

User Persona

Bio

Lilly is a student at the London College of Communication. She's in her final year and currently works part-time for a local media house. She will be applying for a full-time role as a sports journalist as soon as she graduates. She understands that this role involves a lot of traveling.

As a journalism student and social media influencer, her brand is hugely dependent on her looks almost as much as her skill and talent. Her hair is an integral part of her physical appearance. However, it is difficult to identify stylists that specialize in Afro hair outside London.

Goals / Needs

- To grow her social media presence
- To have a supportive media environment for female sports reporters

Technology usage

- Heavy use of social media: TikTok, Instagram
- Multiple Apple devices
- Microsoft Word and PowerPoint
- Spends about 3 hours per day browsing the internet

Lilly's Shopping Trends

Clothes 35%

Beauty and hair products 24%

Books, Magazines, e-learning 17%

Food & Groceries 10%

Others 14%

Pain points

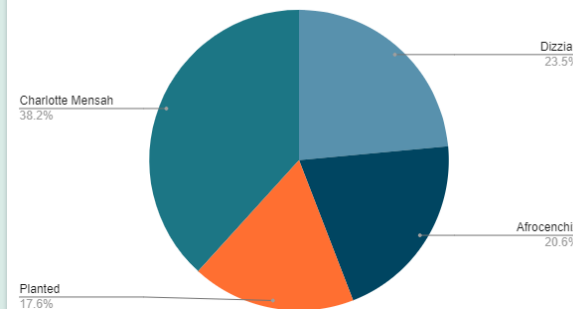
- Concerned that she will not find Afro hair stylists in many cities across the UK
- No medium of contacting an afro hair stylist who specializes in black hair outside London

Ideal experience

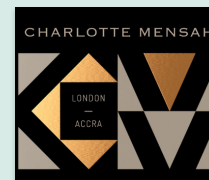
- To be able to meet her beauty needs while traveling for work across the country
- To easily identify stylists and saloons that specialize in black hair across the UK
- For hairstylists to easily understand her hair products and needs

Popular Afro hair brands

Popularity of Black hair brands UK, 2021



Favourite brands



Name

Age: Lilly Thomas

Marital status: Single

Occupation: Student/TikToker

Location: London

Income: £11,545

