

MARKET RESEARCH DOC

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Women
- Aged from 20 to 55
- Family people (wife, sister, daughter, girlfriend), spend a lot of time on social media looking for pictures to inspire themselves on how to decorate their home.
- They love culture, traveling and supporting young artists. A cultivated individual, a very artistic and creative person.
- 2k-5k per month
 - They could be a student with rich parents
 - A girlfriend or wife with a rich partner
- Any English speaking demographic

Painful Current State

- They are afraid of having a “boring” aesthetic in their home, they are afraid that everyone will believe they aren’t a creative person, they are afraid of looking lesser than other people, they are afraid of the opinions of others, they are afraid of having an ugly home.
- They are angry at not finding the right kind of decorations for their home, they are angry at everyone who thinks what they do is stupid, they are angry and jealous at other people that seem to have a more lustrous home decor. They are angry about their current home’s location that doesn’t have “great views”. They are angry at other people not sharing their sense of decoration. “Angled furniture” makes them angry
- Not having pictures in their homes in “empty spots” on the walls or around. Not having a “lighten up” home, a home full of calm and serenity. Frustrated about their current home state compared to people they found online.
- They are insecure about how their current home looks. They are embarrassed about not having the home that “everyone dreams of having”.
- Most of these problems they somewhat ignore and “live with them”, they don’t try and solve them very much, making the anger inside of them reach a boiling point and then

they lash out emotionally at someone or something that didn't deserve it. They feel like they deserve much more than they have (somewhat of an undeserved ego problem). People in their world think they are "fake", they are a people pleaser and they don't want to hear it. Other people think that they are narcissistic and care more about their appearance rather than other people's feelings or thoughts. They think that they are egotistical and most likely unworthy of the kind of praise they think they deserve (undeserving ego problem). If they ever try to solve these problems they just end up spending all of their time scrolling on social media or pinterest in search of "the perfect fitting x".

- Certitude in what they are getting, worried about the size being good, the physical version fitting their needs (seeing on the phone and in real life is different), quality of the product, don't know where to put it in their home.
- The biggest thing stopping them from solving their problems is finding the perfect fitting piece of decor to add to their collection/home, they "lie" to themselves to some degree thinking they will find it one day and keep scrolling until they find something "interesting". They also have never found a trustworthy brand they can purchase from, they feel like everyone is out to get them and isn't relatable enough.

Desirable Dream State

- If they could wave a magic wand and make everything perfect it would feel amazing, gorgeous. A complete and utter feeling of cozy, serene calmness, pictures lighting the room fluttered around the place, giving the atmosphere a peaceful, healthy and safe vibe. A harmonious symphony inside their place of living.
- They want to impress their loved ones, peers and friends.
- If they were living in their dream state they would feel refreshed, a new sense of calmness and cozy vibe they would have like butterflies in their bellies, it would actually feel like they are in love all over again. A combo of lovely energy and cuteness overloading their senses every time they get to present it to a friend coming over for a visit they love sharing this feeling of delight with their peers and loved ones, and especially when they notice.
- Big in size (takes up space), thick canvas like a real painting, no need to invest into a frame to slot in into, needs to already be ready to set on the wall. The picture is a

perfect representation of what it looks like online, putting it in a distinct place fitting of its color pallet. Once delivered it's immediately ready to be put on display.

Values, Beliefs, and Tribal Affiliations

- They believe that there is a certain “level” of appearances that is important to uphold in a tribal setting. They believe the problem they are facing is a necessary one that they must solve, fill up like a void that feels craving. They believe it's completely normal to feel this way as do many other people online on the forums and chat rooms they visit, people seem to have this same craving to elevate their status within their tribe with their perceived value.
- They blame other people like them that have this same problem but seem to have fixed it or appear to have done so at least better than them. They blame themselves to a certain degree but not in a bad way, in a way that motivates them to fuel them into this habit. They believe because other people always “keep up” they must do so as well.
- They have tried to solve this problem in the past many times, ordering countless different types of furniture, paintings, prints, everything and anything to fuel this endless void of keeping up with modern appearances and fashion. They believe they have failed because they don't have enough people telling them how great they are in what they do to achieve this goal. They also believe they failed because they have to keep up to date with new creative ways to improve things or come up with ingenious ideas to decorate their homes.
- They evaluate and decide if a solution is working if it's something that can perfectly fit into the aesthetic they are going for. They shared it in friend groups online and talked about it in other chat rooms and got very positive feedback as to having such a product within their home decorating its walls.
- Within the industry they respect people that seem to “get it”, that are relatable and that feel like they have it figured out. They respect people that agree with their vision of what a beautiful home looks like. They respect people that are honest and forthright.
- In themselves and others they value honesty, a sense of beauty or fashion, straightforwardness, they value people that are uplifting and positive to those around them. They value selflessness, creativity and supportiveness.
- They despise controversy, when things aren't orderly or arranged in order. They despise

when people disagree with their sense of what beauty is. They despise when someone is outright with their points of view, egotistical behavior, or anything negative.

- They are aware of most “beauty” trends today, they can’t really define a trend but they are over-all up to date with what the current market’s view on fashion is, very much like clothing. They think trends are very useful things to allow them to share positivity and hop on something that is currently getting more traction, meaning they will attract more of their friends if they are satisfied with a product they will share it.
- They are a part of many forums, online communities, facebook groups, subreddits, where they occasionally post stuff about themselves but also spend a lot of time chatting with other people, giving out positivity and overall being friendly and supportive.

Basic Avatar

A Day in the Life of Sarah:

Morning:

Sarah wakes up in her cozy apartment in Brooklyn, where she's been living for the past five years. Her mornings are usually peaceful; she enjoys the soft light that filters through her curtains. As she sips her first cup of coffee, she scrolls through Instagram, a daily ritual that gives her a dose of visual inspiration before starting her day. Her feed is filled with photography, interior design ideas, and travel content. Recently, she's been following @kuboptics, whose moody and vibrant images of Japan resonate with her aesthetic sense.

Sarah has always been drawn to art and photography, but her small apartment has made her selective about what she displays on her walls. She wants her space to reflect her personality—a mix of serenity and creativity, with a touch of global inspiration. The problem is that she struggles to find artwork that truly speaks to her and fits her space. She often feels overwhelmed by the sheer number of options available online, and nothing has quite captured her heart the way Kuboptics’ work has.

Painful State:

As she looks around her apartment, Sarah feels a sense of frustration. Despite her efforts, her living room still feels incomplete. There’s an empty spot above her couch that she’s been trying to fill for months. She’s bought prints from well-known retailers, but they lack the uniqueness and personal connection she craves. They don't evoke the emotions she's seeking—something

that transports her to another place, like Kuboptics' photography does. The thought of making another unsuccessful purchase discourages her.

Sarah's love for photography has also hit a roadblock. She has a decent camera and enjoys taking photos during her travels, but her skills haven't developed as much as she'd like. She often compares her work to professionals like Kuboptics and feels inadequate. She's taken online courses and watched countless tutorials, but she hasn't seen the improvement she hoped for. This has left her feeling stuck, unsure how to elevate her photography to the next level.

Daytime:

After finishing her coffee, Sarah heads to work at a design agency in Manhattan. Her job is creative, but it doesn't fulfill her the way photography does. She spends her lunch break scrolling through photography forums and Instagram, looking for tips to improve her skills and inspiration for her next travel destination. She dreams of visiting Japan one day, a place that has always fascinated her with its rich culture and stunning landscapes.

Throughout the day, the empty space on her wall nags at her. She's considered buying one of Kuboptics' prints several times, but something holds her back. She's worried about making another mistake—spending money on art that doesn't live up to her expectations once it arrives. The idea of committing to a purchase without seeing the print in person makes her hesitate, even though she loves his work.

Dream State:

In her ideal world, Sarah's apartment would be a sanctuary filled with art that inspires and calms her. Every piece would have a story, connecting her to different parts of the world and her passions. She imagines herself walking into her living room, where a beautifully framed print from Kuboptics hangs above her couch. The moody tones and vibrant colors of a Japanese street scene transport her to another place every time she looks at it, providing a daily escape from the hustle of city life.

Sarah also dreams of improving her photography skills to the point where she feels confident in her work. She wants to capture moments with the same depth and emotion that she sees in Kuboptics' photos. Her ultimate goal is to create a portfolio she's proud of and maybe even start selling her prints. She imagines herself sharing her journey on Instagram, connecting with a community of like-minded photographers, and receiving praise for her unique style.

Evening:

After work, Sarah meets up with her friend Emma for dinner at a cozy restaurant in the West Village. Over a glass of wine, the conversation drifts to their mutual love for art and photography.

Sarah: “I’ve been following this photographer on Instagram, Kuboptics. His work is incredible—he captures Japan in a way that’s just so... evocative. I’m thinking about getting one of his prints, but I’m torn.”

Emma: “That sounds amazing! What’s holding you back?”

Sarah: “It’s just... I’ve been burned before. I’ve bought art online that looked great on screen but didn’t have the same impact once it was on my wall. I don’t want to make the same mistake again. And honestly, I’ve been struggling with my own photography too. I love it, but I’m not getting better, no matter how much I practice.”

Emma: “I totally get that. It’s hard to know if something will fit until it’s actually in your space. But it sounds like this guy’s work really speaks to you. Maybe it’s worth the risk? And as for your photography, have you thought about reaching out to him? Maybe he offers tips or workshops?”

Sarah: “That’s a good idea. I hadn’t thought about that. I just wish I could find something that feels right—something that I know will make me happy every time I look at it. And with my photography... I just want to get to a point where I feel proud of what I create.”

Emma: “You’re already an amazing photographer, Sarah. Maybe you just need a fresh perspective or some inspiration. Sometimes, seeing the work of someone you admire up close can reignite that spark. Plus, having something you love on your wall might remind you of why you started in the first place.”

Sarah leaves dinner feeling a bit more optimistic. Emma’s words resonate with her—perhaps investing in a piece of art that she truly loves could be the catalyst she needs, both for her living space and her photography. She decides to take another look at Kuboptics’ website that night, feeling more confident about making a decision.

Biggest Roadblocks:

- **Fear of Disappointment:** Sarah’s past experiences with online art purchases make her hesitant to buy again. She fears the print might not have the same impact in person.
- **Lack of Confidence:** Despite her passion, Sarah struggles with self-doubt in her photography skills. She feels stuck and unsure how to improve, which dampens her enthusiasm.
- **Decision Paralysis:** The wide range of options and fear of making the wrong choice lead to indecision, preventing her from taking action, both in purchasing art and in her photography journey.

Conclusion:

Sarah’s story reflects the typical journey of someone in this demographic. Her pain points include the struggle to find meaningful and impactful art, frustration with her own creative

limitations, and the fear of making poor purchasing decisions. However, her dream is to surround herself with art that inspires her and to grow as a photographer.

Conversation Insights:

- **Supportive Networks:** Conversations like the one with Emma can be pivotal in nudging Sarah toward a purchase. Word-of-mouth and personal recommendations play a significant role in her decision-making process.
- **Need for Assurance:** Sarah needs reassurance that her investment will be worth it—whether through positive customer testimonials, a satisfaction guarantee, or seeing the print in context (e.g., styled photos).