

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Mostly women
- Approximate Age range? (parents 30-50) families
- Occupation? Teacher
- Income level? 30k
- Geographic location? In a large city

Find the overlap

Painful Current State

- What are they afraid of?
 - If their kids will like the games
 - games talking to long
 - the kids not understanding all the rules
- What are they angry about? Who are they angry at?
 - A company Having a bad return policy
 - Making sure the box can get to the customer without damage
- What are their top daily frustrations?
 - Their kids never spend time with family
 - Always locked away and playing games online
- What are they embarrassed about?
 - Their kids not respecting the parents when out in public
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - Something along the lines of the kids are always in front of the screen and want to get them off

- What is keeping them from solving their problems now?

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?
 - classic game for kids!! It's so much fun playing this game with my kids and telling them about when I used to play it as a kid with my parents. It's a fun game for the whole family that everyone can enjoy. It's also been a great tool in teaching my youngest her colors and a few counting skills!
 - bought this board game for my friend, and he loved it. It's a smaller version of the Ticket to Ride game, so it can be played in a shorter time and works well even with just two players
 - bought this game based on the reviews and couldn't be happier. So much fun! I would say it is best for ages 6 to adult, and honestly the adults enjoyed it as much as the kids. Best suited for 3 to 6 players. Easy to understand, and so much fun! Many laughs and just a good time. I've recommended this game to so many people. Everyone loves it.

- **Who do they want to impress?**

- Fun easy game! Lots of laughs for the **whole family.**
- I bought this board game for **my friend**, and he loved it. It's a smaller version of the Ticket to Ride game, so it can be played in a shorter time and **works well even with just two players**
- Loved it. **My son** really enjoyed it

- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**

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

- Kids are always around the family and look forward to spending time with family/ friends

Values, Beliefs, and Tribal Affiliations

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

- I've added this to my 'want to play' list
- I immediately rushed over and pulled out my copy of Stone Age

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

Mostly themselves

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

-Yes most likely their kids were not interested or didn't care about what they wanted to achieve

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

- They want it to be nice and comfortable and have helpful support
- want to take stress out of the holidays.
- having free gift wrap option
- have a good return policy
- Good quality and super easy concept
- great game for game night. Fast moving.

-This game can be played with all ages from my 6 year old grandson to the grandparents. This game provided us with lots of laughs

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

Hasbro

Mattel

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

Competitive, family oriented, strategic

- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
DND, warhammer, Magic of the gathering, pokemon,
- What “tribes are they a part of? How do they signal and gain status in those tribes?
Facebook groups

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
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]



Name: wendy

Background Details

- Office worker or teacher

Day in the life:

- Wakes up
- Preps food for her kids/self
- Goes to work
- Comes home
- Makes food for kids and self
- Kids do homework
- Whole family sits around table and plays a board game
- Finish game and everyone goes to bed

TOP 2 PLAYER GAMES

Patchwork
7 Wonders: Duel
Jaipur
Watergate
YINSH
The Fox in the Forest



[SEE ALL](#) >

TOP SOLO GAMES

Marvel Champions
Under Falling Skies
Coffee Roaster
Sagrada
Roll Player
Terraforming Mars



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TOP ROLL & WRITE GAMES

Cartographers
Silver & Gold
Troyes Dice
Twice as Clever!
Floor Plan
Trails of Tucana



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TOP FAMILY GAMES

Ticket to Ride
Magic Maze
Splendor
Kingdomino
Camel Up
Sushi Go! Party



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TOP CO-OP GAMES

Pandemic Legacy: Season 0
Marvel Champions
Forbidden Island
The Crew: The Quest for Planet 9
LOTR: Journeys in Middle-earth
Detective: A Modern Crime Game



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TOP WARGAMES

War of the Ring: Second Edition
Cry Havoc
Lords of Hellas
Rising Sun
Kemet
Dune



[SEE ALL](#) >

TOP 2 PLAYER GAMES TOP SOLO GAMES TOP ROLL AND WRITE GAMES TOP FAMILY GAMES TOP COOP GAMES TOP WARGAMES

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NEW & HOT RELEASES



Days of Wonder

Ticket to Ride Map Collection 8: Iberia & South Korea

\$42.89



Greyridge Games

Weirdwood Manor

\$84.89



Tompet Games

Halls of Hegra

\$56.89



CMON

Marvel United: Multiverse

\$44.89



CMON

Marvel United: World War Hulk

\$43.89



CMON

Marvel United: Maximum Carnage

\$43.89

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Star Wars: Bounty Hunters (Preorder)



Van Ryder Games

Detective: City of Angels - Saints and Sinners



Lone Shark Games

Lords of Vegas: Americana Expansion (Preorder)



Lone Shark Games

Lords of Vegas (Preorder)



Sold Out

Lookout Games

Forest Shuffle (Preorder)



Tiki Editions

Sandwich MasterClass (Preorder)

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