

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

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

- Men or Women?
  - 50/50
- Approximate Age range?
  - 18-70
- Occupation?
- Income level?
- Geographic location?
  - Bratislava Slovakia

## Painful Current State

- What are they afraid of?
  - They will be waiting a very long time for the results of the scans.
- What are they angry about? Who are they angry at?
  - A crown made in 2018 broke for the first time in 2022. A well-made crown should last 10 years or more
- What are their top daily frustrations?
- What are they embarrassed about?
  - Yellow teeth
  - Broken teeth
- 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 might think that they have poor oral hygiene.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - After this procedure, I woke up in the morning with great pain in my gums throughout my mouth.
- What is keeping them from solving their problems now?
  - They have to find a place where they solve these problems at a reasonable price.

## 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?
  - Their teeth would instantly become bright white and perfectly aligned.
- Who do they want to impress?
  - Friends
  - Followers on IG
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - They would be proud about their fixed teeth.
  - They would feel incredibly confident.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - I really dream of feeling confident when I smile. I want to laugh and show my teeth without worrying about how they look.

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - They likely believe that their yellow teeth make them unattractive or less appealing to others.
- Who do they blame for their current problems and frustrations?
  - They often blame themselves for their yellow teeth
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - They tried whitening toothpaste.
  - They might believe these products were ineffective because the results were minimal.
- How do they evaluate and decide if a solution is going to work or not?
  - Reviews
  - Testimonials
  - Before-and-after photos
- 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?
  - They gain status by sharing insights about the latest health trends, dietary tips, and effective oral care routines.

## 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



Name: Adam

Background Details

Age 30

Day in the life: He starts his day with whitening toothpaste, but feels frustrated because the products are not delivering the promised results. At work, he tries to maintain confidence despite his dissatisfaction and joins online forums to find better solutions. In the evening, he continues his routine with hope, but his frustration remains as he applies another treatment before bed.