# User personas

## EMILY – BEAUTY ENTHUSIAST

A person smiling at camera

Description automatically generated

Emily is a 28-year-old living in London, UK. Her occupation is Social Media Manager. She's deeply passionate about skincare and beauty. She follows many influencers across different social media, but mostly skincare influencers; she reads beauty blogs and stays up-to-date on the latest trends.

Emily is looking for high-quality skincare products to build her a skincare routine. She values clean, organic and cruelty-free products. She wants detailed product information, reviews and user-generated content to make informed decisions. She also appreciates discounts and rewards for her loyalty.

As a beauty enthusiast, she's likely interested in a wide range of skincare topics, including daily routines, understanding her skin type, exploring various ingredients and adapting her skincare for different seasons. She might also be curious about natural and organic skincare options.

## SARAH – MATURE SKINCARE SEEKER

A person in a white coat

Description automatically generated

Sarah is a 45-year-old busy, working mother from Louisville, Kentucky. Her occupation is Interior Designer. She's noticing some changes in her skin as she ages and is looking for effective anti-aging solutions. She's skeptical of trendy products and seeks well-researched, science-based skincare options.

Sarah wants products tailored to her skin concerns, such as wrinkles and age spots. She values expert advice, product efficacy and clear instructions on usage. A user-friendly website with educational content with good customer support is crucial for her.

As someone interested in anti-aging solutions, Sarah would focus on topics related to aging skincare, understanding ingredients and maintaining skin healthy. She may also want to know how to adapt her skincare routine to changing seasons and consider dietary factors for healthier skin.

## ALEX – ACNE-PRONE TEEN

A person smiling at the camera

Description automatically generated

Alex is a 17-year-old high school student from Amsterdam, Netherlands. She's struggling with acne and is very self-conscious about her skin. She's on a quest to find solutions that work. She's new to skincare, but eager to learn.

She is searching for affordable skincare products specifically designed for acne-prone skin. She needs simple product recommendations and information on ingredients to avoid. Educational resources on how to build a basic skincare routine and customer reviews from people with similar concerns are essential.

Alex's main concerns revolve around managing acne so she would be most interested in topics related to skincare routines, acne management and understanding ingredients that are suitable for her skin. She might also appreciate information on sensitive skin and hydration to avoid exacerbating her acne issues.