

Beauty niche MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Women
- Approximate Age range? 18-40
- Occupation? Mothers, full time job, students, young mothers, girls
- Income level? Around 35k a year
- Geographic location? City people like from the western world society

Painful Current State

- What are they afraid of?

Not looking good and confident enough, feeling insecure. Wasting time and money. Scared to look at themselves in the mirror. Especially some face parts that they are insecure of. Not wanna be loved by people they want to be loved by

- What are they angry about?

About wasting time and money on products that don't work for them. Not getting noticed by their husband or boyfriend. Ineffective products.

- Who are they angry at?

At other brands that their product is a flop and not getting the right volume on their purchase

- What are their top daily frustrations?

Sleeping with a face mask or hair rollers. Not using products at night or getting flop products that give them no volume at all. Also time consuming beauty routines

- What are they embarrassed about?

Looking at themselves in the mirror and thinking they're ugly. Example acne, wrinkles, uneven skin tone visible signs of aging.

- How does dealing with their problems make them feel about themselves?

Insecure feeling bad also lack of confidence in social situations

- What do other people in their world think about them as a result of these problems?

Being seen as less attractive

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? "I'm tired of spending so much money on products that don't

work. My skin never looks as good as I want it to, and I feel like I'm constantly fighting a losing battle against imperfections."

- What is keeping them from solving their problems now?

Not having the right product or brand for them that doesn't waste their time and money, they want to invest in their product and have a good feeling. Overwhelming product choices.

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?

Feeling confident again. That people look at them and think wow she is really beautiful I want to be like her. Also having faith, resilience and inspiration and wanting to look and feel better. Also want to be loved again. Effortlessly beautiful skin.

- Who do they want to impress?
Their husband or boyfriend and also maybe their social media followers.
- How would they feel about themselves if they were living in their dream state?
Comfortable, simple. Want to do less more about themselves, just simple, clean and fresh. Confident attractive

- What do they secretly desire most?

They want to get noticed about their husband or boyfriend on how they look and want to be desired from other men and to be naturally beautiful without makeup

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

Don't want to waste time and money always wanting to have the best volume on all their products. Feeling very comfortable in their skin. I Want to be loved. I wish I could wake up every day with perfect skin, feeling confident and beautiful without spending hours on my routine or worrying about how I look."

• Values, Beliefs, and Tribal Affiliations

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

Not sleeping comfortable in the night and to wake up beauty in the morning and be looking forward the next day! Beauty requires constant effort and expense, perfect skin is unattainable

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

They other brands that not provide it for them like that and Genetics, environment, beauty industry for promoting unrealistic standards

- Have they tried to solve the problem before and failed?

Yes, choosing the wrong products.

- Why do they think they failed in the past?

They still not improved their self like the last year. Still having the same problem and

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

They want it to be a lot in details and want it clean in the meaning it is very hygiene for them.the atmosphere has to be there

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

Chanel , huda beauty and ici paris because they provide the best service and products for them. **celebrity estheticians**

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

In other that they are naturally beautiful without doing all the routine they need to do

- What character traits do they despise in themselves and others?
- What trends in the market are they aware of?

Clean beauty, personalized skincare, sustainability, inclusivity in shade ranges

- What do they think about these trends?
- What “tribes are they a part of?
- How do they signal and gain status in those tribes?

Basic Avatar

Name: joyce

Background Details

Joyce fulltime job, having a partner, having girlfriends, living in a suburban place, nearby the city,

Day in the life:

Joyce wakes up in the morning, scrolling through her phone facebook tiktok instagram etc. Watching all these other beautiful women or influencers or her girlfriends with their romantic partners who is looking good joyce is not really feeling confident at all if she is going to work. She goes to the bedroom and not feeling herself lately in the mirror she is feeling insecure about her skin hair or her appearances on her face maybe like acne. She is looking at her current product and thinking like this is not working for her she needs to find new products but she is a little bit scared to buy again a new one and apply it and thinking shit again a waste of time and money. Her husband is not really noticed her like the way joyce wants she thinks she is being

less attractive. Now she brushes her teeth, does her products and goes to work insecure. At work she is on her break talking to other colleagues and they have better skin and feeling confident she tells her colleagues I wish I could wake up every day with perfect skin, feeling confident and beautiful without spending hours on my routine or worrying about how I look. Her colleagues reply with don't worry you will get the better products so the colleagues recommend some products to her but Joyce is not getting excited about it thinking again this is gonna be a waste of money and time all again. Now Joyce is going straight to home angry about her life and not looking the best. She goes on the internet and finds out about a new brand that might work without hesitations. She bought the products there because she is very angry about not looking the best. She is watching tv with her husband and complains about her problems and imagine her dream desires what she wants