

Market Research Template

Who exactly are we talking to? Who is our target audience?

Gender Breakdown: Men or women? Approximately 30% men, 70% women.

Age Range: Between 20 and 55 years old.

Occupations: A wide range of professions.

Income Level: Average, around 2-3k monthly.

Location: Germany and other German-speaking regions.

Painful Current State

What are their fears?

What makes them angry? Who are they angry at?

What are their top daily frustrations?

"I'm always looking for ways to relax after a long, hard day."

> They feel stressed and find it difficult to relax after work or set a cozy evening atmosphere. Struggle to unwind after work. Lack of a true "end-of-day" relaxation vibe.

"I've been searching for a lamp like this for ages."

> Trouble finding the right product.

"I don't feel 100% comfortable at home."

> Their home lacks the desired atmosphere.

"In winter, when it gets dark early, it feels nice to have a cute light to turn on."

> They want cozy lighting, especially for winter.

"Finding a good, unique gift for friends and family."

> Seeking a distinctive gift.

What embarrasses them?

How do their problems make them feel? What do others think about them because of these problems?

How would they describe their frustrations to a friend over dinner?

"I'm too lazy to install overhead lighting."

"My home is missing that certain something."

"I don't feel fully comfortable at home (lacking the right atmosphere)."

"I never know what to gift someone."

"I'm always looking for ways to relax after a hard day's work."

Desirable Dream State

If they could magically change their lives, how would it look and feel?

Who do they want to impress?

Friends (would be happy if friends also wanted it or ordered it, or bought it as a gift for friends).

How would they feel about themselves if they were living in this ideal state?

cozy, happy, relaxed

What do they secretly desire most?

Easily move the lamp between rooms (living room or bedroom)—Take Your Sunshine Anywhere → FEATURE.

All their friends have already bought one.

INTUITIVE LIGHT CONTROL AND USABILITY (NOTHING STOPS YOU FROM... → FEATURE).

It's more than a lamp—it's a mood booster, transforming spaces and elevating the room's atmosphere.

Always wanted a lamp like this.

"In winter, especially when it gets dark early, it's nice to have a cute light to turn on."

How would they describe their dreams and desires to a friend over dinner?

"The different settings allow me to adjust brightness and color to fit my mood."

"The brightness exceeded my expectations."

"Warm, enveloping light that makes any room cozier, more romantic, or lively."

"Ideal for creating a special ambiance at home."

"Soft light for a calm evening, or vibrant colors for a party—this lamp does it all."

"Perfect addition to my decor, adding elegance to any room."

"I'd recommend this sunset lamp to anyone looking for a peaceful and relaxing home atmosphere."

"Cute little lamp with a big impact."

"The simulated sunset light has a relaxing effect on me."

"Warm, reddish light stimulates the right hormones to create a calming vibe."

"It's perfect for winding down in the evening."

"This little light gives my office the happiest vibe. My coworkers always comment positively when they pass by."

"In winter, especially when it gets dark early, it feels good to have a cute light to turn on."

"Such a calming product. It transforms my space in the evening."

Values and Beliefs

What do they currently believe about themselves and their issues?

Who or what do they blame for their frustrations?

Have they tried solving the problem before and failed? Why do they think they failed?

How do they decide if a solution will work?

"The simulated sunset light quickly relaxes me."

"Warm, reddish light encourages hormone production that creates an evening vibe."

They want the light to be bright and beautiful (because that's the way they get the desired outcome - which is being relaxed and feel home)

What brands or people do they respect, and why? What traits do they value in others?

What traits do they dislike in themselves and others?

Which market trends are they aware of, and what do they think about them?

Problem > Goal/Dream > Roadblock > Solution

1. Problem: Stressful workdays, struggle to relax → Goal: Reach a relaxing evening vibe → Roadblock: Unclear how → Solution: Product.

2. Problem: Lacking the right atmosphere at home → Goal: Elevate home's relaxing ambiance → Roadblock: Unclear how → Solution: Product.

3. Problem: Darkness in winter → Goal: Brighten home and enjoy a sunset feel → Roadblock: Unclear how → Solution: Product.

TOP PLAYER ANALYSIS AND **WINNER'S WRITING PROCESS**

Business Type: Ecom Store in decor (Hero Product: Sunset Lamp)

Business Objective: Drive paid traffic to the website → Increase conversion rate

Funnel: Where is the target audience?

1. Sales Funnel:

Passive: Social media scrolling → Paid Ad → Sales Page → Purchase.

2. Sales Funnel:

Active: Google search → organic/paid results → Sales Page → Purchase.

Market Awareness Level:

1. Solution Aware: Audience knows the solution (a new lamp for their home) but has no specific product in mind.

2. Product Aware: Wants to buy lighting to brighten their home (create the right vibe) and is actively searching.

Market Sophistication Level:

Stage 5: The market is saturated and unengaged with similar claims.

Options:

- 1. Niche Down: Focus on a highly specific target market → Increase product appeal as it feels more tailored.
- 2. Identity Play: Connect product to values resonant with the target market.
- 3. Experience Play: Tailor all touchpoints (funnels, store, product features) to create the best experience.

WINNER'S WRITING PROCESS

Target Audience:

People, especially women, who value a cozy, relaxing home atmosphere. They struggle to unwind after a busy day and are looking for something to lift their mood and brighten their home. Many already want mood lighting to brighten their homes, especially in the dark winter months, for a sunset-like ambiance.

Product effectiveness is crucial to them, with design quality less important as long as it doesn't affect functionality.

Where are they now?

1. Social Media scrolling

- Pain/Desire: 3/10
- Belief in Idea: 6/10 → IMPLEMENT LOGIC → COMPARISON IMAGES
- Trust in Brand: 1/10 → Increase via TESTIMONIALS and DREAM STATE VISUALS

2. Google Search

- Pain/Desire: 7/10
- Belief in Idea: 8/10
- Trust in Brand: 1/10 → Increase via TESTIMONIALS and DREAM STATE VISUALS

Objective:

1. Stop scrolling, view the Paid Ad
2. Click store link with purchase intent
3. Scroll the Sales Page and purchase the product

What to Show for Action:

1. Stop Scrolling & View Ad:
 - i. Contrast with other content: bright, soothing colors, movement (video), large text.
 - ii. Demonstrate Dream State.
 - iii. Address pain/desire (Hook).
2. View Ad and Click Link:
 - i. Highlight desires/pains.
 - ii. Show Current vs. Dream State.
 - iii. Address objections → desired feature, compare to other products.

3. Scroll Sales Page and Purchase:

- i. Demonstrate Dream State → videos and quality images.
- ii. Highlight desires/pains → connect to feature/benefit.
- iii. Show Current vs. Dream State.
- iv. Address objections and logical solution (if→then) with short explanations.

DRAFT

Facebook Ad

⚡ 50% Off + Free Shipping for a Limited Time! From stressful days to perfect relaxation in seconds!

Looking for a way to unwind after a long day? 🌅 The [Product Name] transforms your home into a cozy sanctuary, helping you leave behind the stress of everyday life.

✨ Why You'll Love It:

- Warm light that instantly relaxes and warms you from within
- Flexible & portable: Place the lamp anywhere you need it
- Bright enough to fill your home with sunlight, even in winter
- The ideal gift for friends and family who appreciate an extra touch of coziness.

Click now and turn your space into a relaxation haven too. 🌅

[CTA Button] Shop Now!

Online Store Texts

(Intro Section)

Sunset Lamp – Your Daily Dose of Relaxation

Make your home a place where you can truly let go.

Create a calming atmosphere with the Sunset Lamp, where you can relax and unwind after a long day.

Whether you're looking for warmth in the winter or the perfect mood for a quiet evening, this lamp is your ideal companion. It frees your mind & spirit and makes you want to spend time at home.

Feature Highlights

Relaxation at the Push of a Button

The warm light of the Sunset Lamp instantly puts you in a relaxed mood, creating an atmosphere where you feel completely at ease. Bring a sunset glow to your living room every day.

Endless Possibilities

Place the [Product Name] in your living room for a cozy evening, use it as a nightlight in the bedroom, or impress colleagues in your office. Its portable design lets you easily bring it wherever you need.

The Right Light for Every Mood

Whether you're relaxing, working, or celebrating – the various light modes offer the perfect lighting for every mood. Shift from a calming evening vibe to a lively party atmosphere with ease.