

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?
 - Between 18-/50 years old
- Occupation?
 - director,commercial in some corporation...
- Income level?
 - Middle to high income job
- Geographic location?
 - Big cities(marrakech , rabat...)

Painful Current State

- What are they afraid of?
 - They are afraid of not having the good quality, visionable bag as they want it
 - I have never had a makeup bag of this quality (thick & puffy!! lovingly made!! so cute)!!!
- What are they angry about? Who are they angry at?
 - Not being able to take all their makeup stuff(that they need) while they are going out
 - Not being able to organize all the makeup tools inside the bag
- What are their top daily frustrations?
 - Find it difficult to get a specific thing out of the backpack from all the different stuff
 - I got this because my pens, pencils, and candy etc were just floating around my backpack. I'd have a hard time finding what I needed, whether it be a highlighter, my dry-erase marker or something else
 - NOT HAVE AN ORGANIZED STUFF WHEN THEY TRAVEL
 - In the past when I packed, I would put all my toiletries in the suitcase unorganized. It looked like a hot mess in there and I didn't like it
- What are they embarrassed about?
 - Taking so much time just to get something out of tons of items from the bag
 - No more digging through a bulky carrying case I can easily find my essentials.
- 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?

- feeling embarrassed to carry normal, low quality bags around
- Not feeling comfortable showing their normal bag in front of those who they know
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I've been suffering from this normal makeup bags, that are low quality and not durable as it seems, not being able to find my makeup quickly which made me mad about it, and also these normal bags are so small to carry all what i need, and not stylish with my outfit
- What is keeping them from solving their problems now?
 - Not finding the right makeup bag with the rights features to match their desire and needs(good quality, adorable, cute looking)

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?
 - Get good quality, cute looking makeup bag to carry all their stuff
 - This makeup bag is so big, cute, and fluffy. i can fit all of my full size makeup, skincare, and a couple of hair care items this bag is light and fluffy, and is SO CUTE
 - The bag is adorable and of great quality!!!!Feeling of a girl
 - Very cute bag
 - I love this bag! so cute
 - literal definition of i'm just a girl
 - I wanted more of a square type cosmetic bag with a zippered top that I could open and look into and see everything
 - I wanted them to be really lightweight for travel and second, to be easy to clean
 - I wanted something to organize all the stuff that will be taken
 - The bag will give them the feeling of luxurious
 - It's such a good gift for any age and it's everyday use feels so useful nd luxurious
- Who do they want to impress?
 - They would like to get positive /good feedback from those who they know on the bag
 - I love this item! Gets lots of compliments
 - My friend loved my set so much

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel happy, stylish, super cute, adorable and satisfied
 - Very cute! Great quality and excited to have something that actually fits all my hair tools without being bulky!
 - I love this bag! so cute and fits all my makeup perfectly :-) It's so cute!
 - It's the most adorable cozy I have ever seen!!! Perfect for any drink 🥰
 - I could not be happier or have had a better experience
 - they fit SO MUCH I was seriously so shocked when I got mine and saw all the things I could fit 🙌😁
 - The cutest little makeup bag is super great quality and adorable. Fits great in a suitcase because of the cotton and soft to the touch.
 - I use it for my everyday bag for my purse and it holds a lot! love the pattern and detail on the bag as well
 - I can just tell this was made with love like it literally feels like a bundle of love I'm carrying ... I am obsessed, the fabric the colors the way it feels ... perfection
 - Super cute and fit a ton of stuff!
 - They are a charming and practical choice for anyone looking to keep their beauty products organized and accessible.
 - The bags worked great to hold all my daughters make-up and accessories.
 - It is very cute without being overbearing.
 - They are very on trend. And they are super easy to throw in the wash since they are just quilted fabric.
 - They looked stylish and of good quality too.
 - This is super cute. I keep it at work on my desk to hold emergency items like motrin, band aids or hair ties. Does a great job and can hold far more than I have in it.
 - I love these bags. i use this one specifically to hold my dog's medication when i travel
 - Feeling taken care of and listened to the needs of the customer
 - These AYJAY makeup bags made the perfect bridesmaid gifts!! Best customer service ever - super responsive, accommodating (got my bags out early because I was ordering them in a time crunch),
 - Perfect! Great quality communication. Would purchase again.
 - The seller is really kind and quite fast to respond! She helped me out when I asked her a few questions and the bag came out absolutely beautiful. The item was almost identical to what I requested. The seller helped me choose what would best work for us both, with what she had and what I wanted and it was so lovely, even better than I had hoped.
 - Seller was responsive when I had a question.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- This makeup/toiletry bag is lovely, and I am giving it to my friend for her birthday.)
- This pink gingham makeup bag is soooooo cute and I love how the quality is top notch. I fall for anything gingham so I had to get this and I am in love with it. It is sooooo much better in person too. The quality, the color, the inside, it's durable with all my makeup stuffed in there, just all perfect. I use it to travel since I am always on the go and I put it in my purse or gym bag and it's my go to bag. I love how it is super easy to clean too. I love love love!!!
- Ever since the day I got this makeup bag I've been happy carrying it around with me. It carries so many things that I use. Not only that but the bag in general is so adorable
- I will use them for makeup and toiletries. The small one I'll use for my haircutting shears and combs as I often do cuts for my family members when I visit. (I'm a cosmo)
- This was so soft and gentle. I'm so mad. I love this like I'm so mad. I'm not getting married because this is like the perfect little soft quilted set to take with you when you get married. It's so adorable and I'm so mad. I'm not the soft girl girl who like has the purse that goes with this and has that soft life I'm very much a rough and tumble girl even at my big size and, like I love how soft this is and just like made me feel like I was standing there with my grandma in the 50s and she's putting on her perfume putting out of the little quilted bag and then she's gonna go on a date. It was just so precious so yes, I love it.
- I use this bag everywhere I travel! I love that it's lightweight, and comes in the cutest patterns. It is cloth, but if it gets dirty, I just throw mine in the wash, and it's totally fine! It fits a lot more than it looks like. With it being cloth, it can hold alot more stuff and expand, unlike your typical hard shell case.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe they need to be treated with respect
 - they believe they deserve what they want as exactly as they want it
 - they believe that satisfying their desires lead them to solve their problems
- Who do they blame for their current problems and frustrations?
 - There is no business with good quality that offer the right solution : they blame the lack of good offre
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They have been looking for cute makeup bags with good looking and quality, but they failed to find the features they are looking for on a makeup bag
 - I have been looking for cute little bags like this for so long to put my makeup in.
 - I've searched for a very long time to find bags big enough to hold everything i need & the cute patterns make me so happy
- How do they evaluate and decide if a solution is going to work or not?

- Good quality
- cute looking
- Durable
- Trust in the product /personne that sells the product
- What figures or brands in the industry do they respect and why?
 - No existence of a similar business that sell handmade makeup bags they are looking for
 - They respect big brands like adidas, nike, zara ... because of the identity and their quality plus the looking
- What character traits do they value in themselves and others?
 - Represent themselves as most femininity look as possible
 - show to the others that you are taking care of yourself
 - Being self care reflect the self respect which lead them to be respected by others
- What character traits do they despise in themselves and others?
 - Seen as unorganized personne
 - Not being respected
 - Been lied to
 - Looking unstylish
- What trends in the market are they aware of? What do they think about these trends?
- What “tribes are they a part of? How do they signal and gain status in those tribes?

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



Name: Hayat

Background Details

- a Moroccan modern class woman, aged 25, her name is Hayat, lives in big city like rabat, she is working, as commercial in some good corporation, she is a middle to high income girl, she is interested in taking care of herself and her skin, and also care about how she looks, she likes makeup stuff and she is also interested in her makeup bags, so she like to be unique, special, and stylish in front of her friends

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Day in the life:

- Hayat wakes up, take a shower, choose the good outfit that will look stylish and that will represent her in a good way in front of the world to leave an impression, eat breakfast, pick up and put the makeup she needs to go out, goes to work, get back from work,

try to find some activities to do such going out with her friends , try different places to eat, or to go to some barbershop to take care of her hair or do some skin routine , then she goes back home ,watch some movies , scroll on social media , until she falls asleep .