

Welcome G's

Market Research Template (about driving in the winter and the benefit of using volkswagon car)

Who exactly are we talking to?

People who suffer in winter in snowy countries

What kind of people are we talking to?





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Nisha HB · December 28, 2021 · 🌐

It's only the first of many snow days, PLEASE CALM down and stop driving so damn close! Be considerate, some of us have babies in the car, some people suffer anxiety while driving, some just doesn't have a good enough car or condition as good as others! I promise you'll still make it to where you need to be 🙏🏻🙏🏻

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- Approximate Age range? 20-100
- Occupation? middle class
- Income level? middle class
- Geographical location? in snowy countries

Painful Current State

- What are they afraid of? They are afraid of fixing their cars many times, cold in winter, the suffering when cleaning their cars in the snow
- What are they angry about? Who are they angry at? They are angry because of the harsh snowy environments, and think snow is a time to stay at home like hibernation
- What are their top daily frustrations? the harsh snowy environments like how the cars slips while driving in ice roads, how the snow covers the lights and windows and they have to clean it over and over, and sometimes the car might get stuck in the snow. less control over the direction of wheels, how the weather is cold, they can't even get up and move to their cars because cold make them lazy.

They have to install fan heating or plug heating engine if they parked the car

- What are they embarrassed about? idk
- How does dealing with their problems make them feel about themselves? idk, they might feel afraid because of riving in the snow

- What do other people in their world think about them as a result of these problems? **they should be careful when it comes to driving in the snow**

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

Winter is a time for hibernation, not driving.

Hey, i want to tell you that i want to drive in the snow and i am afraid the car may slips or get stuck in the snow. Do you have any tips?

EVIDENCE:

- Spark plugs aren't usually considered when doing winter preparation for a vehicle, but they should be. Car engines need more attention overall when the temperatures dip, and older spark plugs can fail when it's cold because they're more susceptible to corrosion. That corrosion makes it hard for them to make a spark and can leave drivers out in the cold.
- This is one of the most common winter scenarios; AAA reports that it's a top reason customers call them in the winter. Batteries lose about 35% of their power when the mercury dips down to 32 degrees, and when it hits 0 degrees, that battery has lost 60% of its oomph. Starting an engine in cold weather can take up to twice the amount of energy as required on a normal day, so it's important for batteries to be ready to take on the cold.
 - *Your car needs to have a good battery, especially if you're leaving it outside for weeks.*
- Sometimes, a cold car just doesn't want to start. That's especially true if it's been left out in the cold overnight, since those temperatures make every part of a vehicle work harder. When a car doesn't turn over and it's not the battery or spark plugs, the problem could be thickened engine oil, frozen gas in the line or a bad starter or alternator.
- *I was visiting someone last night and my car was outside at night for a few hours and then the car needed to be jumped and it's like -10 even worse with the windchill, so I'm sure the weather has something to factor but the drive home the heat wouldn't work.*
- *By preparing your car for winter and being aware of these common issues, you'll reduce your risk of trouble on the road. Now that you know how to identify a bad car battery and how to handle winter tire blowouts, you're ready to go out there and enjoy yourself.*
- *I love modifying cars but I hate doing car maintenance. Even something as simple as an oil change I despise: I sure wouldn't last long working as a mechanic.*

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?

practice in a large empty lot so you know how your car and tires will perform, use a winter tire not just all season radials or mud and snow tires, Real winter tires have a mountain and snowflake symbol embedded into the tire sidewall, and are made of a different chemical composition and tire tread to

deal with low temperatures and snow.

Depending on winter road conditions- you might also need chains on your tires.

Drive 10–20 km/h SLOWER than usual when driving in snow.

use windshield wiper fluids instead of water because it is resistant to freezing

1. If you brake too hard and your wheels lock up, TAKE YOUR FOOT OFF OF THE BRAKE- steer into the direction you want the car to go and pump the brakes gently again to restore

It takes 50% more stopping distance to slow down and stop in the snow- SO INCREASE THE DISTANCE INTERVAL BETWEEN YOUR CAR AND THE CAR IN FRONT OF YOU ACCORDINGLY. braking control.

- Who do they want to impress?

They may want to impress their neighbors, family members, and friends about their decision of purchasing a car that can handle the winter with only 600\$ maintenance costs in a year

- How would they feel about themselves if they were living in their dream state?

It is great to have a warm car that is warm in all places perfectly in the coldest times in winter and never feel anxious to care too much about the costs of fixing their car during the winter, or melting the ice in the windows, or plugging the car in a heating engine cause it heats itself using an app

(Volkswagen Car-Net mobile app)

- What do they secretly desire most?

They desire comfort, safety, and convenience

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

Hey, I want to drive in the snow while feeling warm, safe, and comfortable in the winter. I want a comfortable experience with using my car in the winter

EVIDENCE:

- *Although slightly outdated he is dead on when he talks about how to make your car last forever. **Pro's:** good practical advice about how to take care of your car. Good introduction to the topic. **Con's:** probably not a book for the advanced auto mechanic. But the majority of mechanics would agree with his advice.*
- *However, very few people would posit that driving on snow-covered or slippery roads would make that list. Dealing with winter driving conditions is simply something we have to contend with. During the process of buying a vehicle, customers inquiring to Spitzer Volkswagen sales professionals about how a vehicle will handle snow is a pretty common occurrence.*
- *It has front-wheel-drive. This gives it a natural advantage for dealing with snow and ice.*
- *It is absolutely true. The tires were fairly narrow. The weight from the engine is over the rear wheels. On acceleration the weight transfer is to the rear wheels. When going up a hill the weight transfers to the rear driving wheels. This is the absolute best you can get when driving on packed snow and ice. I have seen old beetles going up curvy mountain roads in 5 inches of snow on packed snow and ice and passing jeeps with their big fat commando tires stuck on and off the road. And that was before the days of the "Winter" tires.*
- *I have lived in Maine most of my life so I am very familiar with driving in snow. The VW Beetle back in the 60s and 70s could drive circles around American cars in the snow when American cars were all heavy front engines with rear wheel drive and most trucks were rear drive only. The Beetle had most of its weight over the drive wheels which gave it much more traction. Also the tires were narrow 155/15 tires that cut through the snow and didn't ride up on the snow like wider tires did. The Beetle's Achilles heel driving in snow was the fact that there had very little front end weight. So stopping or taking corners too fast in the snow could cause a skid or slide while stopping or cornering. Another car that had the same size tires and most of its weight over the drive wheels was the Saab 96. But it was better on snow because it was front wheel drive with its driving wheels also being the wheels that steered. I drove a Saab 96 in ice racing and can attest to its superiority on ice and snow. It did come from a Scandinavian country afterall.*
- *I owned a 1960 VW beetle which I inherited after my dad passed away in 1968. It was great in the snow. With it's air cooled rear engine and the trans-axle directly over the rear wheels made them terrific in snowy conditions.*
- *Volkswagen Beetles drove very well in the snow. Thanks to the rear engine being located over the rear drive wheels.*
- *Are VW Beetles good in snow? The older ones were like snowmobiles, the ones that were rear drive.*
- *Overall - the Volkswagen Beetle has yearly car maintenance costs total to \$612. The table below shows a complete ranking of how various cars rank in this overall system as some comparison. Given that the Volkswagen Beetle has an average of \$612 and that the average vehicle costs \$651 annual --- the Beetle is substantially cheaper to maintain.*
- *When using social media, you release dopamine. The more dopamine that is released, the greater intolerance one has for valuing and accepting productive and rewarding action.*
- *The answer is usually because you feel stuck in some way. As much as you hate working, you hate the idea of not working even more. Fear of failure is something each of us encounter. However, avoiding failure is almost always going to lead to regret.*
- *Millennials dominate the workforce, but according to a 2016 Gallup poll, 71% of them aren't engaged at work — and at least 60% are open to new job opportunities.*
- <https://www.quora.com/Can-people-stand-a-life-without-a-car>
- *Feelings of owning a good car: Accomplishment, Excitement, Responsible*

- *Well from my own personal life, I enjoyed having something that was next to perfect,new,shiny, and I could afford a new one every few years. Unlike a new house every few years!*
- *Why do people want a new car? Because they are fun, they use to be fairly affordable, and humans are attracted to new and shiny things. Really. It is programmed into or DNA! No joke. We are all attracted to young mates, so we like young ,new things! We all like shiny things, (like diamonds), who would rather have a lump of coal,instead of a diamond? It is in our nature to get top quality things to attract a mate. Or it can be a simple as they are pretty and fun to drive!!!*
- *I find I'm a happier person since I bought a sports car. Shitty day at work? Doesn't matter when you're accelerating hard out of a roundabout, rowing through the gears, and listening to the engine rumble on your way home. All the comments from coworkers didn't hurt either; the surprised "that's YOURS?" from some and the approving nod from the other car guys made me grin as much as the acceleration. (Small company, red Corvette, not exactly subtle.)*

Values and Beliefs

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

Winter is a time for hibernation, not driving.

They may not drive well and them and their families are in danger, or feel they can drive well in snowy conditions but they must stay humble and careful

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

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

bald snow tires, bald tires of any kind won't work. You will probably need to replace your snow tires long before they wear out, figure somewhere in the 5-7 year range. They age liike any other tire and will start getting hard, defeating the purpose. On the plus side, your non-snow tires will also least longer too!

- How do they evaluate and decide if a solution is going to work or not? They make sure they drive carefully in the snow in slow speed, having all season or winter tires, and having a cold weather emergency kit in case they get standed, use a brake more gently, if you skidded, don't use a brake, just use the wheel to the correct direction, keep warm clothes in the car, make a distance between you and other cars, never drive if there was a storm, don't turn suddenly, and drive as if a raw egg were between your foot and any pedal. Don't break that egg!

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

Nokian Hakkapeliitta 9 tires that could be driven in 65MPH and maintain great traction. Just above this, I can feel the car begin to float

So, best to worst, studded snow tires, unstudded snow tires, good all season tires with occasional chains/cables, all season tires, summer tires.

- What character traits do they despise in themselves and others? That people drive fast
- What character traits do they value in themselves and others? Being careful to protect themselves and their families
- What trends in the market are they aware of? What do they think about these trends? tires that is designed to be driven in the winter, these might help

EVIDENCE:

Books:

- *Gives a little more detailed information for super restore. I have learned stuff I was unsure about.*
- *I bought this book because my Body Shop Guy asked me for a breakdown of my bug I am having totally restored. Not knowing for sure what I should get; I choose Amazon to review the books. I bought; gave it to Marc and he said "This is perfect; that is what I needed". I hope everyone can kind the same success as I did. Good Luck! Doug E.*
- *I haven't used it much yet but everything is pretty clear and in lay men's terms which really helps. It will be a great help when I finally do get going on the restoration.*

Beetle Reviews:

- *The 2013 VW Beetle Convertible is such a fun German car. Once we saw this car we fell in love and there was no turning back. It's really stylish and we get a lot of attention when we drive it. It has great gas mileage and acceleration and parking is wonderful. I like the price and availability. There's also plenty of headroom and the back seats fold down. And there is a net that covers the back seat and stands up for a nice windbreak. However, it needs more cup holders, more leg room in the back and Hawaiian seat covers. It had been in a really bad hail storm and we can't decide if we are going to have it fixed or just enjoy the character.*
- *The old VW Beetles were excellent in the snow because they were rear-wheel drive and had the engine in the back. The extra weight provided the downforce that improved traction in slippery conditions.*
- *It is absolutely true. The tires were fairly narrow. The weight from the engine is over the rear wheels. On acceleration the weight transfer is to the rear wheels. When going up a hill the weight transfers to the rear driving wheels. This is the absolute best you can get when driving on packed snow and ice. I have seen old beetles going up curvy mountain roads in 5 inches of snow on packed snow and ice and passing jeeps with their big fat commando tires stuck on and off the road. And that was before the days of the "Winter" tires.*
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Negatives of Beetle:

- *HOWEVER it does have some weaknesses. And the main weakness is the light front end and deeper snow. Deeper snow has a tendency to lift the front once the belly of the car starts dragging in the snow. It can quickly become high centered. This can be mitigated with some kind of fairing wedge shaped to push the snow out of the way before the front wheels try to climb on it.*

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews