

Research Template

Target Market

- What kind of person is going to get the most out of this product?
- 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.
- ***Bob is 46 years of age, has Gray hair, Height 190 cm, a strong jaw great persona, a bit depressed, married, and a good friend and positive**
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- ***Bob was born in 1977. He finished school and college and became a master's in Electronics and Computer programming Then he married in 1997 after marriage came two boys that changed his life. Focus on finances getting money for his family and preparing them for all the harsh Dilemmas coming for them in the world and sacrificing his time for his family but in the process he got a little bit overweight and inactive and lazy for his health. His financial status was no problem but health and lack of exercise gave him a bit of trouble and he wanted to fix that as it was getting him trouble whit his anxiety and Mental health**

- **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

*** Bob gets up at 8 o'clock every morning with a smile and anxiety because he has trouble sleeping, he spends a small part of his morning always thinking about those things that he cannot change about himself and wonders why it is like that. After that, Bob goes to the kitchen where she, is waiting for him his wife, and asks if he's okay with a kiss sets the table for them to drink morning coffee so that the day can start as productively as possible for both of them, the children started their way to school much earlier and have a little private time for themselves after coffee Bob goes to work Every day, he routinely visits a fast food store to fuel his addiction with one more hamburger, because why not. After a hard day at work and drinking coffee, he goes for a cake to sweeten his labor, which leads to the peak of sugar and unhealthy habits for Bob. mildly aware of all this, he goes home and feels that he is not well and that the pressure of food, lack of sleep, and sugar is taking its toll, but he still bravely walks the same path. His arrival home is arranged by his family, who always faithfully wait for him to give him love and empathy for all the detailed work that Bob does for them, but Bob knows that it is difficult to live and that there are problems that he must solve as soon as possible, but the days just pass and there is still no solution.**

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

- Bob believes the most important thing is to work to provide and take care of his family and that he is a great role model and benefit to the society and people around him.

and that he gives them the strength to work and move on and helps them to find solutions for their problems and things that are stopping them from achieving their goals.

***Bob hates arrogant people who won't help won't take other's feelings in perspective as they give them advice or just are rude have bad manners or have a foul mouth**

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

***Outside forces For Bob are his family his close friends and people at work they see him as a successful guy and always tell him not to worry about his weight and that he is in great shape and that the food he eats is not as bad as the media portray. But the main thing is His beautiful mom is a woman that cooks the most delicious foods that are just too unhealthy and that has stuck with him from a very young age and is the main problem**

Current State

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

*** Weight, Depression, Obesity, Lack of Sleep, Self-esteem**

- What annoys them?

*** As a Successful guy, he breaks down when he needs to step up about his weight and Mental Health.**

*** What do they fear?**

*** *That he will die as This guy that could not conquer his desire for food and Fall in the eyes of his children one day.**

- What do they lie awake at night worrying about?

****That the depression and lack of sleep, obesity will consume him and that he will no longer be able to provide for his family.**

- How do other people perceive them?

****They perceive him as a hard-working, individual, dedicated well educated, and with good manners.**

- What lack of status do they feel?

****The lack to stop when the addiction hits its peak and when the pleasure consumes him and reflects on his mental health**

- What words do THEY use to describe their pains and frustrations?

***Anger, Depressed, low self-esteem, Fear, Hope**

Dream State

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

****to wake up one day get enough sleep, move freely and not have the craving to eat those disgusting fried foods to run and show his children that he is also great at sports as he is in the Business area and Say to his wife I killed my demons once and for all**

- What enjoyable new experiences would they have?

****Fresh air morning runs, quality of sleep, No depression Better mood more time for his family planning trips and hikes, and making sure his kids Follow his footsteps**

- How would others perceive them in a positive light?

****They would perceive them as Successful in Every field from Business, Ethics, Dedication, planning, And living a life full of Valore**

- How would they feel about themselves if they made that

change?

- **They would feel the rush of dopamine Every day that they concurred a Desise that was clinging to their bones every day and making them miserable and not As a full-grown ALFA**

- What words do THEY use to describe their dream outcome

***Great, Refreshing, Thankful, Positive,**

Roadblocks

- What is keeping them from living their dream state today?
- *** Mental blocks, Society, Selfworth, Desire, Not doing it sooner**

as he is getting older.

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

****Listening to society, caving in every day not going just for it, Ego, and Selfworth**

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

****He knows mentally, That society gives him comfort and that life is far too good to do anything about that, But doesn't understand that time is getting away every day from the changes that he needs in his life to make the most out of it.**

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

*** Not listening to society, And using his self-esteem to Devour his end goal**

Solution

- What does the avatar need to do to overcome the key roadblock?

****Sit and believe that is possible to achieve this mental strength first, A fresh start to put aside society and their view of him, Get a plan for Eating and daily encouragement for his process of self-improvement**

- “If they <insert solution>, then they will be able to <insert dream outcome>”

***If they Address that they are weak and vulnerable and that is perfectly fine to be so and only then will they be able to overcome all the issues concerning their mental and physical health and struggles**

Product

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

****The product gives exact steps on how he should proceed to achieve the end goal in the quickest time frame**

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

****It helps him As his awareness becomes clearer what needs to be done and activates his mental spiritual output to provide the exact dose that leads to success**

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

****It helps him by paving the steps for him. He doesn't have to think only to listen and implement as it's just and only for him made and composed**

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

*** What the direct ways to go to the center of the problem giving him the why and the how in the shortest period of time as it strictly Made for him and his time schedule**

- What makes the product fun?

***The Fun thing about the product is that it interprets the desire of the will**

and it gives you a way to get to your goal without waking up and hating the whole process and quitting before you even started

*What does your target market like about related products ?

*** It likes the engagement and dedication to know what the customer needs and to fulfill all of his desires and expectations**

- What does your target market hate about related products?

***It hates prolonging and not being one with the customer giving false information only to sell the product and not solve the client's needs and wishes**