

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women? Men
- Approximate Age range? 15 - 65
- Occupation? Student/office job/business owner/retired
- Income level? 0-70k
- Geographic location? Dubai

## Painful Current State

- What are they afraid of? Not being able to appreciate the car of their dreams
- What are they angry about? Who are they angry at? At themselves for not having enough money
- What are their top daily frustrations? Not being able to enjoy their car's greatness
- What are they embarrassed about? Not having the car of their dreams, while their friends do
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? They start feeling uneasy and want to prove to themselves and others that they are true car lovers.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "I've started to feel like a fake car lover... Why? Because I've got nothing to prove that I am!"
- What is keeping them from solving their problems now? Not knowing how to/ no money to buy a car

## 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? They would have the car of their dreams and their friends would finally recognize them as one of them..
- Who do they want to impress? Other car friends

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel incredibly proud and confident when in their friend group, they would finally have themselves and others actually see him as a car enthusiast. They want their car friends to appreciate them and acknowledge them as from their tribe.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? “Boy I’d love to finally have the car of my dreams and be recognized as an actual car lover”

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? Because they don't own a car or anything that shows his commitment to it. Also maybe a lack of knowledge regarding cars due to lack of experience of owning one.
- Who do they blame for their current problems and frustrations? Themselves or anyone that resulted in them not being able to afford the car of their dreams.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They tried to show off and lie about owning this and that. They failed because the car guys knew he was lying.
- How do they evaluate and decide if a solution is going to work or not? If the solution in any way shows his commitment to cars then they decide that it works.
- What figures or brands in the industry do they respect and why? Car brands i.e. their favorite car brand
- What character traits do they value in themselves and others? Respect, not being a douche, loving cars.
- What character traits do they despise in themselves and others? Disrespect, being douchey and judgmental, fake-loving cars, gatekeepers and elitists.
- What trends in the market are they aware of? What do they think about these trends? many
- What "tribes" are they a part of? How do they signal and gain status in those tribes? They are apart of car guys, and they gain status by owning more cars, knowing more about cars.

## 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:

Background Details

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Day in the life:

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