

Personal Trainers

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Male or Female?
- Age?
- Location?

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at?
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- What are their top daily frustrations?
- What are they embarrassed about?
- 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?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?

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?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- 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?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- 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?

Basic Avatar



Sabita Linge-Boom

Details:

-42 Years old

-Day job: Project manager

-Salary: 75-100k per annum

Geographical Location: Düsseldorf, Germany

MORNING:

Sabita wakes up and makes an ugly face at her knee pain (from osteoarthritis). It's been months but it's still there and feels like an apple in her knee. She winces as she does the classic heel to butt stretch and feels her knees pop. It's a temporary relief, but "I'll take what I can get", she tells herself as she heads into the kitchen to make breakfast.

MID-MORNING:

After a bowl of oats and some orange juice (Sabita's trying low-carb recently because she heard it's good for her energy on social media), she showers and packs her handbag for the workday at the office. Because she works for long hours at a table, she's concerned about her back and neck health which has been slightly hurting her these past few weeks. However, in the end, she doesn't do anything and feels irritated at her lack of knowledge and consequently her lack of action.

LUNCHTIME:

She meets a friend for lunch at "Coffee Fellows", a local café. In an attempt to follow her low-carb diet, she buys a green caesar salad because she thinks it is healthy. Over the lunch, Sabita complains to her friend about her lack of pain relief and lack of fitness progress in her body despite the fact that she's tried her best and visited so many doctors. "I know, but some of them won't even take my pain seriously and tell me to just rest for a few days! It's so frustrating!". Her friend recommends that she goes to a personal trainer, and she says that she will think about it.

AFTERNOON:

At work, despite her best efforts at controlling her diet, she feels the afternoon slump hit her hard. Her knee pain intensifies, and she begs for more energy. She takes a short walk to clear her mind around the office to stretch her legs, but walking feels much more painful than she'd like to admit. Back at the desk, she finishes her tasks, frequently adjusting her posture to help, and finally it's over.

EVENING:

From work, Sabita goes to the nearby FitX where she tries to train impromptu, but in the end decides to just stick with the standard exercise and does a little bit of cardio before going home because she's afraid of further injuring herself. She feels angry that she has to stick with the standard exercises, but she still fears what could happen if she pushes herself too hard without any knowledge. The uncertainty pains her.

DINNER:

Sabita carefully plans dinner everyday to avoid any foods that would trigger her stomach. Today she enjoys a balanced meal, and she feels grateful for the days where she can eat without pain. As she heads to the bed and passes a mirror, she feels a pang of disappointment and hope as she reflects on her dream of losing 10kg and achieving comfort in her skin, a good feeling in her body, and well-being mentally and physically.