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

**Clear & Clean Jean: “let’s be better humans.”**

**Natural Soap Product Website**A person wearing sunglasses

Description automatically generated with medium confidence

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TTT Website – User Persona

Summary

* Environmentally and politically informed.
* Created clean living, comfortable and functioning Home.
* Heavy value on small circle of family and friends but has a decent number of acquaintances and professional colleagues.
* Goal Oriented and Focus Driven
* Effective working and playing independently or on own.
* Thoroughly and meticulously researches subject or product that she is not familiar with.
* If she finds something that works for her, she will promote this service, product, or entity.
* Does not spend money frivolously but willing to spend money on quality products or services.
* Directly confronts conflict after careful analyzation.
* Focus’ on self-care. Surface self-care is a mental self-care.

“Go to” Brands and Retails

* Burt’s Bee’s
* Anthropology
* Target
* M.A.C
* Aveeno
* Abra
* theBalm
* Converse
* Christina Dior
* Louboutins
* H&M

Likes & Interest

* Travel
* Music, Painting
* Cooking/Baking
* Online Shopping
* World Affairs, Politics
* Gardening
* Hiking, Boating
* Farmer’s Market

Demography

* Gender Identity: Female
* Age 40yr
* Race: Caucasian
* Annual Income: $35k-150
* Education: Bachelor’s Degree or Higher
* Married or Divorced with 0-2 children
* Working Professional
* Moderate to High Knowledge and Usage of Tech

Frustrations

* Inaccurate or False Information
* People who poorly Park
* Not receiving expected response
* Confusing Designs
* Wasted Time
* Misused Resources
* Unsupported Opinions

Characteristics

* Leader, Mentor
* Self-Reliant
* Extroverted
* Resilient
* Intelligent
* Analytical
* Conscientious
* Sensitive

Gratifications

* Completes Goals and Tasks
* Learning a New Skill or Hobby
* Healthy diet
* Thrift store or estate sale shopping
* Helping Others