

# Research Template

## Target Market

- What kind of person is going to get the most out of this product?

Someone with chronic neck pain

- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

## Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.



Rebecca, 28

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Rebecca is your average office gal, she went to AUT and got a marketing degree.

She now works an office job in town, where she spends her days

working in an office. She doesn't enjoy the job. She hates it in fact, but she at least enjoys the office culture.

She cannot wait for her work day to be over, to wind down, relax, practice some self care and drink some wine at home.

She has been suffering with neck pain for a very long time now.

She knows it definitely is from her office job, and slouching all day, but she keeps trying to maintain a correct posture, she keeps trying different massages, but it never gets her anywhere.

No matter what she does, she always has neck pain.. again...

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

She wakes up in the morning, tired and not excited to get to work.

She does a few stretches she saw online, as they make her feel better for some time.

Her neck isn't very sore at this time of day, but she's definitely stiff.

She drives to work, finally getting there after being stuck in traffic, and has a chat with her office buddies.

She then gets to work. She checks a few email and... her neck starts to get sore.

She ignores it, it's not so bad now, but as she keeps working, filling spreadsheets, answering emails, her neck gets worse and worse.

She's looking forward to her physio appointment, it gives her some relief, but she knows it will be back to the same state in a few days. She takes some painkillers to numb the pain.

She gets home, and immediately puts an ice pack on her neck. It gives her some relief, but not enough.

She lies there, feels a bit better but the tingles and soreness are still there... and they're very frustrating.. She sips her wine as she watches her favourite netflix show,

- **Values.** What do they believe is most important? What do they despise?

They believe their health and happiness is extremely important to them. She just wants to enjoy her life.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Her job taking time away from her

Her neck pain, that she seemingly can't control, sapping away at her life, and making it difficult for her to have fun and be productive.

## Current State

- What is painful or frustrating in the current life of my avatar?

Chronic neck pain

Sleepless nights/bad sleep

Not being able to turn left/right with their neck

Migraines and headaches from their neck pain

- What annoys them?

They have tried many treatments, and none seem to work.

A lot of treatments out there are indefinite and temporary

- What do they fear?

That their pain will never go away

- What do they lie awake at night worrying about?

They're awake from the pain, fearing that it won't ever go away

- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

I woke up with a bad tension headache

I've had chronic migraines and headaches for decades

I've had this awful pain in the back of my neck and down in my shoulder blade for days.

Sleepless night from neck and shoulder pain caused by poor posture working on the computer all day

My wife has tried osteopathy, physiotherapy, pain meds and muscle relaxants and nothing help

my neck was killing me today, I must've slept in a bad position

my neck was really sore and every time I tried to move around I couldn't. On the right, the tissue was blocking to where I could hardly look at my right side.

Im crying earlier because of extreme stiffness and pain, I couldn't even move right-left. 😭

went for physical therapy for, but really didn't get anywhere..

Wake up every day with neck pain and from there - headache

What would cause sudden pain in the neck a half hour after waking?

I'm in severe debilitating pain from a concussion and no one has been able to help me

I was in pain all day and could barely turn my head so I didn't have high hopes.

I shedded tears through the pain.

treatments which would continue indefinitely and only be temporary,

I am convinced that chiropractic treatment is what resulted in me needing surgery.

My advice is STOP DOING CHIROPRACTIC TREATMENTS. They seriously aggravated my neck condition and I ended up needing a neck fusion.

I'm CONSTANTLY stretching, etc. But NOTHING WORKS.

Most of my pain is on the right side of my neck and extends up into my head and can sometimes wrap around into my eye causing an awesome migraine

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

A life free of pain, where they can have fun, spend time with their friends and be as productive as they can be

- What enjoyable new experiences would they have?

They would be able to live life pain free. Have fun with their friends and family, and wind down at home uninterrupted by pain.

- How would others perceive them in a positive light?

They would be a beacon of joy

- How would they feel about themselves if they made that change?

They will feel satisfied and happy with their new vibrant, happy and pain free self.

- What words do THEY use to describe their dream outcome?

Weeks of pain, gone in moments.

So I was shocked when after the first rep I had soooo much relief.

the stiffness was gone. i was seriously shocked

I thought I'd tried everything and this looked too straightforward to help. And bam it started to help immediately, more freedom of movement and nasty lumps soothing away.

There is hope!

It turns out that working at a computer all day, my posture had deteriorated and aggravated the bulging discs in my neck causing months of severe pain and triggering migraines.

## Roadblocks

- What is keeping them from living their dream state today?

The neck pain affecting every aspect of their life

- What mistakes are they making that are keeping them from getting what they want in life?

Poor posture, not stretching, not exercising enough, maintaining a position for a long time

- What part of the obstacle does the avatar not understand or know about?

By sitting in one place for a long time, with all the mistakes they're making, their neck tightens.

The tightness then causes pain, due to strain muscles and ligaments.

It even restricts blood flow to the brain, and causes headaches. This is why a lot of their pain starts on one side of the neck

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

They need to loosen up their neck, by hitting the deep tissue, and enhancing blood flow throughout the neck and to the head.

She also reminds the reader that there is a **difference between restoration and repair**. Repair is often the quick fix. The restoration is a gradual learning of new ways, new behaviours to regain strength and flexibility.

Repetitive activities, like driving and working on a desk can cause

neck pain

It's common to have tension type headaches with neck pain, in fact, it's one of the big structural/postural causes.

If neck pain was developed over time, there's tightness, and muscle weakness, poor positioning, poor posture, you may not be active enough

## Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

If they:

Loosen up tight neck muscles

Enhance blood flow

Massage deep tissue muscles

Deal with their bad habits, and be aware of repetitive activities

They will

Loosen up their stiff neck

Improve neck mobility

Relieve their neck pain and headaches



Prevent neck pain in the long term

Be able to sleep better

## Product

- How does the product help the avatar implement the Solution?

Uses powerful ems waves and heat therapy to relaxes stiff muscles, massage deep tissue, and enhance blood flow

- How does the product help the reader increase their chances of success?

Relieves neck pain now, and in the long term

Uses powerful ems waves for immediate pain relief, by reaching deep tissue

So they can sit there, fix the root of the problem without feeling any pain

- How does the product help the reader get the result faster?

Extremely easy to use

Immediate pain relief, so they can recover and heal without pain

Enhances blood flow and reaches deep tissue

- How does the product help the reader get the result with less effort or sacrifice?

Gives immediate pain relief

They don't have to move a massager, they just lay it on their neck

They don't need to take time out of their day, or money out of their pockets to see a therapist.

They get all their therapy types in one product

They get neck pain relief while working, without interruption

- What makes the product fun?

It's easy to use, you can get your pain relief while watching Netflix or having a drink

- What does your target market like about related products?

They give them the relief they need, even temporarily

They always feel better after a therapy session

Painkillers pause their pain

- What does your target market hate about related products?

Temporary fix, wears out immediately

No apparent long term effects

They do some restoration, but never repair

Get the immediate relief of painkillers and therapy, WITH long term healing and restoration.

[add tip on walking around every 20 min]

## Sources

- Clients and their customers
- Social media
- Amazon
- Reddit
- Quora
- Google