

Market Research Template: **Ananya Aesthetics**

Target Audience:

Demographics: This target demographic is evenly split between men and women (exception of a few LGBTQ members), primarily aged 30-35+, residing in affluent areas of Southern California such as Los Angeles, Orange County, and San Diego. They are well-educated professionals with white-collar occupations, including executives, entrepreneurs, and high-level managers, teachers, hairdressers with an annual household income of \$150k+. Have a very diverse ethnic clientele and specialize in skin of color.

Painful Current State:

Fears: Individuals in this demographic are concerned about how they feel in the mirror more than how others perceive them. They worry about looking unattractive or unhealthy due to their skin issues, and most of that judgment comes from within.

Daily Frustrations: Dealing with persistent skin problems like acne, wrinkles, and uneven skin tone etc... is a significant source of frustration. They spend considerable time and effort applying makeup to conceal these imperfections, often feeling dissatisfied with the results and the need for constant maintenance.

Embarrassments: Common skin concerns such as thin lips, hormonal acne, acne scarring, general acne, ingrown hairs, blackheads, wrinkles, and under-eye bags cause clients to not feel good about themselves. They feel reluctant to seek professional help due to fears of looking unnatural or undergoing invasive procedures.

Feelings about Themselves: Individuals in this demographic struggle with confidence issues stemming from their skin problems. They feel more confident when their concerns are acknowledged and addressed by trusted professionals.

Others' Perceptions: They often feel judged or shamed by friends, family, or colleagues for their skin issues. Unsolicited advice to see a dermatologist adds to their feelings of inadequacy and frustration.

Conversation Over Dinner: When discussing their skin concerns with friends or family, they express feelings of self-consciousness, frustration, and longing for a solution to their skincare woes. They may vent about failed attempts to improve their skin and the toll it takes on their self-esteem.

Desirable Dream State:

Ideal Outcome: Their dream state involves achieving clear, healthy, and youthful-looking skin that boosts their confidence and self-image. They envision waking up each day feeling confident and attractive, without the need for excessive makeup or concealing products.

Impression Targets: They aspire to impress their partners, family members, and loved ones with their improved appearance and increased confidence. They want to feel admired and respected in both personal and professional spheres.

Self-Perception: In their ideal state, they see themselves as outgoing, confident individuals who exude self-assurance and radiate positivity. They envision themselves as role models for others, inspiring confidence and self-love.

Secret Desire: Secretly, they yearn for skin that appears rejuvenated and natural, without the stigma or discomfort associated with cosmetic procedures. They long for a supportive and understanding healthcare provider who prioritizes their comfort and satisfaction, providing personalized care tailored to their needs.

Values and Beliefs:

Beliefs About Problems: They firmly believe that their skin issues directly impact their self-esteem, confidence, and overall quality of life. They are convinced that finding a solution is crucial for reclaiming their self-confidence and living their best lives.

Blame for Problems: Despite external factors such as genetics or environmental influences, they tend to say they have tried “everything” or what they thought was good skin care because tik tok said so. People of color have hyperpigmentation, and a lot of their problems stem from hormonal activities. They do feel responsible for their skin's current condition and are eager to take proactive steps towards improvement.

Past Attempts and Failures: Previous experiences with skin care practitioners, Providers at medical spas, dermatology offices, pcp's, or plastic surgery offices. Experiences have often been negative, leaving them skeptical and hesitant to try new treatments or providers. They attribute past failures to bad luck, misinformation, or choosing cheaper options, and not being compliant.

Decision-Making Criteria: When evaluating potential solutions, they prioritize thorough information, transparent communication, and evidence of successful outcomes. They

seek reassurance and confidence that the chosen treatment will effectively address their concerns without compromising their natural appearance or well-being.

Respected Figures/Brands: Clients are not interested and don't care at all.

Personality Traits of Audience: Just want to maintain a youthful appearance, they are conscientious individuals who prioritize self-care and well-being. They value professionalism, expertise, and authenticity in skincare treatments, seeking providers who prioritize their comfort, satisfaction, and long-term results.