



### Persona name : HAIR DRYERS

**Age** 16  
**Location** udaipur  
**Occupation** student  
**Income** 520k

#### Bio

PRODUCT NAME: RED FANG Hair dryer  
BRAND: HADES  
MODEL NO. :MDLX-106  
DESCRIPTION: The Red fang Hair dryers combines cutting-edge technology with a sleek, ergonomic design to provide salon-quality results at home . Equipped with a powerful 2200 W motor. Three levels of adjusting speed (

#### Favorite Brands



TO BE BEST , YOU  
NEED THE BEST.



#### Goals

- > Dry your Hair quickly
- > Make any style in your own way
- > Be passionate in Styling

#### Wants and needs

- > Effective drying
- > Heating and speed setting
- > Ionic Technology
- > Lightweight and ergonomic design
- > Safety features
- > Noise control

#### Painpoints

- > Hair damage
- > Excessive noise
- > Weight and bulkiness
- > Over heating (OR) Burning smell
- > Frizz and Static
- > Durability issues
- > Price vs Quality