

Market Research Template  
Keto meal plan

Who exactly are we talking to?

We're reaching out to middle-aged women who are conscious about their health and are looking for a structured diet plan.

- Men or Women?

Our primary focus is on women who are seeking to improve their health

- Approximate Age range?

The age range for our target audience is primarily between 38 to 45 years old.

- Occupation?

Our target audience is mostly working-class women who balance their professional and personal lives

- Income level?

These women typically fall into the upper lower class to lower high class income bracket  
Earning between \$70k to \$120k a year

- Geographical location?

Our targeted audience will reside mostly in Ohio, USA

**Painful Current State**

- What are they afraid of ?

They often express fear related to being overweight and unhealthy. They worry about social ridicule and potential health risks.

Who are they angry at?

They often direct their anger towards themselves for their current state. They also blame unhealthy food options for contributing to their situation.

- What are their top daily frustrations?

Their daily frustration revolves around a lack of physical activities, fitness, and energy.

- What are they embarrassed about?

They feel a deep sense of embarrassment from their physical condition. Seeing themselves out of shape in the mirror each day as a constant reminder of their struggles. Additionally they are aware of their social standing who view them in a negative light in their personal and professional daily lives.

- How does dealing with their problems make them feel about themselves?

Dealing with those problems often lead them to feeling depression and negativity which leads to feeling anger towards themselves for their current state.

- What do other people in their world think about them as a result of these Problems?

They may perceive that others may pity them, ridicule them, or taunt them due to their current physical conditions and struggles with weight.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They might say, i am sick of being overweight . my legs hurt, I have trouble doing menial tasks with added pain and discomfort if I am to active. I would like to go out and visit my children and go on vacations with them but I just don't have the motivation.

### **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?

They dream of a life where they can see their families and play with their children without feeling sluggish or exhausted , pain or lack of motion, to have more self confidence in themselves.

- Who do they want to impress?

They want to impress their friends and family members, random strangers they meet and most importantly themselves.

- How would they feel about themselves if they were living in their dream state?

Living in their dream state, they envision feeling confident, taking pride in their achievements, feeling happier, and more energetic.

- What do they secretly desire most?

They secretly desire to gain approval from others and those around them, and to achieve a fitter and more attractive physique.

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

One might say , imagine us getting in shape! Think about all the family outings we could enjoy without getting tired. We could play with the kids in the park, go on hiking trips, or even enjoy a leisurely walk around the neighborhood. We'd not only look amazing but we would also set a good example for the kids. We could explore new places without worrying about if we can keep up its not just about looking good but also living life to the fullest.

### **Values and Beliefs**

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

They believe that they need to make significant changes in their lifestyle. If they continue on their current path, they might be unhappy forever and end up having serious health issues.

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

Primarily they blame themselves for letting it get so far out of hand. They also hold resentment towards food companies for their unhealthy products.

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

Yes, they have attempted to address their problems in the past but were unsuccessful. They attribute their failure to health exercises that don't work and lack of self-discipline.

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

They evaluate solutions by conducting research through referrals and social media. They also consider the ratings of the products and word of mouth.

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

They have a high regard for studies conducted by control groups and health gurus. They feel more confident about a solution if it is backed by statistics and so-called 'doctors'. If there is a lack of information on a product, it will incur distrust in clients.

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

They value honesty, family bonds and trustworthiness in themselves and others.

What kind of people are we talking to?

We're reaching out to individuals who are currently looking for a way to lose weight that is most likely unfit and overweight; they may have a low self-esteem.

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

They despise their own unwillingness to change, their slothfulness, and inability to act even though they know what the issue may be.

- What trends in the market are they aware of? What do they think about these trends?

They are likely aware of food trends, story trends, and of trends of people who go out and live their lives to the fullest. As they look at what everyone else is up to, they start feeling self-conscious about their own shortcomings.

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. Comments
    - ii. "My journey" type videos
  - b. Twitter
  - c. Facebook
  - d. Reddit
  - e. Other Forums
  - f. Amazon.com Reviews
  - g. Yelp and Google Business/Maps Reviews