about them as a result of these Problems?**
 - Lazy
 - Inexperienced
 - Not in on the “secret”
 - Poor time management

- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - I wish I could just KNOW what was perfect for me to eat. Just imagine I had my own robot to let me know if something was healthy or not. I am just so sick of the NOT KNOWING of what I am eating or if what I am eating will bring me results
 - It's hard to know if something is giving me progress and results because it takes a while to build muscle. I just want to know what's optimal
 - Plus everything I eat is chewy and dense
 - I have no time to even eat correctly, I just bring random foods along with me
 - I also have no time to work out, my damn boss is asking way too much of me

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?**
 - Snacking does not have to be a guilty pleasure...
 - They want to snack smart
 - They want to know exactly what is and isn't healthy
 - They can fit in their entire work day AND a workout AND healthy, nutritional meals.

- **Who do they want to impress?**
 - Their parents
 - Their friends
 - Girlfriends
 - Boys
 - Boyfriend

- **How would they feel about themselves if they were living in their dream state?**

- On top of the world
- Content
- Have others be jealous and also look up to them
- Be powerful/influential
- Like they could start their every morning with a smile
- Be fulfilled, like they accomplished everything on their task list

- **What do they secretly desire most?**
 - To be better than their girlfriends
 - To garner envy and jealousy from other girls
 - “How does she do it?”
 - To have that “one guy” to really like them

- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
 - I would love to be able to squat a stupid amount of weight
 - Eating and dieting is so difficult so if only the only my WHOLE diet revolved around healthy snacking - it'd be so easy
 - If my day could just look like an ASMR montage of someone getting their shit done, that'd be awesome
 - Boom work
 - Boom eat
 - Boom workout
 - Boom eat
 - Boom work

Values and Beliefs

- **What do they currently believe is true about themselves and the problems they face?**
 - They know they are hard working and want to get into better physical shape and become stronger
 - They know that 80 percent of that journey is the correct diet and that they “watch” what they eat
 - They don't want restrictive diets and want to continue eating sweet, tasty foods
 - They sometimes cannot find the best eating plans or top notch nutrition
 - Some of the foods they eat that are deemed healthy, feel unhealthy because of how sweet they are

- **Who do they blame for their current problems and frustrations?**
 - Large corporations
 - Social norms
 - Their own biology
 - Genes

-
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - They have tried QUEST bars
 - They're expensive
 - After taste is weird
 - Actual taste is weird
 - Contains SOY
 - They tried other bars
 - Womens best
 - Sweet and sickly
 - Weird after taste
 - Stings back of your throat
 - Makes you feel sick
 - Barebells
 - None of the same
 - They actually said everything that Linafsi should be selling
 - Amazing home cooked meals
 - Was too long to prepare
- **How do they evaluate and decide if a solution is going to work or not?**
 - They order to find out if it is for them or not
 - They research reviews
- **What figures or brands in the space do they respect and why?**
 - Barebells
 - Women's best
 - Lululemon
 - Nature valley
 - KIND
 - They respect these brands because they're globally aware
 - They sell healthy things
 - They're women positive
 - They're women fitness positive
- **What character traits do they value in themselves and others?**
 - Ambition
 - Empathy
 - Honesty
 - Wants to be the best version of themselves

- **What kind of people are we talking to?**
 - Values her routine and structure
 - Values her relationships with friends
 - Loves going out and talking to socializing
 - Loves trying new things and keeping busy
 - Always up to date on the newest trends and pop culture

- **What character traits do they despise in themselves and others?**
 - Laziness
 - Making excuses
 - They think they are intelligent and cannot find the optimal route
 - Diet
 - Time management
 - Inability to manage time
 - Utilize the asset that IS time

- **What trends in the market are they aware of? What do they think about these Trends?**
 - The new and alive gym culture
 - Bettering yourself
 - These two are incredibly important and she loves this new trend
 - Joy Sistina
 - Annabel Lucinda

Avatar

Who is she - Sofia

An 18 year old(or 21 year old) girl in school(work) with a serious amount of stress. Her family is rich. So, she can afford things like good gyms and protein bars. However, her family is conservative with money and therefore, she is searching for cheaper alternatives that she has to provide for herself.

She thinks large corporations do not care about the people and are poisoning most foods. So it is hard for her to find healthy snacks.

She is mad at her teachers(or boss) that she gets WAY too much work and has no time to workout or even plan a healthy eating routine.

All the protein bars that she has tried taste terrible and after a while feel WAY too fatty. She now feels overwhelmed and stressed, and doesn't know what to do or where to go from here.

She fears that her friends will judge her and that she is not good enough for the gym trend because she fears she is too lazy. She uses excuses like "Joy and Lucinda have a JOB to be fitness influencers. That is why they are ripped and look good"

She understands that there are people that have been in the gym for only 6 months and have unbelievable results. She does not blame herself, but more; her lack of genetics and their amazing genetics.

She wants certain boys to like her and she wants to be influential. Perhaps, even go super viral on social media. She wants her best friends to ask themselves "How does she do it?"

She wants people to envy her and find her to be the exemplar. If she had everything, she could knock things out like boom boom boom.

She wants her parents to be proud and look at her and go wow, she is incredibly hard-working

She is not going to go on restrictive diets and believes that there is a better way to have a better relationship with food. To be ripped and to have that relationship is to have your cake and eat it too(to have it all), she is slowly losing hope that that is possible.

She hates making excuses, yet she still does and cannot wait to be the version of herself that perseveres despite the difficulty. She is truly telling herself, the problem is - time management and finding the right food.

She is going to make sure her routine and structure does not fail again and she will stick to it(as long as she can find the "perfect product").

Day in the life of Sofia

Sofia wakes up at 6AM and looks in the mirror. Her face is puffy and she has a small gut from the food she ate the night before. She is also feeling fatigue and is incredibly unmotivated to go to the gym.

She brushes her teeth and struggles to figure out what to eat for breakfast and what to take as a snack to her long day at school(work).

She has a whole day at school(work) and then comes home burnt out. She goes for walks and small jogs but she doesn't feel as though they help and she spends the rest of the day yawning too tired to do her homework let alone go to the gym

She talks with some friends on her phone and scrolls through social media. She sees JoyJoyFitness and Anabel Lucinda and feels terrible. She continues to scroll.

She scrolls until 11PM and then goes to bed.