

PARENT PERSONA

Gloria is a housewife balancing taking care of four children, household duties, and her husband, leaving her with little time to focus on individual healths.

Challenges:

- Frequently deals with minor skin issues like rashes or eczema among her kids.
- Finds to gets confused especially when it comes to skincare for different ages and skin types.
- Concerned about the cost and time required for multiple doctor visits, particularly for non-serious conditions.

Goals:

- Seeks personalized advice for each children skincare with their unique needs like skin type, allergies, or past treatments.
- Hopes to save time by using images and she uploads.
- Wants peace of mind by receiving accurate, clear advice and thinks homecare is sufficient.



Gloria Garson

Age : 40

Gender : Female

Occupation : House wife