

Research Proposal

What are the key demographics (target audience) for bouldering products?

How do brands in the current market put themselves out there in terms of brand image and messaging?

Competitor analysis (already started on Research)

What makes Monkshop different from its competitors?

- Interview with Bob (staff member representative of Monkshop).
- Ask about customer service (tailored experience, attention to what the customer needs and personalized to their need which means Monkshop cares about their clients)

What type of content does the target audience consume the most? (tutorials, expert reviews, idk what else....)

What are monk shop's values?

Conduct an interview that asks the staff about the shop, people, mentality, recommended items. Who do we want to reach.

Interview Questions

1. Is it okay for us to record the audio of this interview for future reference in our project?
2. Introduce yourself to us.
3. Do you actively boulder? If so, for how long have you done it?
4. What kind of people go to the shop? Is it only monk members/regular clients, or people outside of monk as well?
5. Say I want to start out with bouldering, I want to start out with indoor bouldering and I need some shoes. How would you go about selling/recommending me the right product? (go along with story and ask follow up questions)
6. For this campaign, do we want to reach only the people of monk? Or do we want to reach people outside of it as well? Like, do we want to reach new people?
7. Is Monkshop trying to target a specific demographic? (Young/old climbers, families,)
8. What makes Monkshop different from other bouldering shops? Why should we go to Monkshop and not bigger stores?
9. How does Monk engage customers outside the shop? (events, workshops, pop-ups, etc...)