

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
Mostly Women, some men.
- Approximate Age range?
30+ families
- Occupation?
House Wives
- Income level?
Upper middle Class + High income
- Geographic location?
Nashik, India

Painful Current State

- What are they afraid of?
Afraid of being judged by friends ,family, neighbors for not having an aesthetic home
- What are they angry about? Who are they angry at?
Angry that their home is not well decorated. Is basic I.e not very presentable/beautiful/interesting. Angry at self, Angry at others for judging
- What are their top daily frustrations?
FOMO, not being high status. Not having a presentable home
- What are they embarrassed about?
Not being high status, being judged,
- 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 feel like they are low status. Not aesthetic. Other people think they might be low status, poor, etc

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

“My house is not very aesthetically pleasing, I don't have fancy furniture. I need to have an aesthetically pleasing house, or people will judge me for being low status. People will laugh at me.”

- What is keeping them from solving their problems now?

Decorating their homes like the celebrities do.

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 a beautifully furnished house. Everyone that would walk into their house would be impressed. They would get instant high status. They would be fancy, and people would like them. Their houses are like celebrities.

- Who do they want to impress?

Friends, Family, Neighbours, Colleagues

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They would be very proud and happy. They secretly desire to be liked, they want to impress others. They want to be high status

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

“I really want to have a house like (some celebrity), i watched their home tour on YT. They have such a nice and aesthetic house. They have this and that. I wish My house would look like that”

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?

They believe their house is not well furnished and is ugly. Visitors would judge them, and think they were poor and low status because they can't afford good furniture.

- Who do they blame for their current problems and frustrations?

They blame themselves because they don't have good furniture and decor.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

New couples/ new house owners did not have this problem before.

Old couples are probably just going to replace some old furniture with new ones.

- How do they evaluate and decide if a solution is going to work or not?

They are influenced by others or social media. Or they might as a professional interior designer

- What figures or brands in the industry do they respect and why?

Respect Celebrities, because they are rich and have cool furniture

- What character traits do they value in themselves and others?

The need to be liked by others. Getting respect from others. Being higher status than people around them.

- What character traits do they despise in themselves and others?

Not having the respect of others coz ugly furnished houses. poor , low status

- What trends in the market are they aware of? What do they think about these trends?

Social media trends coz everyone is on SM all the time. Celebrities posting their homes. Majority of people are influenced by celebs and want to be like them. They want to live their lives

- What "tribes" are they a part of? How do they signal and gain status in those tribes?

They are the AVCs (Average frustrated chums), basic people, etc. They signal and gain status by spending money to show off. They think material possession will improve their standings in society. They would get respect, etc.

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 market
4. 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: Swati

Background Details

Swati is a 32yr old full time mother. She lives with her Husband and their 3 year old daughter in an apartment in Bangalore.

Day in the life:

Swati gets up at 6am everyday to help her husband get ready for work, and packs him his lunch. She then wakes up her daughter and looks after her. Plays with her.

Swati reads on a daily basis and spends most of her time at home. She goes out to bring groceries on a daily basis. In the evening he goes for a walk with her daughter in their building complex and park. She returns home and prepares for her husbands return.

“Home is something we look forward coming back to”

“After a day of hard work I just want to come back home to relax and spend time with my family”

“We wanted a modern and contemporary house, yet it has to be comfortable.”

“For the living room, we wanted a comfortable sitting and elegant one.”

“Our family and friends like our place alot, my family found it very convinient. Its very comfortable and cozy. For parties, get togethers, kids play dates. It accommodates everything very well. ”

Destress and unwind in CONTEMPORARY SOLACE

After a days work, when you come back home. All you need is a house that is a part of you.

RETURN TO SERENITY EVRYDAY

“My house reflects my personality, its a reflection of us”

Minimalistic, still warm and welcoming.