


## Design Thinking: Persona Template

Persona name:	Barbara
Photograph: Use a photograph that is not someone famous.	
Age:	33
Job:	Software developer
Status: Single/ Married etc.	Single
Other relevant bio information:	<p>Barbara is deeply passionate about maintaining the beauty of her skin, making it a priority in her daily routine. She's equally devoted to her furry companions, Muffin and Butternut, and holds their well-being close to her heart. Barbara aims for a balanced approach, making choices that benefit her skin while staying mindful of her pets and sustainable living.</p>

Goals: Bullets and no more than 3	Find a brand that shares her passion for the planet and sustainability, yet offering effective skincare products made from natural ingredients so she can make purchases with a clear conscience.
Pain point/ concerns: Bullets and no more than 3	How to find skincare products that are effective but also gentle to the skin and the planet.
Like and dislikes: Bullets and no more than 3	Like – Skincare <ul style="list-style-type: none"> <li>- Natural, eco-friendly solutions</li> <li>- IT</li> </ul>