

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- ☐ Men or Women?
 - women
- ☐ Approximate Age range?
 - 15-40
- ☐ Occupation?
 - Make up
- ☐ Income level?
 - 100\$-1000\$
- ☐ Geographic location?
 - In a main city

Painful Current State

- ☐ What are they afraid of?
 - She afraid to lower quality of the products
 - The late communication to the employees
 - A layer offers
 - The goods are damaged upon delivery
 - Unhealthy products affects the skin
- ☐ What are they angry about? Who are they angry at?
 - Bad dealing
 - Late the delivery
 - Not feeling comfortable while shopping
 - The presence of unhealthy or expired products
 - They make an advertisement for an offer and when they discover that is a lie
 - Very expensive
- ☐ What are their top daily frustrations?
 - No getting what they want
 - They cant find their favorite makeup brands
 - There is no guide attached to the purchases to show how to use them
 - Purchases are damaged during delivery
 - The price of the product does not match its quality
- ☐ What are they embarrassed about?

- Or they are not ashamed to use the products
- Not talk to employees.
- They are ashamed to talk to employees about the price
- Ill-treatment
- ☐ 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?
 - Feel a beater
 - Good
 - His motivation is high
 - When they solve their problems, they look positively at their lives, which affects those around them positively.
- ☐ If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - They have faced many problems in their lives and that other than that they do not have a solution and they want to find a solution as soon as possible
 - They just want to get rid of their problems that cause a lot of pressure on them
 - They are not honest the truth is that you will have to read their body language their eye language
- ☐ What is keeping them from solving their problems now?
 - Disability prevents them
 - Fear prevents them
 - They don't think seriously about the problem.
 - They think the solution they will find is not useful

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?
 - Their life will seem much easier and uncomplicated
 - They will know what to do and what it entails
 - They solve their problems effectively by thinking of effective solutions as well
 - They will want to try high quality products without being ashamed to try them or give an opinion about them.
- ☐ Who do they want to impress?
 - He will convince them to the people close to them
 - People who use the style of personality analysis of the way of speech and body language

- People who go through the same circumstances and the same situations
- Those who have clear confidence in themselves
- Satisfied with solutions and results
- ☐ How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They'll want to experiment again and again.
 - They will feel comfortable with what they feel from the brand experience with a lot of offers and more
- ☐ If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - They'll say they got what they wanted and enjoyed it. They'll describe that emotionally then. Yes, I've been living these beautiful moments.
 - They'll say they're comfortable when they go there and they're treated well.

Values, Beliefs, and Tribal Affiliations

- ☐ What do they currently believe is true about themselves and the problems they face?
 - They think that buying products without experience is very correct.
 - They think that all brands have the same level of performance and the same price
 - They believe that a lot of offers is a perfect gain for them
 - As for the problems that they compose, their solution is in the same way of thinking, and that these problems related to, for example, the misuse of products is a return on the place from which they buy and not on them..... Misthink
- ☐ Who do they blame for their current problems and frustrations?
 - They blame the store
 - In-store abuse
 - They blame the employees who are there
 - They blame those responsible for posting on social media pages
 - Poor quality of services and products
- ☐ Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They didn't solve it.
 - They're afraid of it.
 - They put time as an excuse for them
 - They did not sit with anyone who understands them
- ☐ How do they evaluate and decide if a solution is going to work or not?
 - They try the solution and apply it
 - Sometimes they have problems finding him.
 - They consult others
 - They are looking for those who fell into these problems before them
 - Reside
 - They watch ads
 - Search Reviews
- ☐ What figures or brands in the industry do they respect and why?
 - Respect international companies
 - They respect high-priced brands
 - They care about the brands and quality of fixed makeup for the face
 - They care to be one of the famous brands (Chanel, Dior, Gucci, etc.)
- ☐ What character traits do they value in themselves and others?
 - Good handling
 - Honesty
 - Secretariat
 - Good behavior

- Trust
- Positivity
- Not lying
- ☐ What character traits do they despise in themselves and others?
 - lie
 - deceit
 - Ill-treatment
 - Cheating
 - Dissatisfaction with what they have
 - rapacity
 - Late delivery
- ☐ What trends in the market are they aware of? What do they think about these trends?
 - Why don't they know about this matter?
 - They only care about the quality and efficiency of the product
 - Good treatment and acquisition of famous international brands
- ☒ ~~What "tribes" are they a part of? How do they signal and gain status in those tribes?~~

Basic Avatar



Ema

Emma is very angry and unhappy, she did a brand experiment with some kind of makeup, and it was very bad.

When she went to the store, she did not receive the treatment she wanted, and also the employees there did not give any advice about the brands she bought, in addition to that.

The offers that were spread on the pages of social networking sites were not real

funnel—>social media—>see the good
service—>see a interesting design and
brands—>buy