

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?
- 35___>70
- Occupation?
- Income level?
- Middle class
- Geographic location?

Painful Current State

- What are they afraid of?
 - Their inability to buy with high price
- What are they angry about? Who are they angry at?
 - To be not fresh
- What are their top daily frustrations?
 - Expensive date price
- 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?
 - Buy date in discount price
- Who do they want to impress?
- 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?
 - Nice customer service
 - Nice market he need to have more variety of product
- 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?

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]

Customer Avatar: "Mariam the Mindful Shopper"

Name: Mariam Al-Hassan

Background Details:

Age: 50

Gender: Female

Occupation: School Teacher

Income Level: Middle Class

Location: Northern Tunisia

Marital Status: Married, with two adult children

Education: Bachelor's degree in Education

Lifestyle: Mariam is health-conscious and values fresh, high-quality food for her family. She often seeks out discounts and deals to manage her household budget. Mariam is well-respected in her community and takes pride in her ability to provide for her family.

Day in the Life:

Morning: Mariam wakes up early to prepare breakfast for her family, ensuring that everyone eats a healthy meal before starting their day. After her morning routine, she heads to work at the local school where she teaches. During her lunch break, she often checks her phone for online deals and promotions on groceries, particularly for fresh dates, which are a staple in her household.

Afternoon: After school, Mariam runs errands, including shopping for groceries. She is always on the lookout for fresh produce and high-quality dates at a reasonable price. If she finds dates that are too expensive or not fresh, it frustrates her. She prefers to shop at markets with a wide variety of products and good customer service.

Evening: Mariam prepares dinner and spends time with her family. She enjoys trying new recipes, especially those that include dates, and loves to share her creations with her neighbors and friends. In the evening, she relaxes by watching cooking shows or scrolling through social media for new recipe ideas and product reviews.

Night: Before bed, Mariam often chats with her friends and family about her day. She sometimes expresses frustration over the high price of dates and the difficulty in finding fresh ones. She dreams of finding a reliable source of high-quality dates at a discount, which would allow her to feel more in control of her household budget and continue to impress her family with her culinary skills.

Current State: Mariam's Reality

Frustration with High Prices: Mariam is constantly frustrated by the high prices of dates in the market. Despite being a staple in her household, the cost often strains her budget, forcing her to compromise on other essentials or purchase lower-quality alternatives.

Concern Over Freshness: Mariam is also concerned about the freshness of the dates available. She's tired of finding dates that aren't as fresh as they should be, which makes her feel like she's not providing the best for her family.

Embarrassment Over Quality: Mariam feels embarrassed when the dates she serves to guests or uses in her cooking are not of the quality she desires. This affects her self-esteem, making her feel inadequate as a homemaker.

Daily Struggles: Every day, Mariam faces the struggle of balancing her desire for quality with the constraints of her budget. The thought of spending too much on dates or getting subpar products keeps her stressed.

Dream State: Mariam's Aspirations

Affordable Quality Dates: Mariam dreams of finding a source where she can buy high-quality, fresh dates at a discounted price. This would alleviate her financial stress and allow her to purchase the best products without compromising her budget.

Confidence in Her Choices: In this dream state, Mariam confidently purchases dates, knowing they are fresh and affordable. She feels proud to serve them to her family and guests, enhancing her reputation as an excellent homemaker.

Peace of Mind: With this problem solved, Mariam enjoys peace of mind, knowing she's providing the best for her family without financial strain. She no longer worries about price or quality, allowing her to focus on other areas of her life.

Roadblock: Challenges Preventing Mariam from Reaching Her Dream State

Limited Access to Discounts: The primary roadblock for Mariam is the limited access to markets or vendors offering high-quality dates at discounted prices. She feels stuck with the options available locally, which are either too expensive or not fresh enough.

Lack of Awareness: Mariam may not be aware of online platforms or alternative markets where she could find the deals she's looking for. This lack of information keeps her from exploring better options.

Fear of Wasting Money: Mariam fears spending money on dates that turn out to be of poor quality. This fear prevents her from taking risks with new vendors or brands, keeping her locked in a cycle of dissatisfaction with her current options.

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