

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Women

- Approximate Age range?

15-18

- Occupation?

Student studying for a large exam

- Income level?

£12k>/Year Parents: £30k>/Year

- Geographical location?

UK

Painful Current State

- What are they afraid of?

Failing their exams. They have stressful examinations in the near future that could determine a lot in their future, and they have to make sure they succeed.

- What are they angry about? Who are they angry at?

How much stress they are being put under. It isn't fair that they are having to absorb so much knowledge and learn so many new skills in such a compressed period, and how it is completely and utterly ruining their calm state of mind.

- What are their top daily frustrations?

How they cannot work as efficiently as possible due to how much stress they are under. They cannot work well while under immeasurable

- What are they embarrassed about?

That they may fail their examinations. If they fail their exams their entire life could go in a polar opposite direction to as intended, and make them a failing embarrassment.

- 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 have tried many ways to solve this problem, e.g: meditation, spa's, listening to music, time in nature, but nothing is relieving the stress of exams. They feel pathetic and helpless, not being able to control the way they feel and letting it take control of themselves. People around them are starting to dislike our character, as they are either in a bad mood, or working, creating an impression of continuous negative energy and work.

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

They would describe it as a crippling cycle of work and stress, and both negatively impacting each other, as the more work they do, the more stressed they do, leading to doing even more work, which leads to even more stress.

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?

It would look like them passing their exams, getting into a great university and earning lots of money from their job. They would feel calm and positive constantly, and proud of themselves. If they could only change their current state, it would be to relieve all the stress, and make revising a calm and collective experience, without the stress leaning over their shoulder.

- Who do they want to impress?

Their colleagues and parents. They want to get the best results and get into the best universities and earn the best salary. Outcompeting everyone will boost their ego and make everyone praise them for their boundless success.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? A happy family, full of veritable love and joy, with kids living a stress free life. They also seek their parents' validation, and want to prove everyone wrong who said they couldn't do it.

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

They would describe how they are going to get the best results in their year, and get into the best university with everyone jealous of them, and how they are going to make millions of pounds a year and live this fantastic life, stress free, with a loving husband and beautiful, stress free kids who never had to go through the suffering they went through. They also would describe how their parents always doubted their ability to do things, and that if they do succeed in their goals, how empowered and accomplished they'd feel for proving their parents wrong.

Values and Beliefs

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

They believe that their situation is unfair, and that they are angry at themselves that they are not able to control their feelings of stress and anxiety. They believe that everyone else's life is much less stressful and that they are the only ones really struggling.

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

Their parents and the system. They are put under way too much pressure at such a young age in order to succeed, and that everything is unfair. They are angry at everyone around them and how they added so much pressure onto their lives, yet they never express this to the people who frustrate them.

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

They have tried meditation, listening to music and other calming matters, yet none of them have worked in the past.

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

They will look at other people's reviews which are in the same "unfair" situation as them, and look for reviews stating a similar story to them, claiming how much it worked for them.

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

Meditation apps, such as Headspace.

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

They value the ability to listen and understand, and to provide value in their answers. They appreciate sympathy and people feeling sorry for their situations. They value themselves working hard and trying.



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

They hate their ability to uncontrollably drift through life, without the ability to think for themselves, and let their emotions control their performance. They hate when people think they're better than them, and people who work more than them. They think that the people who work harder than them do it out of pure luck and being born gifted.

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

They are aware of TikTok trends of working for 30 minutes, then taking a break, and having a nice cozy warm environment, and to listen to their feelings.

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. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

