

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Mostly Men
- Approximate Age range? 21 and over
- Occupation? Full time workers (White and Blue Collar)
- Income level? +/- \$75,000 a year
- Geographic location? Queens, NY

Painful Current State

- What are they afraid of? Customer is afraid of prescriptions with dangerous side effects or intoxicants that make users sick.
- What are they angry about? Who are they angry at? They are angry about pharmaceuticals not bringing relief and doctors not being helpful.
- What are their top daily frustrations? Anxiety is a daily frustration. A loss of focus or sleeplessness can result from over-thinking.
- What are they embarrassed about? They are embarrassed about their nervousness around social gatherings or always being tired from lack of sleep.
- 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? Dealing with their problems makes them feel a constant unease because of working overtime to barely pay the bills. Losing sleep would make everything worse because of unrest. If he can at least get good sleep then he can work more hours when they become available. Other people in their world think the situation is dire with rising prices but do not see him panic.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? Recreational use of natural herbs helps with calmness so normal everyday stress at work or home does not become overwhelming.
- What is keeping them from solving their problems now? A very limited number of licensed dispensaries are available and they are scattered all around the city. Unlicensed dispensaries do not have the same quality control or restrictions so not everyone is trustworthy.

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? A magic wand would change everything into a harmonious symphony of work and pleasure. Work is easy and home is restful because there is no more anxiety or tiredness.
- Who do they want to impress? They want to impress themselves with their calmness under pressure and focus on tasks. An aura of peace around customers, coworkers, family and friends after not having any anxiety and getting better sleep. Other people in their world will notice less inebriation.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel contentment instead of always feeling inadequate. They desire an inner stillness and don't want constant dread.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Describing dreams and desires would include a feeling of equilibrium instead of highs and lows throughout the day.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? Pharmaceutical companies just want more patients while alcohol makes people sick so a safer and more natural method of winding down or de-stressing is preferred. They believe nature can provide for all human needs.
- Who do they blame for their current problems and frustrations? Doctors learning western medicine are more preoccupied with prescriptions than harmful side effects, which lead to more pills.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Medication had side effects and alcohol was no longer enjoyable. Pills added to stress while alcohol brought shame or embarrassment at gatherings.
- How do they evaluate and decide if a solution is going to work or not? The customer evaluates and decides if this solution is going to work after reading other customers' reviews plus employee recommendations.
- What figures or brands in the industry do they respect and why? Smaller companies are trusted more than large corporations. Customers also like supporting local businesses.
- What character traits do they value in themselves and others? They value trustworthiness, being knowledgeable and fresh clean products with less additives. They also do their own research or have personal experience with many natural products.
- What character traits do they despise in themselves and others? They despise anyone who is snobbish, unhelpful or uneducated.
- What trends in the market are they aware of? What do they think about these trends? More recent trends include more additives for flavoring or stronger products but both of those trends can decrease the effect felt by users. Flavors become boring while increasing strength raises tolerance.
- What "tribes are they a part of? How do they signal and gain status in those tribes? The entire cannabis community is a collection of tribes (men, women, old, young, all races from every country) within a niche (natural medicine/recreational use). Status is gained by simply sharing with others.

Basic Avatar

[PASTE IMAGE HERE]

Name: Pedro

Background Details

- 40 years old (Middle aged), blue collar worker [maintenance], married(10 years), no kids (yet).

Day in the life:

- A hardworking New Yorker who values integrity, calm, and natural solutions. He's tired of quick fixes that come with side effects, and he's searching for relief that feels natural and true. With long days in a demanding job, Pedro wants more than just relaxation—he craves focus, stability, and the kind of calm that lets him shine at work and be present at home. He's part of a movement that believes in the power of nature, seeking connection and trust in a community that values quality and authenticity.