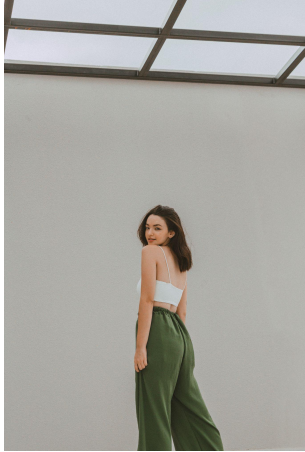


Market Research Template

Who exactly are we talking to? **Cindy, She is a nurse in vancouver who loves going to the gym but has trouble finding the right pair of leggings.**



What kind of people are we talking to?

- Men or Women? **Women**
- Approximate **Age range?** **18-35**
- Occupation? **Nurse, Paramedic**
- Income level? **\$87,446 /yr**
- Geographical location? **Canada**

Painful Current State

- What are they afraid of? **Buying leggings that are not just cheap in price but, also cheap in quality.**
- What are they angry about? Who are they angry at? **Not having good quality leggings which they can wear to the gym.**
- What are their top daily frustrations? **Having holes in their leggings quite often and quite easily, and having leggings that attract hair, lint so easily.**
- What are they embarrassed about? **Their leggings ripping open while they are performing in the gym, while squatting or while doing deadlifts.**
- How does dealing with their problems make them feel about themselves? **Dealing with their problems makes them feel confident as they can now workout/Show off their hard earned gains in the gym. Without the fear of their clothes ripping open in public.**
- What do other people in their world think about them as a result of these problems? **Other people in the gym, their friends, opposite gender think that they don't have enough money to buy new/high quality clothes.**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Cindy: Abby, It's so hard to find good leggings these days!

Abby: Why, what brand of leggings are you using?

Cindy: I have been buying Sunzel Leggings from Amazon. They are the best sellers in the leggings category, and they are reasonable when it comes to price. But their quality isn't that great, they tend to

rip after 1-2 washes.

Abby: That's sad. Every women needs good pair of leggings for the gym, to show off her hard work, **and to get mens attention!**

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 would wear leggings which are**

- **High in quality.**
 - **They fit perfectly.**
 - **They don't attract lint, pet hair that often.**
 - **They are affordable.**
 - **They're soft and have just enough compression.**
- Who do they want to impress? **Their Firends, their sexual taste.**
- How would they feel about themselves if they were living in their dream state? **They would feel:**
- **Confident**
 - **Like pushing harder in the gym as the leggings are squat proof**
 - **Like never taking these off! As they are super-duper, utterly butterly soft**
- What do they secretly desire most? **Leggings that they never feel like taking off!**
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Cindy: Omggg Abby!! You will not believe that i bought the perfect leggings on prime day.

Abby: Girl Tell me more, Where did you find out about them? And how can I buy them?

Cindy: They are called intagram leggings; you need to get them as they are:

- **High in quality.**
- **They fit perfectly.**
- **They don't attract lint, pet hair that often.**
- **They are affordable.**
- **They're soft and have just enough compression.**

Abby: **On my way to Amazon!**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations? **Companies that make leggings that are not just cheap in price but, also cheap in quality.**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **Cindy has tried to solve the problem previously but failed, she failed because she didn't read the reviews which had 1 star.**
- How do they evaluate and decide if a solution is going to work or not? **By checking the reviews that the product gets online.**
- What figures or brands in the space do they respect and why? Cindy respects LULU, she respects it as it is a high end store that doesnt compromise on quality or price, but Cindy's tight on budget.
- What character traits do they value in themselves and others? Cindy values Honesty, and staying true to their mission.



- What character traits do they despise in themselves and others? Cindy does not like people who lie to people, she also hates people who charge way more for products than what they actually need.

- What trends in the market are they aware of? What do they think about these trends? Cindy is planning to dress her leggings with winter outfits such as:

- Uggs
- Baseball Hats
- Crewneck sweaters
- Winter boots
- Leather Jackets

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

