

Research Template

Target Market

- What kind of person is going to get the most out of this product? Women who look for all purpose shoe
- Who are the best current customers, with the highest LTV? Soccer Mom
- What attributes do they have in common? Have kids go to a lot of events for their kids

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Sarah age 35 brown skin lil overweight and wants to get back in shape**
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- Married for four years now gained a little weight in that period and wants to be active 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.
- Busy hardworking mom stays home and takes care of the husband, kids and house.
- **Values.** What do they believe is most important? What do they despise? Quality family time, family first, she hates being overweight feel like she can do more if she is in shape
- **Outside forces.** What outside forces or people does the Avatar feel influences their life? Her feelings her surrounding she doesn't want to be the only person in her circle who is

overweight.

Current State

- What is painful or frustrating in the current life of my avatar?
- Her not completing the task she say she would do
- What annoys them? Untidines, bored at home just eating
- What do they fear? Getting extremely overweight , not being competent in her area
- What do they lie awake at night worrying about? That there children is not happy for her being in there life due to less availability
- How do other people perceive them? Ok mom but is falling off a bit in other areas
- What lack of status do they feel?
- The best mom
- What words do THEY use to describe their pains and frustrations? Fat, insufficient time, unhappy

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like? A very active mom and wife
- What enjoyable new experiences would they have? Being able to attend pta meeting more likely fun stroll with husband etc
- How would others perceive them in a positive light?
- A good role model as a mom and others coming to them for help.
- How would they feel about themselves if they made that change? Stronger and more happy fulfilling life

- What words do THEY use to describe their dream outcome?
A happy home self care

Roadblocks

- What is keeping them from living their dream state today?
- Not completing necessary task lack of wardrobe
- What mistakes are they making that are keeping them from getting what they want in life? Not having the right stuff to execute those task
- What part of the obstacle does the avatar not understand or know about? She needs allbirds everyday shoe
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome? Getting necessary items

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>"

Product

- How does the product help the avatar implement the Solution? Something she can do exercise in and more
- How does the product help the reader increase their chances of success? Once bought all she have to do now is execute
- How does the product help the reader get the result faster? Easy to put on shoes for the multiple occasions
- How does the product help the reader get the result with less effort or sacrifice? Don't have to be always switching around shoes easy to carry in the car
- What makes the product fun? They're durable stylish and able to perform activity with them machine washable
- What does your target market like about related products? Shoes for exercise
- What does your target market hate about related products? They are not as stylish