MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?   Most woman
- Approximate Age range? More than 40
- Occupation?
- Income level? 5k-8k yearly
- Geographic location?

Painful Current State

- What are they afraid of?
  - With the age progress they afraid   have hair losing and nails braking
    - I have noticed little lines and wrinkles coming in 😭 - I am breaking confidence BUT I am 31yrs old. I don't look bad for my age but I don't want to age quickly;

- What are they angry about? Who are they angry at?
  - They angry at thryself for not looking for them self
- What are their top daily frustrations?
  - They getting worse day by day
- 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?
  - Idon't think People really care about hair loss of someone else
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - "My hair loss is really getting to me. I've tried every product imaginable, but nothing seems to work. Do you have any suggestions or solutions?"
- What is keeping them from solving their problems now?
  - Not having enough information and Not taking problems seriously

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 like to maintain a youthful appearance.
-
- Who do they want to impress?
  - nobody
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - They would feel confident and desire to look youthful.
- 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?
  - They may blame themselves for neglecting self-care
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - They might have tried products unsuccessfully due to ineffective solutions. ▮▮▮▮▮▮

- How do they evaluate and decide if a solution is going to work or not?
  - They likely rely on product reviews and recommendations from trusted sources or a ▮▮▮▮▮▮ ductor .
- What figures or brands in the industry do they respect and why?
  - They respect brands known for effective anti-aging solutions.
- 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

Name: sara morgan

Background Details
- Sara is a 43 year old woman and she is a home wife and She has been experiencing hair loss for the past 3 months, which has become a significant concern for her.
- Sara is actively looking for answers and a cure for her hair loss condition.
- She values her appearance and is keen to find solutions that will restore her hair and confidence.

Day in the life:

She wake up at 7:14 am and when she wake she notice a big ton of hair in her bed

8:30 AM: After sending her children off to school, Sara attends to household chores and errands.

- 11:00 AM: She spends time researching online about hair loss treatments and reading forums for advice.
- 1:00 PM: Sara prepares lunch for herself and takes a break before continuing her research.
- 3:00 PM: She might schedule appointments or consultations with doctors or specialists regarding her hair loss.
- 6:00 PM: Sara prepares dinner for the family and discusses her day with her spouse.
- 8:00 PM: After dinner, she might relax with a hobby or continue researching possible solutions for her condition.
- 10:00 PM: Sara follows her nighttime skincare routine and reads before going to bed, hoping for progress in managing her hair loss

Product source
:https://www.amazon.co.uk/Coconut-Collagen-60-Capsules-Myvitamins/product-reviews/B07B4

GXBQF/ref=cm_cr_getr_d_paging_btm_next_3?ie=UTF8&reviewerType=all_reviews&filterByStar=positive&pageNumber=3