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| **E**mily | **S**huan | **D**ominic  Woman in White Scoop Neck Shirt Wearing Silver Necklace | **P**riscilla | **J**ack |
| 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 Male, Obsessed with the idea of manliness | Personal Traits:  Flippant and Easy going | Personal Traits:  Clumsy, oblivious, impressionable, Fear of Missing Out (FOMO) – “Sheeple” |
| Description:   * Likes to socialize a lot with many friends. * Cares a lot about her looks and appearance in front of them. * Social Media Influencer | Description:   * 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:   * Toxic masculinity. * Usually wearing sleeveless/tight-fitting tops. * Excessive use of Cologne * Terrible skin * Brawn over brains | Description:   * Does not care about/ uninterested in appearances. * Does not go out often. | Description:   * 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:   * 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:   * 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:   * Dislikes guys using facial products as he finds them feminine. * Does not see the importance of skincare at all to a guy. | Frustrations:   * 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:   * 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:   * A faster and simpler skincare routine that covers all her needs. * Knowledge on products to help her spend money smartly. | Needs:   * 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:   * 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:   * A simple, cheap yet effective routine that they can stick to. | Needs:   * 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: | Other Desires: | Other Desires: | Other Desires: | Other Desires: |
| * Customizable skin-care routine. * As much as she likes to socialize, she desires fun interactive games. | * Requires straightforward reasons to why he should invest in some skincare products. | * Needs a “non-girly” game – no flowers, no pink icons. | * Simple, educational game. * Needs a non-time-consuming game that will not compromise her other priorities Simple game with simple interface | * 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 |

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