**Person Profile for 22 Toes Soaping Co.**

**Hipster Holden: “ew…you are not going to use that are you?”**

**Person Profile for 22 Toes Soaping Co.**

**Natural Soap Product Website**

Characteristics

* Social
* Impulsive
* Extroverted
* Charming
* Charismatic
* Cleanly
* Artistic
* Self-Conscience
* Stubborn

Gratifications

* New Clothes, Sunglasses, Shoes,
* Completing a task
* Being a Social Media Influencer
* Social Gathering at restaurants, clubs and bars
* Healthy Eating
* Natural Body Care Product

Frustrations

* Thoughtlessness
* Uncomfortable Situations
* Having Appearances Criticized.
* Dirty Environments i.e. Clothes, Bathrooms, Kitchens
* Flawed Appearances

“Go to” Brands

* Lush
* Dior
* Sephora
* Bath & Body Works
* Burt’s Bee’s
* Marc Jacobs
* Michael Kors
* Isaac Mizrahi
* Tom Hardy

Likes & Interests.

* Shopping
* Environmentally friendly products
* Hanging out with Friends
* High fashion
* Networking
* Skin and Body Care

Demography

* Gender Identity: Fluid
* Age 25-55
* Race: Caucasian, India, Middle Eastern, Asian
* Annual Income: $35k-$65K
* Education: High School, Some or Graduated College
* Bartender, Tech, Retail
* Moderate to High Tech Knowledge and usage
* Highest use of Social Media

**Natural Soap Product Website**

A picture containing person, person, wall, indoor

Description automatically generated

Kelly Hill: It162\_Spr 2021

TTT Website – User Persona

Summary

* Careful of what puts on skin.
* Devoted to brands if proven to work for them.
* Constantly searching for new and better products and brands
* Feels a sense of accomplishment on purchasing choices out brands and ingredients that are compatible with skin needs.
* Considers other people’s opinions.
* Charismatic Personality
* Only Child or Distant Family
* Prefers to live alone.
* Expects more effort out of co-workers, partners, and friends.
* Like expensive to shop for clothes, beauty product and accessories.
* Cautiously commits to products, brands, or entities but once trust is earned brand loyalty is won. Prefers to see effort first.
* Take pride in personal hygiene and clean home.
* Small inner circle of trusted people but has large outer circle.