

Crystals and Tinks



Connecting us to our roots

Earthy Erika

- Background:
 - Single woman
 - Owns a small apparel and accessories retail store
- Demographics:
 - Female, Age 32
 - Income of \$69,000
 - Lives in the city
- Identifiers:
 - Spiritual Shaman
 - Brings nature into life
 - Social Media Savy



iStock™
Credit: Moyo Studio

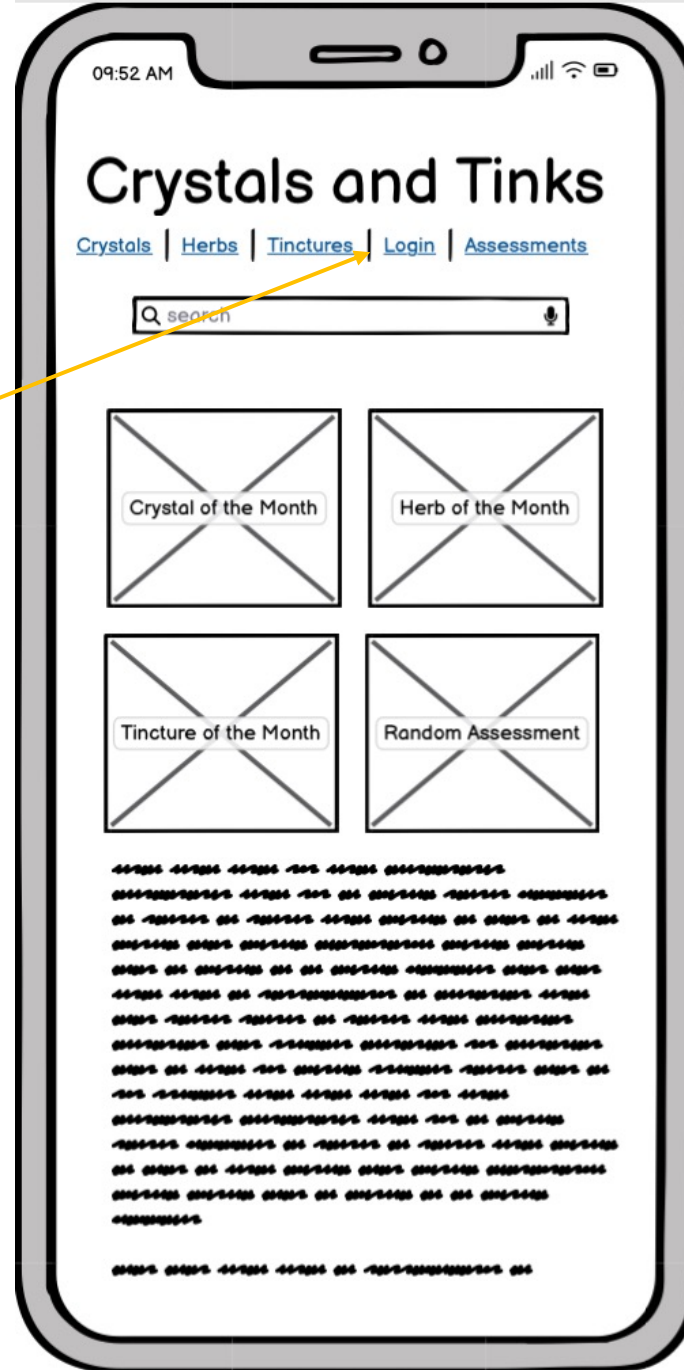
Earthy Erika

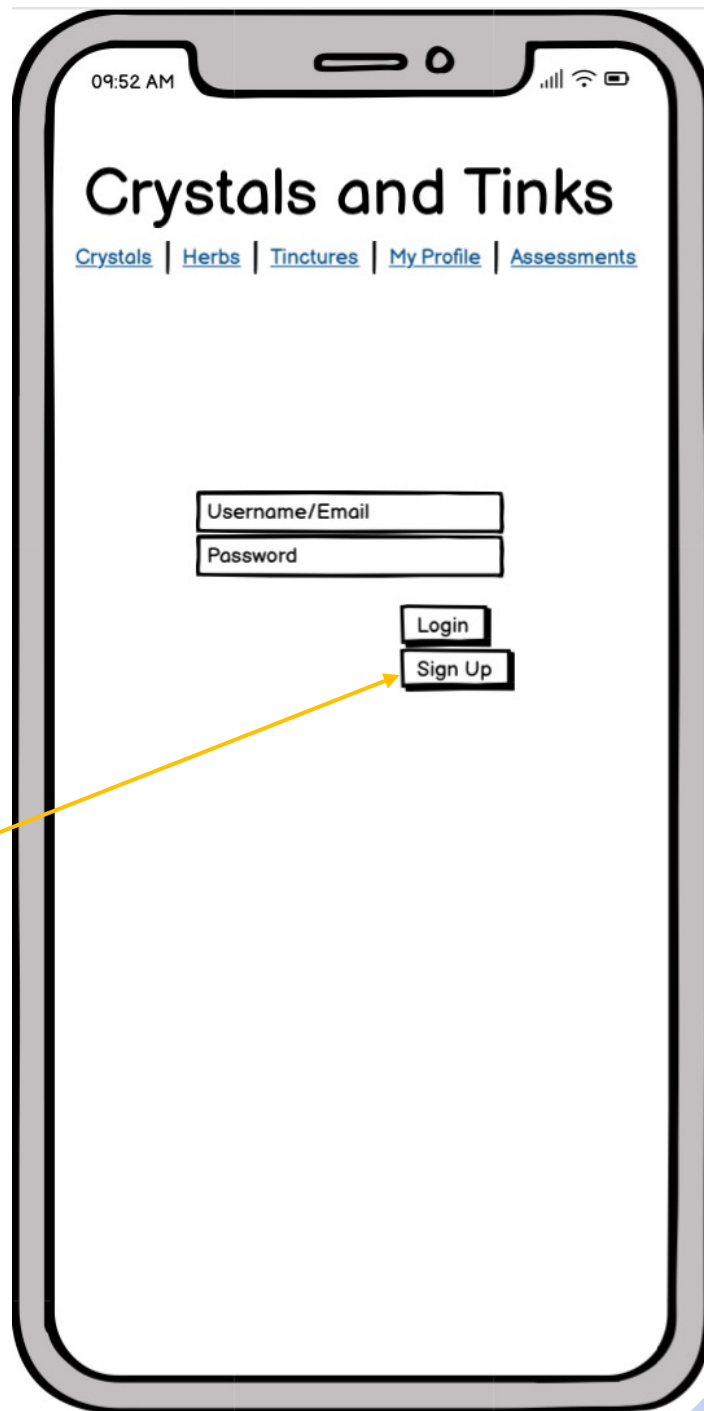
- Erika wants search for crystals that will help her clients with self love and healing. She wants to be able to save her results so she can stock up on the crystal for her retail store.



iStock™
Credit: Moyo Studio

Erika will Sign Up to save her results






First Select Sign Up

09:52 AM

Crystals and Tinks

[Crystals](#) | [Herbs](#) | [Tinctures](#) | [My Profile](#) | [Assessments](#)

*Name
*Email Address
*Username
*Password
*Re-Enter Password
*DOB: MM/DD/YYYY

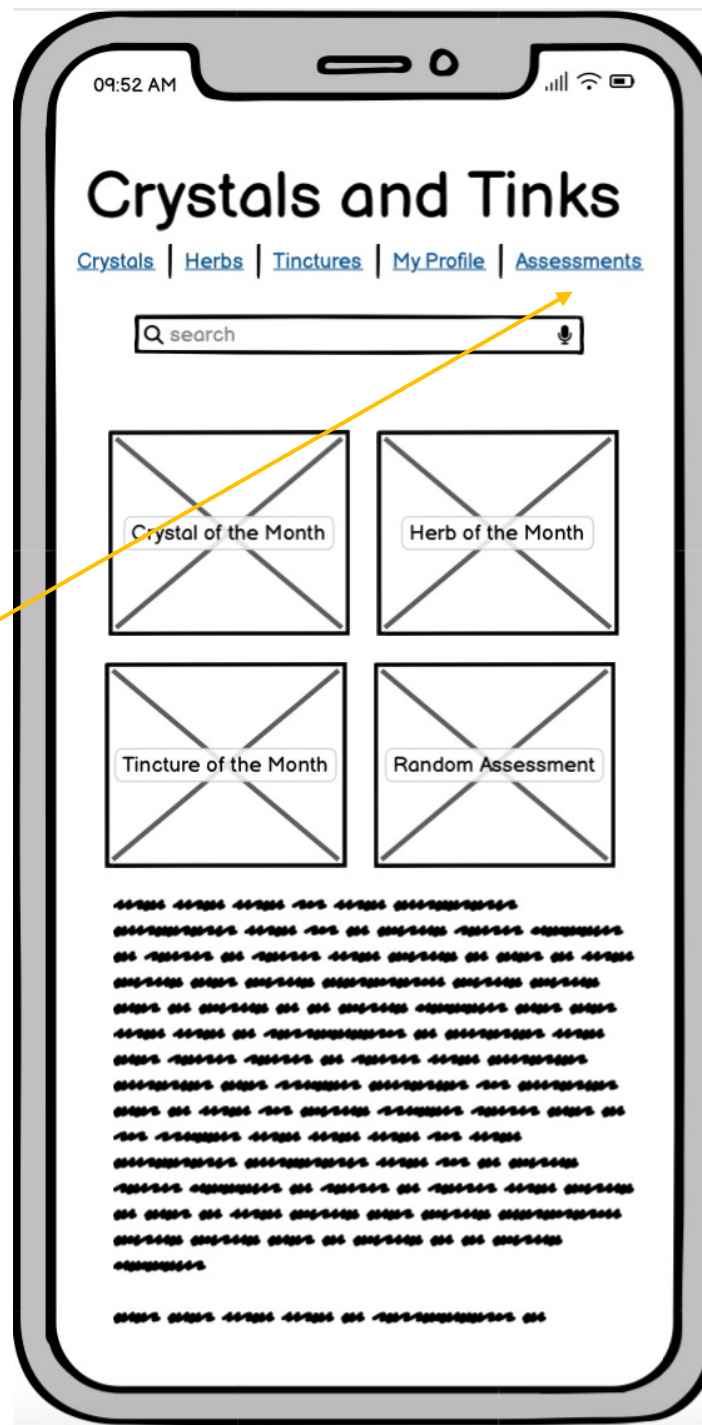
Upload Profile Image 

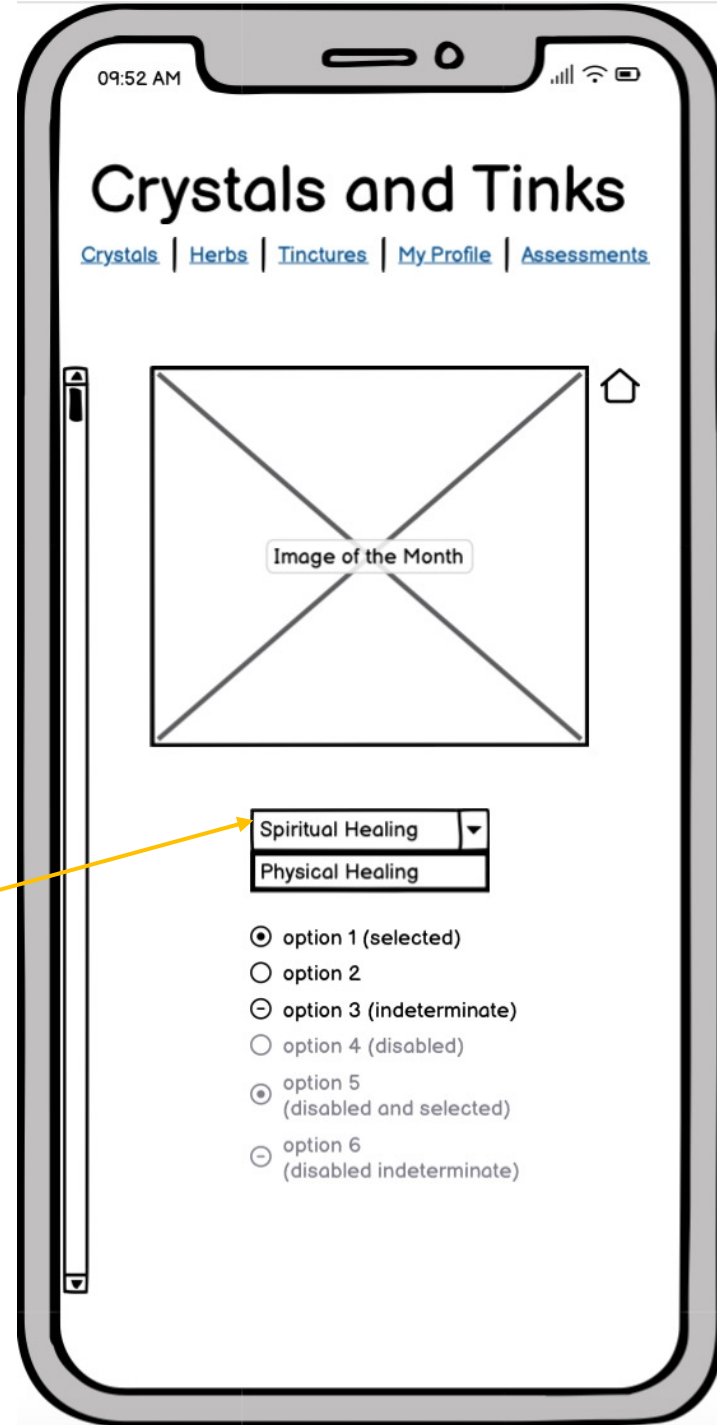
☐ Enable Notifications

Sign Up

Fill out details to create account

Once Logged in, select Assessment





09:52 AM

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Image of the Month

Spiritual Healing

Physical Healing

- ☒ option 1 (selected)
- ☐ option 2
- ☐ option 3 (indeterminate)
- ☐ option 4 (disabled)
- ☒ option 5 (disabled and selected)
- ☐ option 6 (disabled indeterminate)

Select Spiritual Healing, and fill out the assessment



On the Go, Ofelia

- Background:
 - Stay at home Mom
 - Married with 2 kids under 4
- Demographics:
 - Female, Age 30
 - Single Family Income of \$120,000
 - Lives in the suburbs
- Identifiers:
 - Likes crystals as décor
 - Wants natural remedies
 - Believes in essential oils as common cures

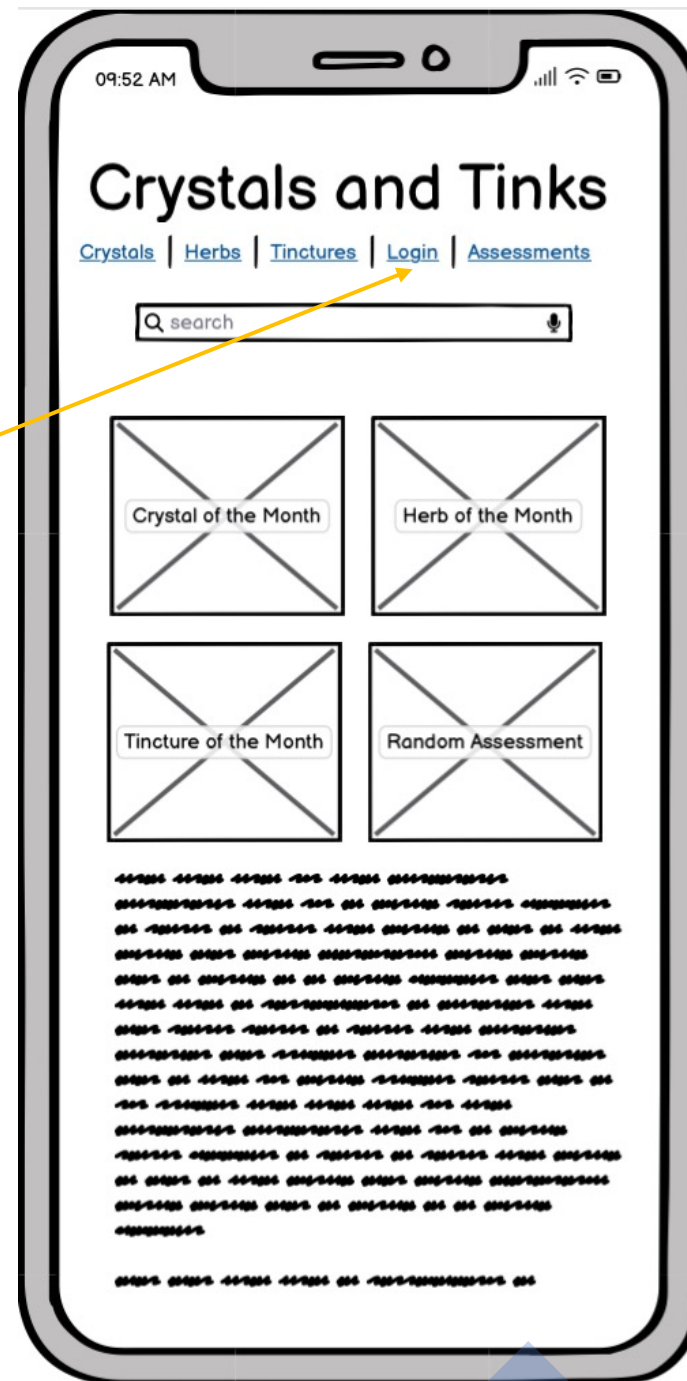


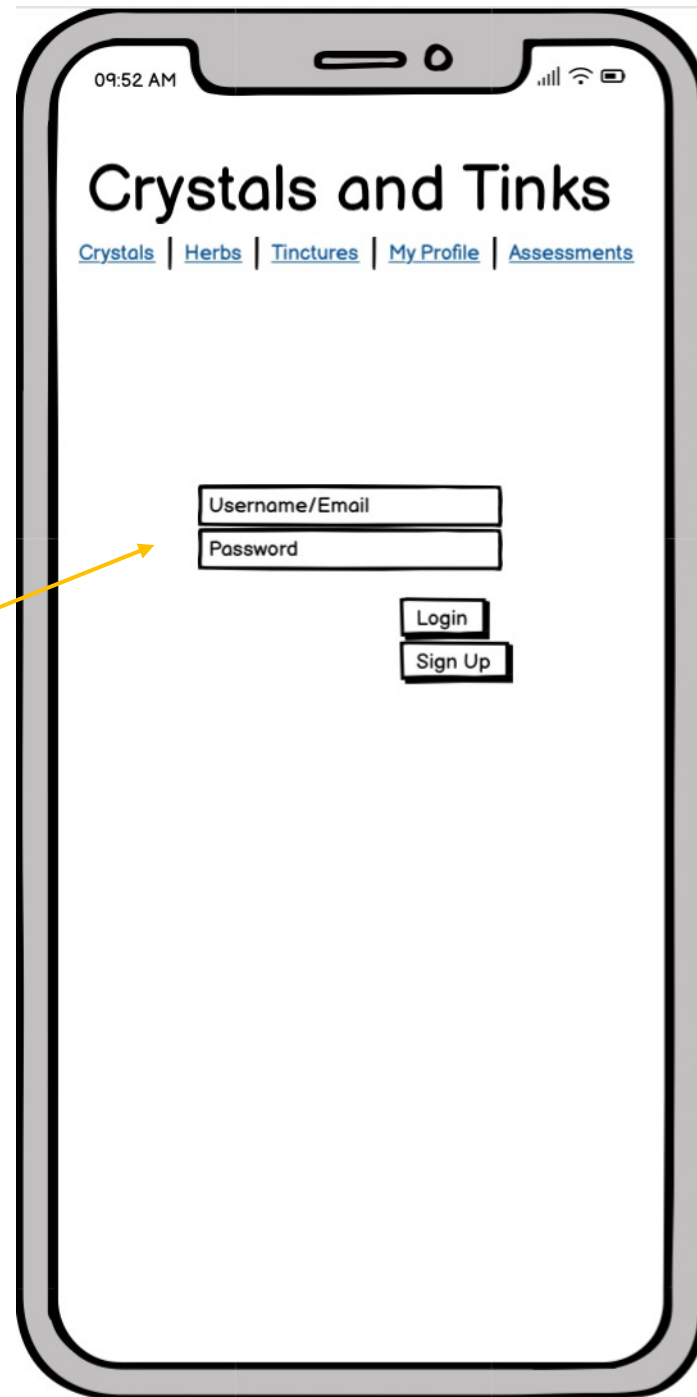
iStock™
Credit: eclip

On the Go, Ofelia

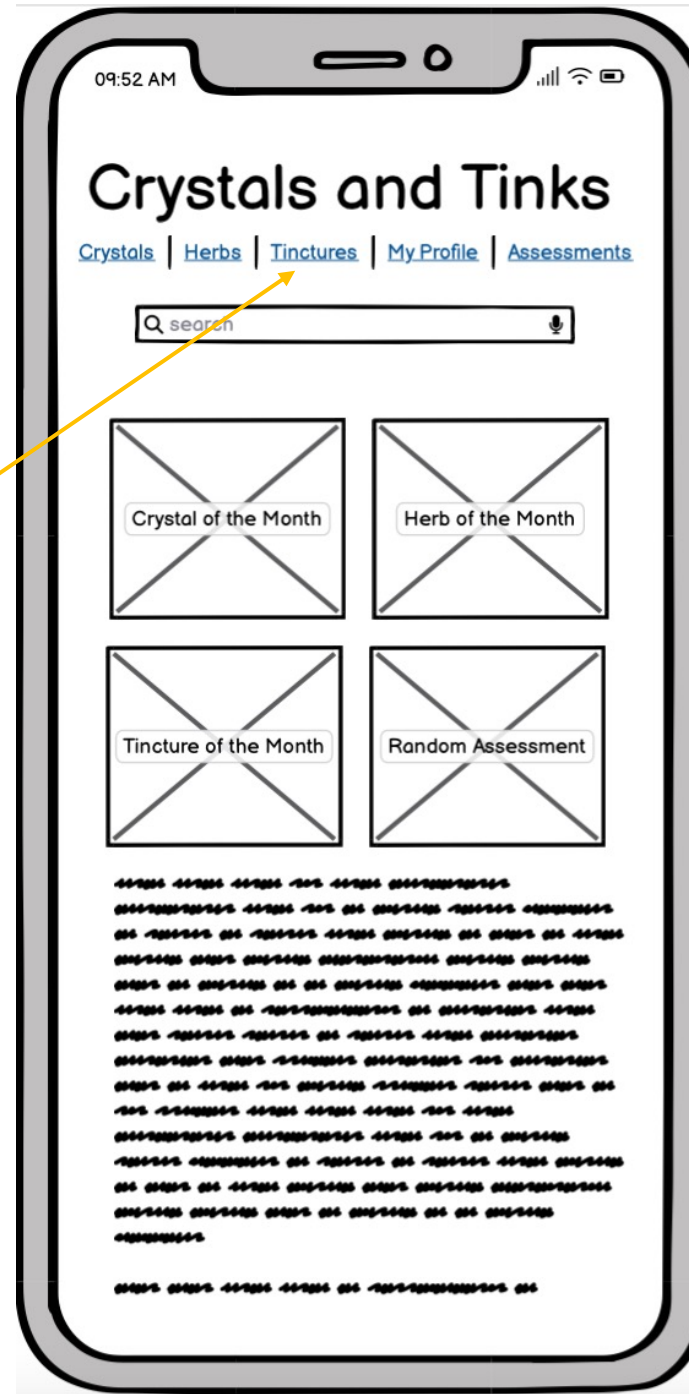
- Ofelia wants to login to her app and look up a tincture recipe that can help her resolve frequent headaches.

Ofelia will first login to her portal



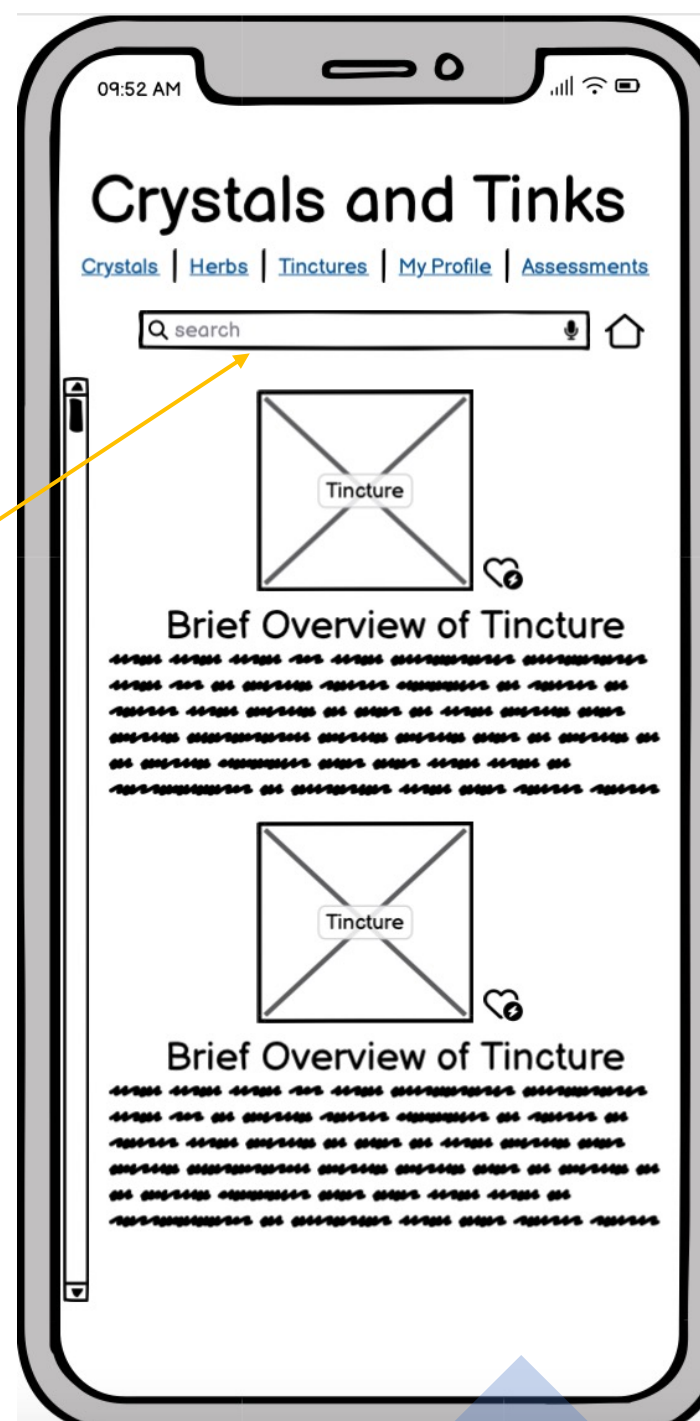


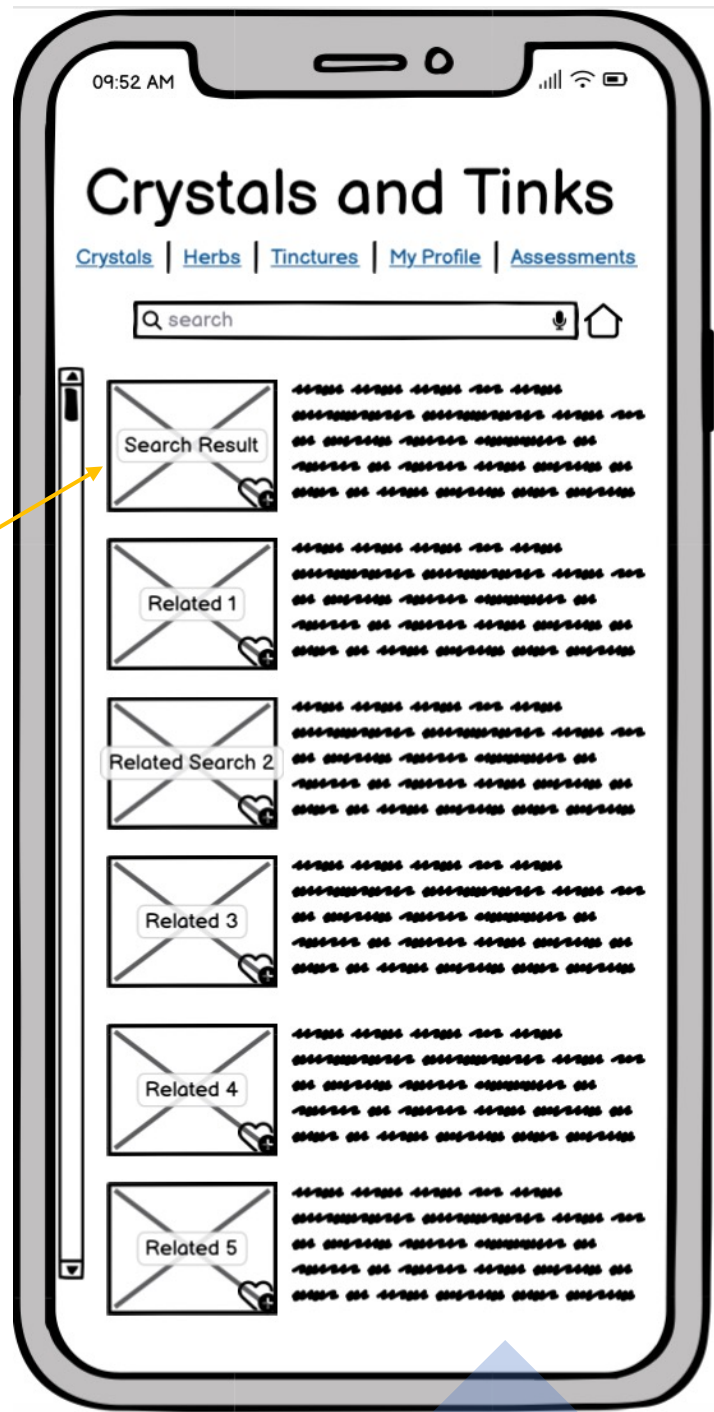
Ofelia will login using her credentials



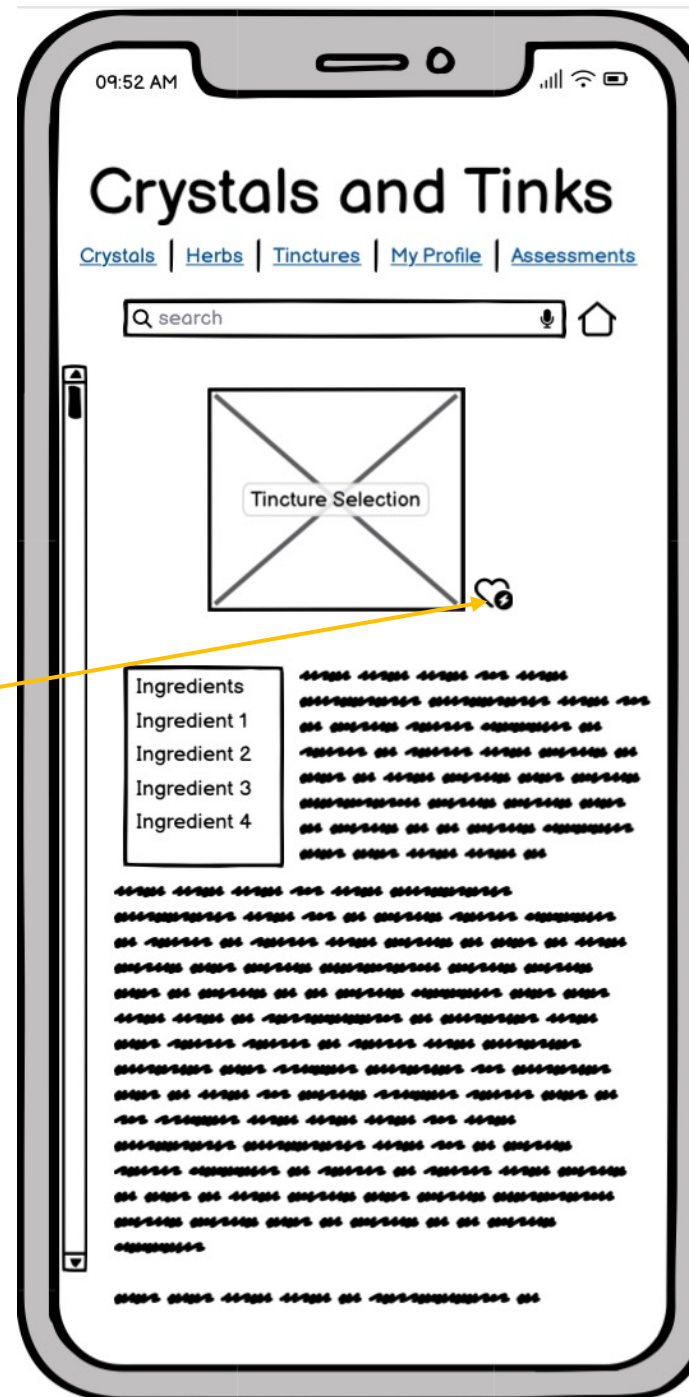
Once in the homepage, Ofelia will select Tinctures

Ofelia will then type in her ailment





Ofelia will then select which recipe sounds better for her ailment



She can add it to her favorites if she likes.

Vintage Victoria

- Background:
 - Single woman
 - Works in Social Media
- Demographics:
 - Female, Age 24
 - Income of \$80,000
 - Lives in the city
- Identifiers:
 - Grows her own herbs
 - Wants to increase spirituality
 - Eco-Friendly perspective



iStock™
Credit: Pekic

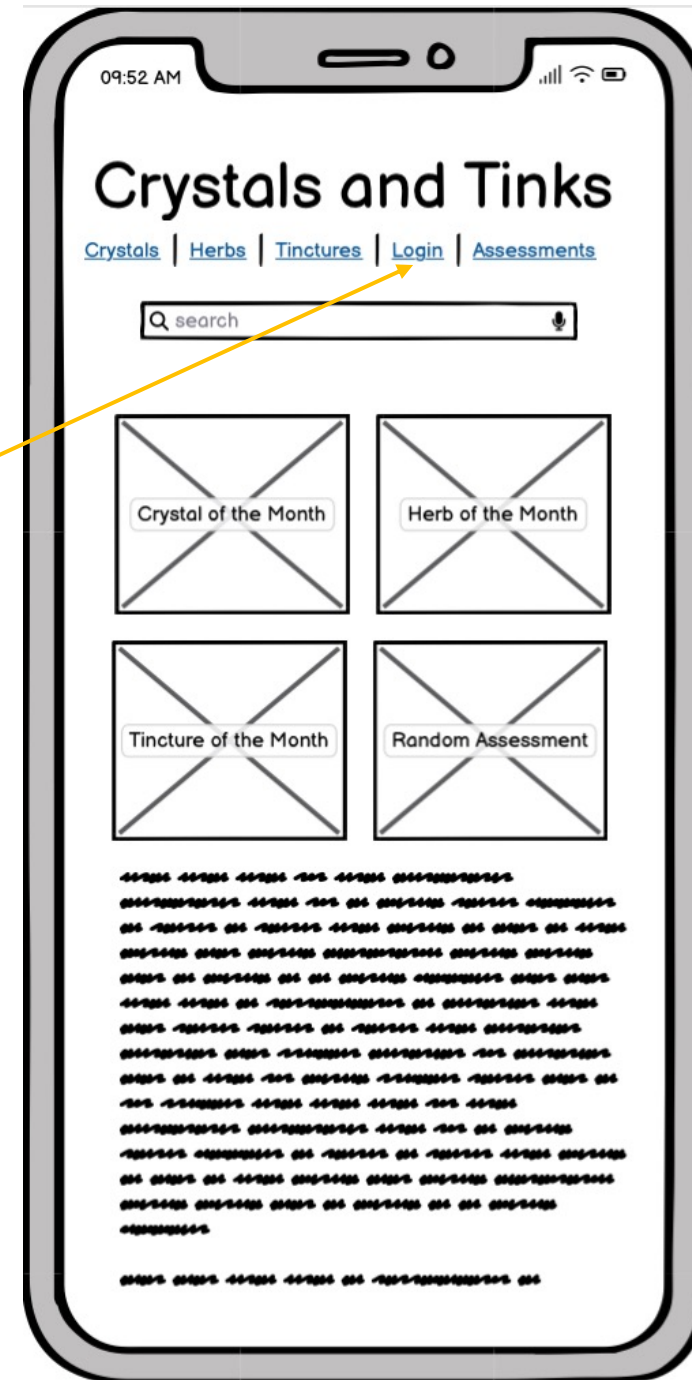
Vintage Victoria

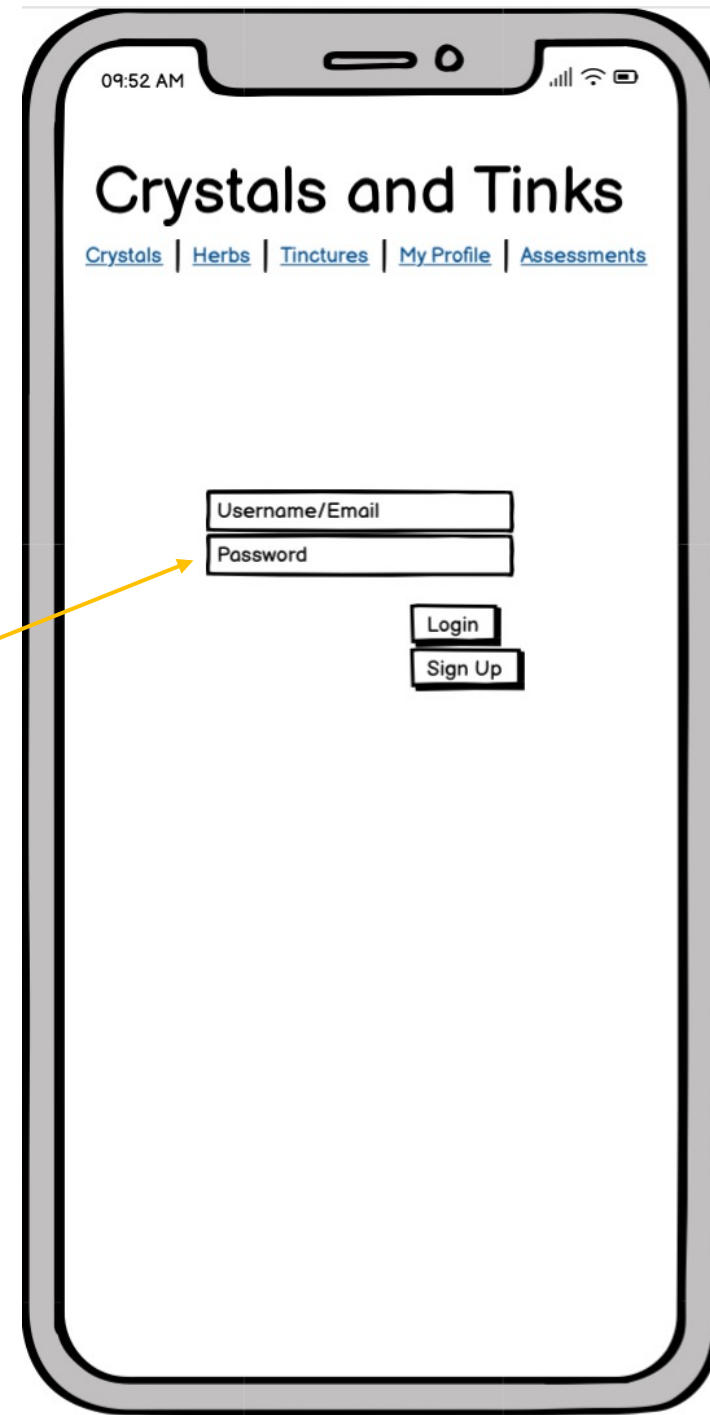
- Victoria wants to see her favorite herbs from her profile.



iStock™
Credit: Pekic

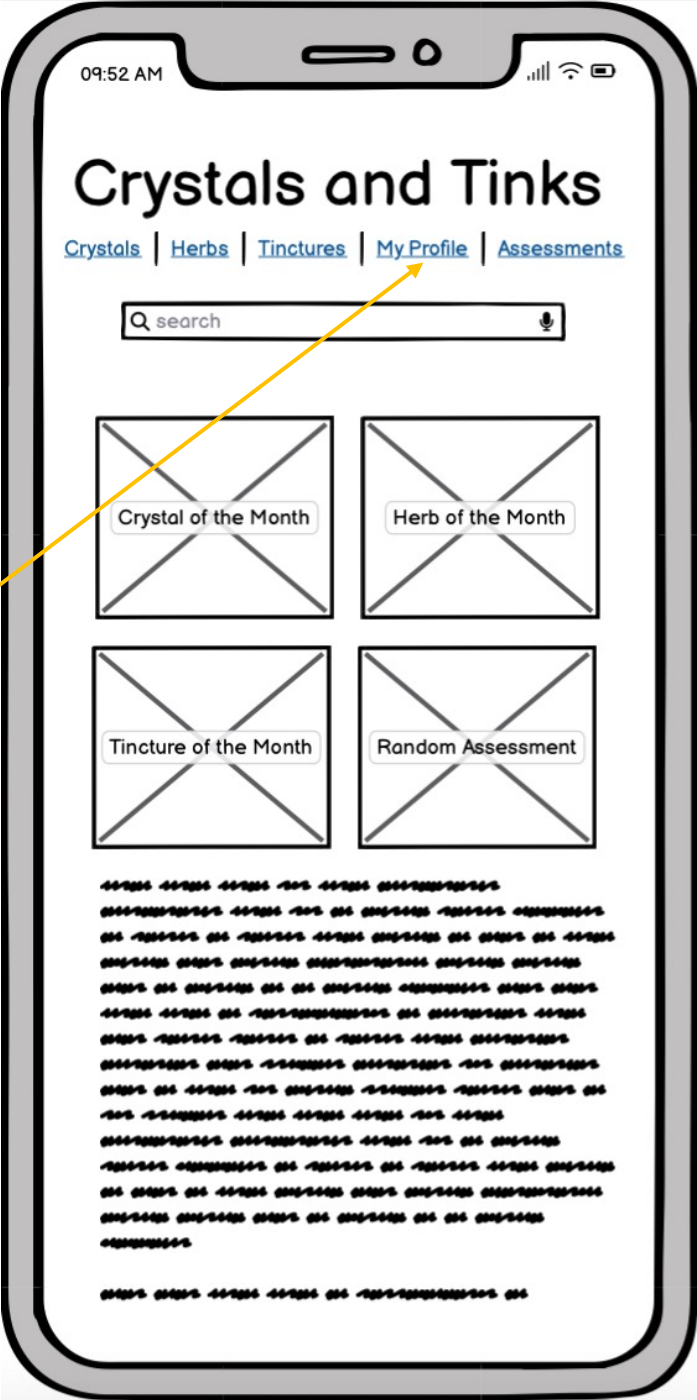
Victoria will first login to her portal

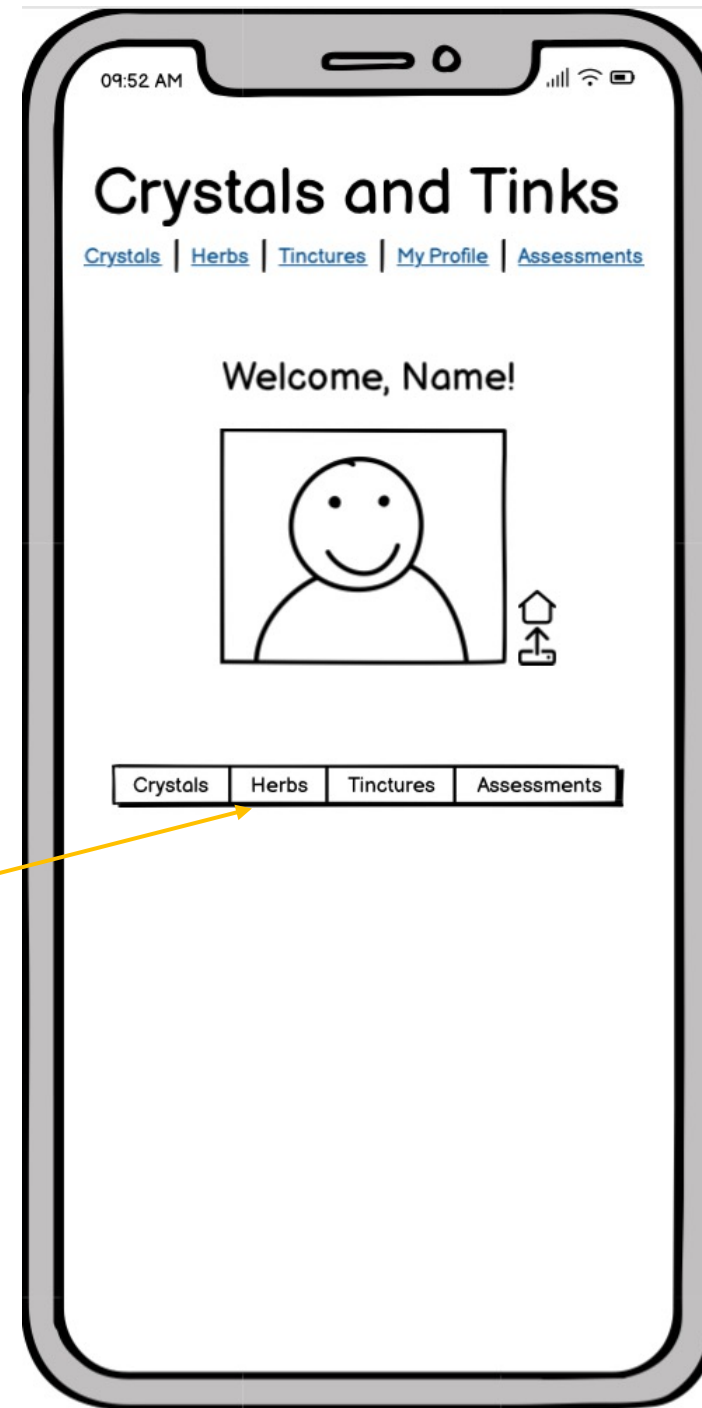




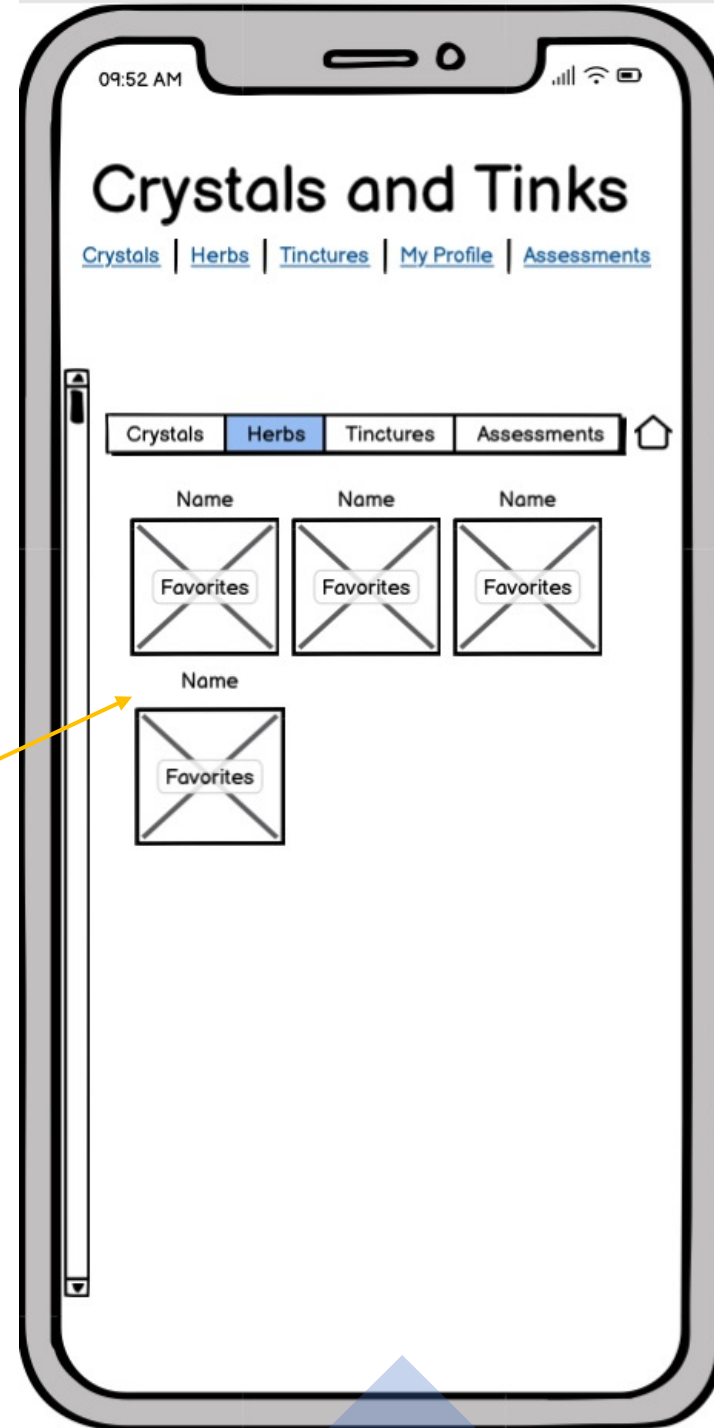
Victoria will login using her credentials

Once in the homepage, Victoria will select My Profile





Victoria will then select Herbs



Victoria can now see her favorited Herbs