Market Research

Who exactly are we talking to?

- Men or Women?
  - Primary Audience
    - Both
  - Secondary audience
    - Both
- Name, age and face
  - Primary Audience
    - Julia Anderson, 45 years old.
    -
  - Secondary audience
    - Michael Lee, 32 years old.

- Approximate Age range?
  - Primary Audience
    - 35-80+ years old. This age group often has established careers, financial stability, and developed interest in art and home decor.
  - Secondary audience
    - 25-45 years old. This group is likely to include younger adults who enjoy travel, culture, and have disposable income but are not necessarily looking to make large investments.
- Occupation?
  - Primary Audience
    - They are likely to be professionals or executives in fields such as finance, law, technology, or healthcare. These careers typically provide the disposable income necessary for art investments.

- ○ Secondary audience
  - ■ Diverse, ranging from younger professionals to well-established individuals in various fields. They might not have a specific focus on art but appreciate it as part of a broader interest in culture and travel.
- Income level?
  - ○ Primary Audience
    - ■ High income, typically in the top 10% of their geographical area, affording them the luxury of investing in art.
  - ○ Secondary audience
    - ■ Middle to upper-middle income, with enough disposable income to spend on travel and leisure, including art purchases.
- Geographical location?
  - ○ Primary Audience
    - ■ Major urban centers known for cultural richness and economic affluence, such as New York, San Francisco, London, or Paris.
  - ○ Secondary audience
    - ■ This group is geographically diverse but often comes from large metropolitan areas or cities

known for their tourist attractions.

- Background and mini life history.
  - Primary Audience
    - Many in this group may have had exposure to the arts from a young age, either through education or family interests. They appreciate the arts not just as decor but as an expression of personal identity and culture.
  - Secondary audience
    - Many may have a general appreciation for culture and the arts, influenced by travel and exposure to various cultures. Their purchase might be inspired by the desire to bring a piece of their travels back home.
- Day-in-the-life.
  - Primary Audience
    - Busy professional schedule, often with responsibilities stretching beyond standard work hours. Leisure time is highly valued and might include cultural activities like visiting galleries, attending theater productions, or hosting social gatherings.
  - Secondary audience

- Their days are often marked by a mix of work and leisure activities, with a significant portion of their leisure time spent traveling, exploring new cities, and engaging in cultural activities.
- Values: What do they believe is most important? What do they despise?
  - Primary Audience
    - Values personal expression, quality, and uniqueness.
    - Despises mass production and generic designs. They appreciate craftsmanship and the story behind each piece of art.
  - Secondary audience
    - Values experiences over possessions but appreciates tangible mementos that remind them of their travels. They value authenticity and may despise commercialization of cultural goods.
- Outside forces: What outside forces or people does the Avatar feel influence their life?
  - Primary Audience
    - Influenced by cultural trends, social circles, and professional networks that value art and culture. Social media and influential art critics or

decorators may also play a role in their art buying decisions.

- ○ Secondary audience
    - ■ Influenced by travel trends, social media, and peer recommendations. Their purchases may also be influenced by the aesthetics of the places they visit and the stories they hear from locals or other travelers.

<p align="center" style="color:green">Painful Current State</p>

- What are they afraid of?
    - ○ Primary Audience
        - ■ Fear of Authenticity and Value: Older art buyers are often concerned about the authenticity and long-term value of the artworks they invest in. They may worry about purchasing a piece that doesn't hold its value or isn't as advertised, especially when dealing with high-ticket items.
        - ■ Fear of Technological Barriers: When it comes to interacting with art through digital platforms, there's a fear of encountering complex technology that might prevent them from fully accessing or purchasing art online.

- ○ Secondary Audience
    - ■ Wasting Money: Concern about spending on art that does not hold value or suit their long-term interests.
    - ■ Misrepresentation: Worry over buying art pieces that are falsely presented as authentic or unique when they are not.
    - ■ Travel Damage: Anxiety about the practicality of transporting art safely back home without damage.
- What are they angry about?
    - ○ Primary audience
        - ■ Inaccessibility and Lack of Personalization: This audience might feel frustration with websites that aren't user-friendly or don't provide personalized service that caters to their specific needs and tastes. They prefer interfaces that simplify the browsing and buying process.
        - ■ Over-commercialization: There can be a distaste for the commercialization of the art world where everything feels too transactional rather than an emotional or culturally enriching experience. They might feel that the art market is becoming too saturated with artists and works that don't meet

their standards of "true artistry."

- ○ Secondary Audience
    - ■ Overpricing: Frustration with vendors who inflate prices for tourists.
    - ■ High Pressure Sales: Discontent with aggressive sales techniques that push them to buy without ample consideration.
    - ■ Lack of Authenticity: Anger towards the commercialization of cultural artifacts, turning them into generic souvenirs.
- Who are they angry at?
  - ○ Primary audience
    - ■ Art Market and Sellers: They may feel frustration with art sellers, including galleries and online platforms that appear to prioritize profit over genuine artistic quality and customer service. This includes frustrations with perceived dishonesty or a lack of transparency about pricing and the origins of artworks.
    - ■ Technology Providers: This demographic might also direct frustration towards technology providers when digital platforms are not user-friendly or seem to cater exclusively to

younger users, ignoring the usability needs of older adults.

- ○ Secondary Audience
    - ■ Vendors and Sellers: Frustration directed at those who take advantage of tourists' lack of local knowledge.
    - ■ Themselves: For making hasty decisions influenced by the travel context or under pressure.
    - ■ Local Art Markets: For not regulating or providing clear information about genuine and inauthentic products.
- ● What are their top daily frustrations and pains?
    - ○ Primary audience
        - ■ Complex Navigation on Websites: Older art buyers often struggle with websites that have complex navigation schemes or require advanced digital literacy, which can make the process of finding and purchasing art online discouraging.
        - ■ Limited Personal Interaction: They might miss the personal interaction and bespoke service that comes with traditional art buying experiences, such as visiting a gallery in person and speaking directly with knowledgeable staff or the artists

themselves.

- ○ Secondary Audience
  - Navigating Unknown Markets: Difficulty understanding and navigating local art markets.
  - Lack of Transparent Information: The challenge of finding accurate descriptions and origins of artwork.
  - Cultural Misunderstandings: Missteps in appreciating or respecting local artistic traditions due to lack of knowledge.
- What annoys them?
  - ○ Primary audience
    - Overwhelming Choices: The sheer volume of art available can be daunting, making it hard to choose and leading to decision fatigue.
    - Technical Issues: Frequent encounters with technical problems on websites, such as slow loading pages or unresponsive links.
    - Inadequate Search Filters: Websites that lack sophisticated filtering options that allow them to easily narrow down choices based on specific criteria such as style, size, or artist.
    - Impersonal Service: Automated services that

replace human interaction, which can feel cold and detached, especially when trying to make a significant emotional and financial investment.

- ○ Secondary Audience
    - ■ Aggressive Sales Tactics: Encountering pushy vendors who pressure them into making purchases.
    - ■ Language Barriers: Struggling with communication, which hampers their ability to make informed decisions.
    - ■ Homogenised Art Selections: Seeing the same types of art repeatedly targeted at tourists, lacking genuine cultural depth.
- ● What are they embarrassed about?
    - ○ Primary audience
        - ■ Lack of Digital Savvy: Feeling behind the times with technology, which affects their confidence in navigating online platforms.
        - ■ Missteps in Art Purchasing: Previous purchasing errors due to insufficient information or being pressured by sales tactics, leading to buyer's remorse.
        - ■ Misunderstanding Art Trends: Not keeping up with

current art trends, which can sometimes make them feel out of touch when conversing with more knowledgeable collectors or enthusiasts.

- Public Mistakes: Instances where they might have publicly praised or purchased art that is later criticized or devalued, which can be embarrassing in social circles that value cultural acumen.

- Secondary Audience
  - Cultural Faux Pas: Purchasing artwork that is later discovered to be culturally insensitive or inappropriate.
  - Being Seen as a Tourist: The stigma associated with being targeted as a tourist and making purchases that seem clichéd or uninformed.
  - Art Knowledge Gaps: Feeling out of depth in conversations about their purchases due to a lack of background knowledge about the art.

- What do they lie awake at night worrying about?
  - Primary audience
    - Investment Value: Concerns about the long-term value of art purchases, worrying whether these investments will appreciate or maintain their value over time.

- ■ Authenticity and Provenance: Worrying about the authenticity of the artwork and the legitimacy of its history, especially when purchasing expensive or significant pieces.
- ■ Decorative Fit: Concerns about whether a newly purchased piece will integrate well with their existing collection or home decor.
- ■ Missed Opportunities: Fretting over potentially missed opportunities to purchase unique or valuable pieces before they become widely recognized or increase in price.
- ○ Secondary Audience
  - ■ Art Relevance: Concerns about whether the art they purchased genuinely reflects the cultural experience they had, or if it will continue to be meaningful back home.
  - ■ Financial Regret: Worrying about overspending on art that doesn't have as much value or emotional impact as initially thought.
  - ■ Transport and Damage: Anxiety about the logistics of transporting art safely back home, fearing potential damage that could render the purchase moot.

- - - Decor Compatibility: Uncertainties about how well the art will fit into their home environment or match with existing decor.
- How does dealing with their problems make them feel about themselves?
    - Primary audience
        - Frustrated and Overwhelmed: The complexity and high stakes of the art market can make them feel frustrated, especially if they encounter barriers to accessing or understanding it.
        - Doubtful of Their Choices: Constantly questioning their decisions in art purchases, leading to a lack of confidence in their taste or judgment.
        - Disconnected: Feeling out of touch with modern buying processes or newer art movements, which can lead to a sense of isolation from the art community.
        - Resigned: Sometimes, after repeated frustrations, they may feel resigned to accept less than what they truly desire from their art buying experiences.
    - Secondary Audience
        - Impulsive and Reckless: Feelings of regret or self-reproach for making quick, unplanned

purchases driven by the excitement of travel.

- ■ Culturally Insensitive: Potential guilt or embarrassment if they later perceive their purchases as culturally insensitive or clichéd.
- ■ Overwhelmed by Choices: Feeling overwhelmed by the variety and availability of art, leading to frustration about their decision-making capabilities.
- ■ Disconnected: A sense of disconnection from the deeper cultural narratives, feeling more like an outsider than an engaged visitor.
- What do other people in their world think about them as a result of these problems?
  - ○ Primary audience
    - ■ Perceived as Conservative: Others may view them as overly conservative or risk-averse due to their cautious approach to purchasing art, especially if they hesitate frequently or question the value of modern pieces.
    - ■ Seen as Outdated: Due to potential struggles with digital platforms and newer art trends, they might be perceived as outdated or not keeping pace with the current art scene.
    - ■ Respected for Caution: On the positive side, their

careful consideration and thorough vetting of art purchases can earn them respect among peers for being prudent and thoughtful collectors.

- Judged for Lack of Tech Savvy: Especially in more technologically adept circles, their difficulty with digital purchasing tools can lead to judgments about their overall adaptability or modernity.

○ Secondary Audience

- Perceived as Impulsive Buyers: Friends or family might view them as impulsive or superficial in their art purchases, buying based on immediate appeal rather than deep consideration.

- Seen as Unsophisticated: There can be a perception from more seasoned art collectors or culturally attuned peers that their choices are touristy or lack authenticity.

- Judged for Lack of Depth: Others may perceive their art choices as lacking depth or genuine connection to the culture from which they were acquired, reflecting a shallow engagement with the art world.

● What lack of status do they feel?

○ Primary audience

- Cultural Status: Feeling behind in understanding or appreciating contemporary art trends, which can affect their social standing among peers who value being culturally up-to-date.
- Technological Proficiency: A perceived lack of status due to not being fluent with online tools and platforms, which are increasingly standard in art transactions.
- Economic Caution: They may feel a lack of status among those who make more impulsive, high-stakes art purchases, viewing their own cautious approach as less glamorous or bold.
- Artistic Authority: Concerns about not being seen as a serious collector or lacking authority in art discussions due to gaps in knowledge or experience.
- Secondary Audience
  - Cultural Disconnect: They may feel a lack of connection with true art enthusiasts who engage deeply with art as a reflection of cultural and personal identity.
  - Perceived as Superficial: There might be a perceived lack of depth in their understanding and

appreciation of art, making them feel less esteemed among peers who value authenticity and informed choices.

- ■ Anxiety Over Social Judgment: Concerns about being judged by their social circle for their art choices, especially if those choices are seen as clichéd or inauthentic.

- What would they say if they were to describe their problems and frustrations to a friend over dinner?
    - ○ Primary audience
        - ■ "I find it overwhelming to keep up with all these new artists and trends. Sometimes I feel like I'm just not cut out for this modern art world."
        - ■ "I'm always worried about making a mistake with a purchase—like, what if this piece doesn't hold its value, or it turns out not to be authentic?"
        - ■ "Navigating these online galleries is a nightmare. I miss the days when you could just walk into a gallery and talk to someone who knew their stuff."
        - ■ "I bought a piece last year online, and it looked nothing like the photos when it arrived. It's so frustrating; I feel like I can't trust what I see on these websites."

- Secondary Audience
    - "I sometimes feel like I just pick whatever looks nice without really understanding it. I worry that it makes me seem a bit shallow or uninformed."
    - "Every time I travel, I want to bring back something special, but I often end up with art that just doesn't feel as meaningful once I get it home."
    - "It's so hard to know if I'm getting a good deal or just getting taken advantage of because I'm a tourist. I hate feeling like an easy target."
    - "I bought this piece last trip because the seller was really persuasive, but now it just doesn't fit with anything in my house. I wish I had thought it through more."
    - "I love the idea of decorating my home with art from my travels, but sometimes I question my taste—did I really choose the best pieces, or am I trying too hard to be cultured?"
    - "There's so much pressure to buy something unique when you're visiting somewhere new, but it's overwhelming with all the choices and I'm not sure I always make the right call."

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look and feel like?
    - Primary Audience
        - Art as an Investment and Legacy: They would wish for their art purchases to not only appreciate in value but also serve as cherished legacies they can pass down through generations, symbolizing wealth and culture.
        - Personal Connection and Fulfillment: They dream of a personalized art collection where each piece has a story that resonates deeply with them, reflecting their personal journey and tastes.
        - Ease of Acquisition and Confidence: The ideal state would include a seamless and transparent process for acquiring art, where they feel confident in their choices without the fear of being misled about value or authenticity.
        - Aesthetically Cohesive Environment: They envision a living space where every piece of art perfectly complements the decor, enhancing their living environment and offering constant inspiration

and comfort.

- ○ Secondary Audience
    - ■ Cultural Authenticity and Memorable Souvenirs: They dream of acquiring art that truly represents the culture and experiences of the places they visit, serving as authentic and meaningful mementos of their travels.
    - ■ Simplified and Enjoyable Purchasing Experience: The ideal scenario involves an effortless and enjoyable art buying experience during their travels, free from pressure and rich in genuine discovery.
    - ■ Social Validation: They would love for their art to impress peers and reflect a worldly, cultured persona that is admired by friends and family.
    - ■ Decor Integration: They envision effortlessly integrating travel-acquired art into their home decor, where every piece enhances the aesthetic of their space and evokes pleasant memories of their journeys.
- Who do they want to impress?
    - ○ Primary Audience
        - ■ Peer Art Collectors and Cultural Circles: They

want to impress fellow art collectors, friends, and peers in their social circles who have a discerning eye for quality and value in art.

- Family and Heirs: Aiming to impress and leave a legacy for their family, demonstrating their taste and foresight in curating a valuable and meaningful art collection.

- Professional Network: Many in this audience are professionals who also seek to impress colleagues and business associates through their sophisticated art choices that adorn their offices or homes.

○ Secondary audience

- Social Circle: They are often motivated to impress friends and family with unique and authentic art pieces that showcase their travels and cultured lifestyle.

- Online Followers: For those active on social media, impressing their online followers with posts featuring unique art finds from around the world plays a significant role.

- Themselves: There's also a personal aspect where they seek to fulfill their own ideals of being

a worldly and culturally savvy individual.

- How would they feel about themselves if they were living in their dream state?
  - Primary Audience
    - Confident and Proud: They would feel a deep sense of pride and confidence in their refined art collection, knowing it reflects a sophisticated taste and a successful life.
    - Culturally Enriched and Connected: A sense of being intimately connected to the art world, possessing insights and understandings that enhance their cultural literacy and personal fulfillment.
    - Secure and Content: The comfort and security that comes from making sound investments in art that not only beautify their environment but also hold or appreciate in value.
  - Secondary audience
    - Adventurous and Cultured: Feeling adventurous and cultured, knowing their art collection reflects diverse cultures and experiences from their travels.
    - Inspired and Creative: They would feel inspired by

the art around them, which fuels their creativity and personal expression in everyday life.

   - Socially Esteemed: Experiencing a boost in social esteem as their collection becomes a talking point among friends and family, showcasing their unique experiences and taste.

- What enjoyable new experiences would they have?
  - Primary Audience
    - Exclusive Art Events and Previews: Enjoying access to VIP art openings, private viewings, and exclusive auctions where they can mingle with like-minded collectors and artists, enhancing their cultural engagement and network.
    - Art-Related Travel: The opportunity to travel specifically for art—visiting renowned galleries, museums, and artist studios around the world, deepening their understanding and appreciation of art.
    - Personal Art Consultations: Experiences with personal art consultants or curators who help them refine their collection and discover new artists and works, making the process of art selection highly tailored and informative.

- ○ Secondary audience
  - ■ Cultural Immersion Trips: Engaging in travel experiences that are deeply intertwined with local art and culture, including workshops, artist meet-and-greets, and hands-on art creation experiences.
  - ■ Art as Social Events: Hosting art-themed parties or gatherings in their homes where the art collected from travels serves as a centerpiece for conversation and social interaction.
  - ■ Dynamic Art Displays: The pleasure of regularly rearranging and curating their own home galleries with new pieces acquired from trips, creating a living space that continually evolves and tells the story of their travels.
- How would others perceive them in a positive light?
  - ○ Primary Audience
    - ■ Cultured and Sophisticated: Others would see them as cultured and sophisticated due to their refined taste in art, appreciating their ability to discern and collect valuable and meaningful pieces.
    - ■ Influential and Knowledgeable: Recognized as

influential figures within the art community, admired for their deep knowledge and understanding of art history and market trends.

- ■ Generous and Charitable: Perceived as generous, particularly if they lend their collections to exhibitions or donate to museums, enhancing their reputation as patrons of the arts who give back to the community.

○ Secondary audience

- ■ Worldly and Adventurous: Viewed as worldly and adventurous, admired for their eclectic art collection that showcases a broad range of cultures and experiences.
- ■ Creative and Expressive: Seen as creative and expressive individuals who use their homes and personal spaces to tell stories through the art they've collected.
- ■ Engaged and Curious: Respected for their engagement and curiosity about the world, evident in their choice of art that captures the essence of the places they've visited.

● What do they secretly desire most?

○ Primary Audience

- Legacy and Recognition: Many secretly desire to leave a legacy through their art collection, hoping it will be remembered and respected long after they are gone. They also seek recognition for their taste and foresight in selecting meaningful art.
- Exclusive Access: They often wish for exclusive access to rare or sought-after artworks and private sales that aren't available to the general public, allowing them to acquire pieces that are unique and enviable.
- Cultural Influence: There's a secret desire to be seen as a cultural influencer, someone who shapes trends and conversations within the art world.
  - Secondary audience
    - Connection with Artists: A deep, often unspoken desire to form personal connections with artists, understanding their processes and motivations, which adds a layer of intimacy and authenticity to their art purchases.
    - Escape and Transformation: They secretly yearn for their art to provide an escape, transforming their everyday environments into reflections of the

diverse world they've experienced.

- ■ Social Acclaim: There is a desire for social acclaim and validation, where their art choices are celebrated and envied by their peers, reinforcing their self-image as cultured and adventurous individuals.

- What would they say if they were to describe their dreams and desires to a friend over dinner?
  - Primary Audience
    - ■ "I dream of a home where each piece of art isn't just decoration, but a story, a memory of travels, and a reflection of my life's passions."
    - ■ "Imagine having a collection that's not only enviable but also meaningful—where every artwork is a masterpiece that could headline any gallery."
    - ■ "I'd love to be known not just for my success in business but as a true patron of the arts, someone who helps artists achieve their potential and brings beauty into the world."
    - ■ "It would be amazing to have a private curator who understands my taste perfectly and always knows the best pieces to add to my collection."

- ○ Secondary audience
  - ■ "I want every piece of art in my home to bring me back to the places I've visited and the cultures I've experienced—it's like keeping a part of those moments alive."
  - ■ "Wouldn't it be wonderful to walk into a room and feel instantly transported to another place? That's what I want my art to do—make my home a gateway to the world."
  - ■ "I hope to find art that really speaks to people, that when they see it, they understand a bit more about who I am and the adventures I've lived."
  - ■ "I think the ultimate luxury would be to come across a piece so perfect that it feels like it was made just for me, just for my space."

<p style="text-align:center; color:green;">Values and Beliefs</p>

- ● What do they currently believe is true about themselves and the problems they face?
  - ○ Primary Audience
    - ■ Belief in Quality and Authenticity: They believe that true value in art comes from its authenticity and the skill of the artist, not just the market hype

or the price tag.

- Self-Perception as Connoisseurs: They see themselves as knowledgeable and sophisticated collectors who can distinguish between mere decorative pieces and meaningful art.
- Awareness of Market Dynamics: They understand that the art market is complex and sometimes speculative. They believe navigating this requires not only wealth but also insight and experience.
- Concerns About Digital Transactions: They believe that the digital marketplace, while convenient, often fails to capture the essence of what art buying should be—a personal and immersive experience.

○ Secondary Audience
- Belief in Art as Experience: They believe that art should be an extension of their travel experiences, capturing the essence of the places and cultures they've visited.
- Perception of Themselves as Cultural Ambassadors: They see themselves as promoters of the cultures they encounter, using art to educate and enrich their own and others' lives.

- ■ Frustration with Accessibility: They often feel that genuine, culturally rich art is hard to find amid commercialized tourist traps.
- ■ Desire for Simplicity: They believe that buying art should be straightforward and enjoyable, without the intimidation or complexity that sometimes accompanies traditional art purchasing.
- Who do they blame for their current problems and frustrations?
  - Primary Audience
    - ■ Art Market and Galleries: They often blame the complexities and sometimes opaque nature of the art market, which can seem elitist or overly commercialized, obscuring the true value of art.
    - ■ Online Platforms: Frustration is directed at online art platforms that fail to provide a personal touch or adequate information, making it hard to make informed decisions.
    - ■ Overzealous Art Advisors and Dealers: They blame certain advisors and dealers who may prioritize profit over genuine advice, leading to mistrust in the relationships that should help guide their purchases.

- ○ Secondary Audience
  - ■ Tourist-Oriented Sellers: They blame sellers who target tourists with inauthentic or low-quality art, exploiting their lack of local knowledge for profit.
  - ■ Commercial Art Chains and Mass Producers: Frustration is aimed at large commercial entities that flood the market with generic art, making it difficult to find genuine, original pieces.
  - ■ Their Own Lack of Knowledge: Some also blame themselves for not being more educated about art, which they feel leads to missed opportunities and less satisfying purchases.
- ● Have they tried to solve the problem before and failed?
  - ○ Primary Audience
    - ■ Educational Efforts: Many have tried to enhance their understanding of art through courses, seminars, or by hiring private advisors, but sometimes feel that these methods haven't adequately demystified the art market or improved their ability to discern true value.
    - ■ Diversifying Art Sources: They've attempted to diversify where they buy art, including online platforms and international galleries, but often

encounter inconsistency in quality and authenticity, which doesn't fully resolve their concerns.
- Personal Networking: Attempts to build relationships within the art community to gain insider knowledge and better deals have sometimes failed to yield the expected benefits, leaving them feeling outside the core cultural circles.

- Secondary Audience
  - Local Art Purchases: They've tried buying art directly from local artists or at local markets during travels, hoping for more authentic experiences, but sometimes find the art does not integrate well with their home aesthetics or feels less meaningful over time.
  - Utilizing Technology: Efforts to use apps or websites designed to guide tourists to genuine art experiences have often been disappointing due to the commercial nature of these tools.
  - Educational Initiatives: Some have engaged in art history or cultural studies to make more informed purchases, but still struggle with applying this knowledge practically when faced with the

fast-paced environment of tourist markets.

- Why do they think they failed in the past?
  - Primary Audience
    - Market Complexity: Many in the primary audience believe their past failures stem from the complex and opaque nature of the art market, which can be difficult to navigate without extensive insider knowledge.
    - Over-reliance on External Advice: They often feel that relying too heavily on art dealers or advisors who may not have fully aligned with their personal interests led to unsatisfactory purchases.
    - Rapid Market Changes: The fast pace at which art trends and values change has sometimes outpaced their ability to stay informed, leading to decisions that don't stand the test of time.
  - Secondary Audience
    - Impulse Buying: Secondary audience members frequently attribute their failures to impulse buying driven by the excitement of travel, without thorough consideration of the artwork's deeper meaning or fit with their existing collection.
    - Lack of Authentic Experience: They often think

their failures are due to not having a genuine connection with the culture or the artist, which makes the art feel less meaningful once the novelty of the travel experience wears off.

■ Insufficient Research: A common reason cited is insufficient research or knowledge about the art scene in the places they visit, leading to choices that are more tourist-oriented than culturally authentic.

- How do they evaluate and decide if a solution is going to work or not?
  - Primary Audience
    - Authenticity Verification: They prioritize solutions that offer verifiable authenticity and provenance checks to ensure the artwork's legitimacy and value.
    - Expert Recommendations: They value recommendations from trusted art experts or seasoned collectors, which help them feel more secure in their decisions.
    - Return Policies and Guarantees: A clear and favorable return policy or satisfaction guarantee is crucial for them, allowing a safety net in case the

artwork does not meet their expectations.

- Quality of Information: The depth and clarity of information provided about the artwork and the artist play a critical role in their decision-making process. They prefer detailed artist bios, creation processes, and historical significance.

○ Secondary Audience

- Social Proof: They often rely on reviews and testimonials from other buyers, especially those with similar tastes or from similar demographic backgrounds, to gauge the credibility and satisfaction associated with the art.

- Visual Appeal and Presentation: The way art is presented online or in galleries—clear, high-quality images, and engaging descriptions—helps them decide if it aligns with their aesthetic preferences.

- Ease of Transaction: Solutions that simplify the buying process with clear pricing, secure payment methods, and straightforward shipping options are more likely to be considered successful.

- Cultural Authenticity: They evaluate solutions based on how well they connect with the culture represented by the artwork. They look for pieces

that are not only visually appealing but also have a story that resonates with their experiences or the cultural context of the artwork.

- What figures or brands in the space do they respect and why?
  - Primary Audience
    - Established Galleries and Auction Houses: They respect well-known galleries and auction houses such as Sotheby's, Christie's, and local prestigious galleries known for their history, authority, and ability to curate high-quality, valuable art. The respect comes from these institutions' reputations for authenticity, expert curation, and the handling of significant art transactions.
    - Renowned Art Critics and Historians: Figures such as Jerry Saltz or institutions like the Art Institute of Chicago are held in high regard for their deep knowledge, critical analysis, and the educational value they bring to the art community.
    - Reputable Online Platforms: Websites like Artsy and Artnet that provide comprehensive services from art education to purchasing options, known for their reliability, wide selection, and insightful

editorial content.

- Influential Contemporary Artists: Artists who have established a significant cultural impact or have innovative approaches to art, such as Jeff Koons or Ai Weiwei, are respected for pushing the boundaries of what art can represent and achieve.
- Secondary Audience
  - Cultural Institutions and Museums: They respect institutions like the Louvre or the Museum of Modern Art for their role in preserving and showcasing cultural heritage and art from around the world.
  - Local Artisan Collectives: Artisan groups or local art collectives that promote sustainable and culturally specific art practices are admired for preserving traditional arts and offering authentic pieces directly from the creators.
  - Travel-Focused Art Retailers: Brands that specialize in sourcing and selling art from various cultures, particularly those that support local artists and ensure fair trade practices, such as Ten Thousand Villages or local market cooperatives.
  - Social Media Influencers in Travel and Culture:

Influencers who provide insights into local art scenes during their travels, offering recommendations and showcasing how art intersects with daily life and culture in different parts of the world.

- What character traits do they value in themselves and others?
  - Primary Audience
    - Integrity and Authenticity: They value honesty and genuineness in art dealers, critics, and artists, appreciating those who are transparent about their processes and the histories of the artworks they sell.
    - Knowledge and Expertise: Deep understanding and insight into art history, techniques, and market trends are highly respected. They value experts who can provide context and nuanced opinions that enhance their understanding and appreciation of art.
    - Innovativeness: A creative approach to art and its presentation, whether in the creation of art itself or in how galleries and museums showcase their collections, is highly admired.

- - - Commitment to Quality: A relentless pursuit of excellence and high standards in both the creation and curation of art pieces.
  - Secondary Audience
    - - Accessibility and Inclusiveness: Traits that make art approachable and understandable to everyone, including novices. They respect artists and brands that strive to make art accessible to a broader audience.
      - Passion and Enthusiasm: A genuine love for art and culture, especially when it is communicated in a way that is infectious and invites others to share in the experience.
      - Cultural Sensitivity: An understanding and respectful representation of different cultures through art, appreciating those who handle cultural subjects with care and depth.
      - Adventurousness: Individuals and brands that explore new themes, techniques, and cultural narratives, bringing fresh perspectives and experiences to the art they produce or sell.
- What character traits do they despise in themselves and others?

- ○ Primary Audience
    - ■ Dishonesty and Deception: They despise dishonesty in any form, particularly when it comes to misrepresentations of an artwork's authenticity, provenance, or value. This extends to dislike for art dealers or galleries that prioritize profits over ethical practices.
    - ■ Pretentiousness: Aversion to pretentious behavior in the art world, whether from artists, dealers, or fellow collectors, who may use complex jargon or elitist attitudes to exclude or diminish others.
    - ■ Complacency: Disdain for those who do not strive to further their knowledge of art or remain satisfied with surface-level understanding, especially in contexts that require deeper cultural appreciation.
    - ■ Short-term Thinking: Frustration with individuals who focus solely on the investment aspect of art, purchasing for potential financial gain rather than cultural or aesthetic value.
- ○ Secondary Audience
    - ■ Commercial Exploitation: Strong dislike for commercial exploitation of cultural artifacts, where the primary motive is profit at the expense of

cultural integrity or artistic quality.

- Cultural Appropriation: Disdain for those who inappropriately appropriate cultural symbols or artworks without understanding or respecting their significance.
- Superficiality: A lack of depth in engaging with art, choosing pieces based purely on aesthetic trends rather than genuine connection or understanding.
- Inaccessibility: Frustration with art figures or institutions that create barriers to understanding or appreciating art, making it seem exclusive or only for the 'educated elite.'

- What trends in the market are they aware of? What do they think about these trends?
  - Primary Audience
    - Digital Art and NFTs: The rise of digital art and non-fungible tokens (NFTs) is a trend well-known among this group. While some are intrigued by the technological innovation and potential for secure ownership it offers, others remain skeptical about the long-term value and cultural significance of digital art compared to traditional forms.
    - Art as an Investment: Awareness of art becoming

a significant investment asset is high. There's a mixed reaction; some appreciate the increased attention and liquidity this brings to the art market, while others are concerned that it might overshadow the intrinsic and cultural value of art.

- Sustainability in Art: The trend towards more environmentally sustainable practices in art production and curation is generally viewed positively, aligning with broader concerns about global sustainability.

- Globalization of the Art Market: With more artists from diverse backgrounds gaining international recognition, there's excitement about the enriched diversity in available art, though some worry about the homogenization of global art styles.

○ Secondary Audience

- Local and Indigenous Art: There's a growing interest in local and indigenous art, driven by travel and cultural tourism. This audience generally views this trend positively, valuing authenticity and the support it provides to local communities.

- Pop-up Galleries and Experiential Exhibits: This

trend resonates well with them, as it fits their desire for art that is accessible, engaging, and part of an overall experience. They appreciate how these formats make art more interactive and approachable.

- Social Media Influence on Art: The influence of social media on art popularity and sales is notable. While it democratizes access to art, some worry about the superficiality it can encourage, focusing more on 'Instagrammability' than depth.

- Affordable Art Movements: Movements that aim to make art more affordable and accessible are welcomed, especially as they allow more people to start collecting and engaging with art.

Roadblocks

- What is keeping them from living their dream state today?
  - Primary Audience
    - High Cost of Quality Art: The high cost associated with acquiring museum-quality or investment-grade art is a significant barrier, limiting their ability to expand or diversify their

collections as desired.

- Limited Access to Trusted Art Sources: Difficulty in finding reliable and trustworthy sources for purchasing art, especially when looking for pieces by emerging artists or less well-known cultural artifacts.

- Navigational Challenges in Digital Marketplaces: The complexity and user-unfriendliness of some online art platforms can be a roadblock, especially for those who are not as tech-savvy.

- Market Over-saturation: The overwhelming amount of art available, both online and offline, makes it difficult to sift through and find pieces that truly meet their high standards and aesthetic criteria.

- Secondary Audience
  - Authenticity Concerns: Challenges in verifying the authenticity and cultural significance of art purchased, especially art that represents different cultures or is bought while traveling.
  - Budget Constraints: Financial limitations that prevent them from purchasing art freely, especially higher-priced, authentic pieces from well-known

artists or galleries.

- ■ Knowledge Gaps: A lack of deep knowledge about art, which makes it hard to make confident purchasing decisions, especially when it comes to understanding the value and quality of different artworks.

- ■ Logistical Issues: Difficulties in transporting art safely from the place of purchase to their homes, which can discourage buying larger or more delicate pieces while traveling.

- ● What mistakes are they making that are keeping them from getting what they want in life?
  - ○ Primary Audience
    - ■ Over-Emphasis on Investment Value: Focusing too much on the potential financial return of art purchases rather than the cultural or aesthetic value, which can lead to a collection that lacks personal significance or emotional connection.

    - ■ Reluctance to Embrace New Media: Some members of the primary audience may be slow to adopt newer forms of art, such as digital art or interactive installations, missing opportunities to diversify and modernize their collections.

- Insufficient Due Diligence: Occasionally, they may rush into purchases without conducting thorough research or verification, leading to regrettable acquisitions that don't meet their standards or expectations.
- Sticking to Comfort Zones: Limiting their purchases to well-known artists or traditional styles, thereby missing out on emerging talents or innovative art forms that could enhance or revitalize their collections.

- Secondary Audience
  - Impulse Buying: Making spontaneous art purchases influenced by the excitement of travel or the allure of a tourist destination without considering how the piece fits into their broader collection or home aesthetics.
  - Underestimating the Importance of Provenance: Not prioritizing the history and authenticity of artworks, which can lead to acquiring pieces that lack genuine cultural depth or investment quality.
  - Neglecting Professional Advice: Sometimes, they do not seek or heed advice from art professionals when purchasing art, leading to choices that might

not hold long-term value or satisfaction.

- Over-reliance on Aesthetic Appeal: Choosing artworks based solely on their immediate visual appeal without considering deeper factors such as the artist's background, the piece's narrative, or its cultural significance.

- What part of the obstacle does the avatar not understand or know about?
  - Primary Audience
    - Complexities of the Art Market: Many in the primary audience may not fully grasp the intricacies of the art market's pricing dynamics, including factors like provenance, market demand, and rarity, which can greatly affect the value of art.
    - Impact of Emerging Technologies: There might be a lack of understanding about how technologies like blockchain and digital art platforms are transforming art ownership and provenance tracking, potentially offering new ways to secure and verify artworks.
    - Cultural Trends' Influence on Value: Some may underestimate how current cultural trends can rapidly shift what is considered valuable or

desirable in the art world, impacting their investment's future worth.

- Legal and Import Restrictions: Often, there's a gap in knowledge regarding legal issues or import restrictions that can complicate acquiring or transporting art across borders.

○ Secondary Audience

- Authenticity Verification Processes: The secondary audience may not fully understand the processes and expertise required to verify the authenticity of cultural artworks, leading to potential pitfalls in purchasing non-authentic items.
- Market Saturation Effects: They might be unaware of how saturated the market can be with certain types of art, especially in tourist-heavy areas, which can dilute the uniqueness and value of their purchases.
- Economic and Social Impacts of Art Purchases: Lack of awareness about how their purchases impact local economies and artists' livelihoods, especially in developing regions or exotic locales.
- Conservation and Preservation Needs: Underestimating the need for proper conservation

and preservation of art, especially when buying older or more delicate pieces, can lead to long-term degradation and loss of value.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
  - Primary Audience
    - Access to Expert Guidance: The key roadblock for the primary audience is often the lack of reliable, expert guidance in navigating the art market. Enhancing access to trustworthy advisors or consultants who can provide insight into art valuation, authenticity, and strategic acquisition could significantly empower them to make more confident and satisfying art investments. This support would help bridge the gap between their high standards and the complexities of the art market, enabling them to build a collection that fulfills both their aesthetic and investment criteria.
  - Secondary Audience
    - Authenticity Verification: For the secondary audience, the main roadblock is often the difficulty in verifying the authenticity and cultural significance of artworks, especially those

purchased during travels or from less familiar sources. Implementing a reliable method for authenticity verification, perhaps through enhanced seller transparency, certification processes, or the use of technology like blockchain for provenance tracking, would greatly enhance their confidence in the art they acquire. This would allow them to fully enjoy their purchases, knowing they own genuine pieces that truly represent the cultures and experiences they cherish.

Solution

- What does the avatar need to do to overcome the key roadblock?
  - Primary Audience
    - Develop a Trusted Network of Experts: The primary audience should seek to build or join networks that include reputable art advisors, experienced collectors, and industry experts who can offer guidance, share insights, and provide authentication services. This network would help them navigate the complexities of the art market

more effectively.

- Enhance Education on Art and Market Dynamics: Engaging in ongoing education through seminars, courses, or curated content about art history, market trends, and the impact of new technologies on art can empower them to make more informed decisions.

- Utilize Advanced Art Tech Solutions: Adopting technology solutions that offer provenance verification, digital certificates of authenticity, and secure transaction platforms can address concerns about authenticity and investment safety.

- Secondary Audience

  - Implement Reliable Authentication Tools: Secondary audience members should seek tools and services that provide clear, reliable verification of authenticity and cultural significance, possibly supported by technology such as blockchain or AI-driven platforms that trace artwork origins.

  - Cultural Education and Engagement: Investing time in learning about the cultures and artistic traditions of the places they visit will enrich their understanding and appreciation of the art they

encounter, leading to more meaningful purchases.

- Collaborate with Local Art Communities: Building relationships with local artists and community art organizations can help ensure that their purchases are not only authentic but also support the local economy and art scene.

- "If they <insert solution>, then they will be able to <insert dream outcome>"
  - Primary Audience
    - If they develop a trusted network of art advisors and experts, then they will be able to make more informed and confident art purchases, enhancing the value and coherence of their collections.
    - If they engage in continuous education on art and market dynamics, then they will be able to better understand trends and valuations, reducing the risk of making poor investment choices and increasing their enjoyment and pride in their collection.
    - If they utilize advanced technology solutions for art verification and transactions, then they will be able to ensure the authenticity and security of their acquisitions, aligning their collection with their

aspirations for legacy and cultural influence.

- ○ Secondary Audience
  - If they implement reliable authentication tools for verifying artwork authenticity, then they will be able to purchase art with confidence, knowing their collections are genuine and culturally significant.
  - If they invest in cultural education and actively engage with the art communities of the places they visit, then they will be able to form deeper connections with the art, transforming their homes into authentic reflections of their world travels.
  - If they collaborate with local artists and art communities, then they will be able to support the sustainability of local cultures while ensuring their art purchases are meaningful and contribute positively to the regions they visit.

Places To Look For Answers

- Your client's existing customers and testimonials
- Your client's competitors customers and testimonials
- Talking with anyone you personally know who matches the target market
- People oversharing their thoughts and feelings online

- YouTube
  - Comments
  - "My journey" type videos
- Twitter
- Facebook
- Reddit
- Other Forums
- Amazon.com Reviews
- Yelp and Google Business/Maps Reviews

Target Market

- What kind of person will get the most out of this product?
- Who are the best current customers with the highest LTV?
- What attributes do they have in common?

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less

effort or sacrifice?

- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

Analyse The Top Market Player

- Perform full research on their target market and avatar.
    - Men or Women?
    - Name, age and face
    - Approximate Age range?
    - Occupation?
    - Income level?
    - Geographical location?
    - Background and mini life history.
    - Day-in-the-life.
    - Values: What do they believe is most important? What do they despise?
    - Outside forces: What outside forces or people does the Avatar feel influence their life?

Target Market

- What kind of person will get the most out of this product?
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- What does your target market hate about related products?

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- What are the reasons their customers decide to buy?
- How are they getting attention?
- How are they monetising their attention?
- What is this brand doing better than anyone else?
- What mistakes (if any) are they making?
- What can other brands in the market do to win?