

Market Research Template

Who exactly are we talking to?

Swipe file = **BLUE**

Outsource/resarch = **RED**

Revisions after TRW help = **COPY/PASTE**

What kind of people are we talking to?

- Men or Women?

Both

Both

- Approximate Age range?

18-65

24-38

- Occupation?

Any

Desk job workers who might use a computer/phone/tablet daily i.e. International Marketing Campaign Manager

- Income level?

30,000-75,000

\$83k~120k

- Geographical location?

United States

United States (home base); international (constantly traveling)

Painful Current State

- What are they afraid of?

Not having clear vision

Not focusing on all the things the world has to offer

I'm new to daily wear so I'm trying to choose what's right. In the 1990s, there were trace amounts of mercury in either the lenses or the solution. I remember the outcry and they took it out of the solution. A nurse friend of mine said it was still there.

As a first time contact wearer, would you use these contacts in an "emergency" case where you'd only be wearing them for a single night (besides testing them out and getting used to them) say for a special occasion? I'm concerned about the oxygen content even though they are safe

- What are they angry about? Who are they angry at?

Their parents for passing down poor eyesight genes

Arguing with customer service reps, forgetting to reorder/refill their contacts, searching for the right pair of glasses

- What are their top daily frustrations?

Squinting and having difficulty seeing things up close or far away

Getting their glasses dirty, forgetting their contacts/glasses at home, nearsighted/farsighted, refilling daily contacts, sore eyes/head from glasses/contacts all day

omg yesterday my puppy ate my reading glasses. I should have learned because this is the second time she has done it lol.

- What are they embarrassed about?

Wearing glasses

Wearing glasses, nearsighted/farsighted

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

Like a nerd

They are tired and frustrated with how much of a hassle it is to wear contacts or glasses

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

Other people call them a DNG

They would think they are intelligent but unattractive

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

I can't see anything without my glasses. I can't believe I have to pay for good vision

Buying contact lenses and glasses should be simple, affordable, and easy to find the right pair

I just started wearing daily's from Costco (Cooper). Good fit and good price but was trying to get less expensive ones cause it adds up fast.

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?

The world would look vivid and detailed like a 4k HD LED TV 72" and they feel more attractive now that they don't have to wear glasses

They would look like a manager and feel confident and relieved of some daily stress with their personalized style and padded frames or automatic contact subscription for a comfortable feel

- Who do they want to impress?

Potential date or their friends

They want to impress their colleagues when they walk into work and turn heads with their stylish, on-trend, UV frames when out and about

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

10x more attractive and confident in public

Confident

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

I wonder how beautiful the world would look if I didn't have to see it through a small frame. I wouldn't have to look around as much to see the whole picture without frames in the way

I want to focus on all the things the world has to offer instead of worrying about where my glasses are. I wish buying lenses was simple, affordable, and easy to find the right pair.

Values and Beliefs

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

They believe its hard to get their work done or do anything with headaches and sore or tired eyes

They are definitely a lot cheaper, but at a cost-- eye health. I just wanted to comment answering "are they safe?" should be a question that patients should bring up to their eye doctors.

You do give Hubble some points, but I agree that they are skipping out on a lot of things to be able to provide a cheap contact lenses.

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

Uncomfortable lenses that don't fit well

I have been only wearing contact lenses for 4 days only, and have no clue as to what is what

It sounds so nice and convenient and affordable to get contacts delivered, but not if it puts my eyes at risk

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

They were prescribed a pair of lenses/frames and didn't renew their subscription because they have more important things to tackle

I feel I should try acuvue again, I only tried them when I first started contacts so the general feeling of contacts was weird.

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

They want the process of buying lenses to be simple, affordable, and easy to manage renewing their subscription

patients should bring up to their eye doctors

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

Dolce&Gabbana, Oakley Lenses, and Ray-Ban Lenses, are companies that have been in business for years making high-quality frames and contacts for all customer types. These companies sponsor A-list athletes and social media influencers such as Damien Lillard, Kylie Kardashian

Costco

the B&L

Cite Box

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

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

?

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

People like to re-issue old fashions such as 90's or 00's and online influencers are popularizing glasses and sunglasses with fashion

They are also, in many cases, not materially cheaper than much higher quality options that are available.

Anyone considering daily disposables due to the "chore" of maintenance should check out Cooper Biofinity

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

