



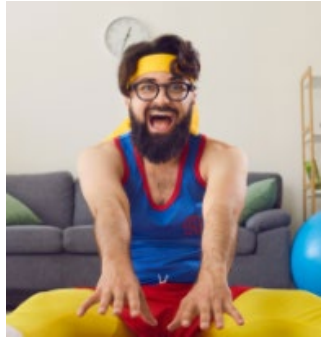


<p>Emily</p> 	<p>Shuan</p> 	<p>Dominic</p> 	<p>Priscilla</p> 	<p>Jack</p> 
Age: 21, Female	Age: 23, Male	Age: 25, Male	Age: 20, Female	Age: 23, Male
Industry: Student (University)	Industry: Student (University)	Industry: Student (University)	Industry: Student (University)	Industry: Student (University)
Personal Traits: Self-centered, vain, takes pride in her appearance, wants to look good to feel good	Personal Traits: Frugal, would rather spend on other necessities, does not prioritize skincare as much	Personal Traits: Alpha, Obsessed with the idea of manliness	Personal Traits: Flippant and Easy going	Personal Traits: Clumsy, oblivious, impressionable, Fear of Missing Out (FOMO) – “Sheeple”
Description: <ul style="list-style-type: none"> Likes to socialize a lot with many friends. Cares a lot about her looks and appearance in front of them. Social Media Influencer 	Description: <ul style="list-style-type: none"> Always on the lookout for the most value-for-money items Likes to save money and spend only on necessary things. Working part-time to supplement allowance. Low-Mid income family. 	Description: <ul style="list-style-type: none"> Toxic masculinity. Usually wearing sleeveless/tight-fitting tops. Excessive use of Cologne Terrible skin 	Description: <ul style="list-style-type: none"> Does not care about/ uninterested in appearances. Does not go out often. 	Description: <ul style="list-style-type: none"> Confused by the number of products on the market, interested in knowing more but does not know where to start. Friends use skincare products, wants to learn more due to FOMO.
Frustrations: <ul style="list-style-type: none"> Spends unnecessarily as too many products in the market. Irks whenever she does not cleanse her face every night. Spends too much time and money on daily morning and nighttime skincare routines. 	Frustrations: <ul style="list-style-type: none"> Finds skincare products expensive. Does not understand why people spend so much on skincare products. Hesitant to spend money for something that may end up not being suitable for her 	Frustrations: <ul style="list-style-type: none"> Dislikes guys using facial products as he finds them feminine. Does not see the importance of skincare at all to a guy. 	Frustrations: <ul style="list-style-type: none"> Does not understand the amount dedication and effort required to take good care of their skin. Does not like to spend too long on their skincare routines. Struggles with finding one routine that is simple and works for them. 	Frustrations: <ul style="list-style-type: none"> Does not understand why there must be so many different methods/types of skincare products. Struggles with finding one routine that works for them. Struggles to keep to a single routine.
Needs: <ul style="list-style-type: none"> A faster and simpler skincare routine that covers all her needs. Knowledge on products to help her spend money smartly. 	Needs: <ul style="list-style-type: none"> Needs to learn how to identify what products are both affordable and suitable for her skin type. Needs to see the benefits of proper skincare. Learn that there are cheaper alternatives to certain products. 	Needs: <ul style="list-style-type: none"> Needs to see the benefits of proper skincare. Learn that skincare is for anyone, not just ladies. Learn that there are products marketed as “for males” too. 	Needs: <ul style="list-style-type: none"> A simple, cheap yet effective routine that they can stick to. 	Needs: <ul style="list-style-type: none"> An overview/summary of pre-existing routines to get a general idea of what is available to them in terms of skincare routine.
Other Desires: <ul style="list-style-type: none"> Customizable skin-care routine. As much as she likes to socialize, she desires fun interactive games. 	Other Desires: <ul style="list-style-type: none"> Requires straightforward reasons to why he should invest in some skincare products. 	Other Desires: <ul style="list-style-type: none"> Needs a “non-girly” game – no flowers, no pink icons. 	Other Desires: <ul style="list-style-type: none"> Simple, educational game. Needs a non-time-consuming game that will not compromise her other priorities Simple game with simple interface 	Other Desires: <ul style="list-style-type: none"> Needs a game that will ease him into the realm of skincare – game cannot be too intimidating from the get-go. Needs knowledge of skincare that is easily retainable and implemented