

“Visible Changes” MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - women
- Approximate Age range?
 - Adults mostly above 30
- Occupation?
- Income level?
- Geographic location?
 - Lahore, Pakistan (Bahria Town)

Painful Current State

- What are they afraid of?
 - upset about my looks and makeup
 - People judging them based on looks
- What are they angry about? Who are they angry at?
 - It was awful: Feeling uncomfortable by the customer service
 - Daily life frustrations
 - melted away all the stress.
- What are their top daily frustrations?
 - had damage hair
 - Time management along with self care
 - not compensating with me and kept me waiting for 1-2 hours. Their rule about making an appointment rescheduled if you are late for 10 minutes from your scheduled time is not a good thing.
 - Time management is really poor. The time of the customer matters a lot.
- What are they embarrassed about?
 - People judging them based on looks/ being excluded/ being called ugly
- 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?
 - Their feelings of how they might be not good enough or the need to have a glow up etc.
- 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?
 - Always leave feeling fabulous.
 - felt so rejuvenated afterwards
- Who do they want to impress?
 - Their friends, families, people at gatherings/festivals etc
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - The skin was glowing, my hair was stunning.
 - a luxury spa day
 - feeling confident and satisfied
 - Compliments from others
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Be naturally beautiful, confident and self satisfied.
 - Some might want to be the 'center of attention'

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They aren't ugly, they just don't get the proper treatment
- Who do they blame for their current problems and frustrations?
 - Themselves
 - The staff of a salon
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They may have had bad experiences from different salons and thus failed.
- How do they evaluate and decide if a solution is going to work or not?
 - Solution as in services, products and treatments etc: they may use social proof, recommendations and reviews.
- What figures or brands in the industry do they respect and why?
 - Celebrities or models
- What character traits do they value in themselves and others?
 - professional, attentive, and genuinely committed to ensuring I left happy
 - handles mistakes with such grace and efficiency.
 - outstanding customer service and dedication to making things right
- What character traits do they despise in themselves and others?
 - staff has attitude problems
 - She was very rude, giving attitude for nothing
 - Unprofessional & Rude staff!
- What trends in the market are they aware of? What do they think about these trends?
 - The beauty standards of a place
 - They truly understand Pakistani beauty standards.
- What "tribes" are they a part of? How do they signal and gain status in those tribes?
 - Career oriented women: who need to be always ready for being a representative of their companies.
 - Housewives: Getting ready for festivals in family, neighborhood or communities: Weddings and parties etc.

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. ("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: Sarah

Background Details

- A 35 year old woman.

Day in the life:

- Wakes up. Get ready. Does her skincare and hair routine. Does Makeup. Go to the firm in the summer heat in a car. Works at home or in an office. Go home. Take a shower. Relaxes.

How do they think about their problems?

Current State:

Dealing with unmanageable hair and skin issues that make me feel less confident. Limited time due to my busy schedule, and I'm unsure which salon to trust for high-quality services. Inconsistent past experiences with salons.

Dream State:

Find a reliable salon that consistently provides top-notch services, helping to achieve healthy, stylish hair and glowing skin. Respects my time, offers a relaxing environment, and provides personalized beauty treatments tailored to my needs. Skilled professionals who use high-quality products, feeling pampered and rejuvenated.

Roadblocks/Problems:

1. Inconsistent high-quality services
2. Time Constraints
3. Trust Issues
4. Lack of Personalized Services that address specific beauty needs.
5. Stressful Environment

Solutions to Problems:

1. Research salons with excellent reviews and a strong reputation for quality services.
2. Flexible Scheduling
3. Trial Services to assess the quality and reliability of a new salon.
4. Customized Treatments
5. Relaxing Atmosphere

How Our Salon Services Help:

1. Consistent Quality: Our salon in Lahore is renowned for consistently delivering high-quality services, ensuring you always leave satisfied.
2. Convenient Scheduling: We offer flexible appointment times, making it easy to fit salon visits into your busy schedule.
3. Trusted Professionals: Our team of skilled professionals is dedicated to providing top-notch care, using only high-quality products.
4. Personalized Treatments: We offer personalized beauty consultations and treatments tailored to your unique needs and preferences.
5. Relaxing Environment: Our salon provides a serene and calming atmosphere, allowing you to unwind and enjoy a stress-free experience.

By choosing our salon, you can quickly and efficiently transition from your current state to your dream state, enjoying beautiful hair and skin, a relaxing environment, and services that fit seamlessly into your busy life.