

Market research practice

Context: it's a free program/starter pack for growing your tik tok account.

4 questions

Who exactly am I talking to? Small entrepreneurs/businesses trying to sell a product/service online.

Where are they at right now? Getting barely any views, has less than 500 followers, and doesn't have a clue on how to change that.

What actions do I want them to take at the end? Want them to sign up (free).

What steps do they need to take to get there? Be intrigued, see this opportunity as something better and different from everything they've tried or saw before, realizing this is the perfect program for them.

Sophistication and awareness (1-5)

Sophistication stage: stage 5.

Problem aware: 5. They know they're not growing as they should or could.

Solution aware: 3. They know there's a trick to it but aren't aware of all the little specific things.

Product aware: 2. They might have seen the program before. If so they think it's just another one of the thousand things they've tried. If they have never seen this program or heard about it they hope it's better and different from everything they've tried.

What kind of people are we talking to?

Approximate Age range? 20-50.

Occupation? Might have a part/full time job but they are trying to run this small business on the side or the business is their main source of income.

Income level? If they have a job, 20-50k from that job, but either way only a few thousands a month from their business.

Geographical location? Anywhere.

men or women? Both. probably a bit more women than men.

Painful Current State

What are they afraid of? Business stays at the same low level as it is right now or even worse.

What are they angry about? They see all these other tik tok accounts having 100k+ views and they struggle to get 1k.

Who are they angry at? Not necessarily angry at anyone. Just angry in general.

What are their top daily frustrations? Trying out new tik tok ideas every few days but nothing seems to work.

What are they embarrassed about? Their business should be doing good but when friends and family see their videos online only getting 500-1000 views, it looks bad.

How does dealing with their problems make them feel about themselves? They keep posting videos they don't like and that the viewer probably also doesn't like because they don't know how to improve their content.

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

Whether or not the business is actually doing good, if the viewer sees they have a low following and a small amount of views, they'll believe they're struggling financially and that whatever they are selling isn't worth the price.

If they were to describe their problems and frustrations to a friend over dinner, what would they say? I keep seeing these other businesses on social media getting thousands and thousands of views every single video, while I'm here doing everything I possibly can and the most I've gotten was 859.

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 suddenly become one of the biggest tik tok accounts for their market, allowing them to steal customers from their competitors and grow their business massively.

Who do they want to impress? Friends and family but mostly people who don't believe in them or are making fun of them.

How would they feel about themselves if they were living in their dream state? Amazing. Because they would know how to create content, they would be getting 100k+ views every video therefore growing their business.

What do they secretly desire most? Making more money. They understand an easy way for that is online, they just don't know how to do it.

If they were to describe their dreams and desires to a friend over dinner, what would they say? I wish I could be getting views like the accounts I see on tik tok. They're getting 100x more views than me. If that would be me, my business would be the best in the game.

Values and Beliefs

What do they currently believe is true about themselves and the problems they face? They think they're trying everything possible to grow their business, when in reality they're not, but because of it they probably start to think that their business is the problem and not the way they try to promote it.

Who do they blame for their current problems and frustrations? Probably the tik tok algorithm because they don't want to blame themselves for not knowing how to properly post content.

Have they tried to solve the problem before and failed? Yes. They are trying to make new kinds of videos all the time but nothing actually works.

Why do they think they failed in the past? Either their actual business is the problem or that they're just unlucky with getting views.

How do they evaluate and decide if a solution is going to work or not? If they've seen others do the same and it worked for them.

What figures or brands in the space do they respect and why? All the top creators on tik tok. They don't think they respect them, but secretly they do, because they're able to create good content and get views while they're stuck at the bottom of it.

What character traits do they value in themselves and others? Creative, popular, successful, trustworthy.

What character traits do they despise in themselves and others? Confused, silly, lazy.
What trends in the market are they aware of? The tik tok trends.