A person with long hair

Description automatically generated with medium confidence **Person Profile for 22 Toes Soaping Co.**

**Ramblin’ Rae: “2 Bees in a bucket..F-It”**

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

**Natural Soap Product Website**

Characteristics

* Social Leader
* Agreeable
* Cautious
* Extroverted
* Logical
* Balanced
* Thoughtful
* Strong Ethic
* Optimist
* Cleanly

Gratifications

* Hard Work, Hard “Play”
* Completing a task
* Perfect or Creating a new Recipes.
* Social Gathering including sharing a meal and drinks
* Helping Others
* Healthy Eating
* Natural Body Care Product

Frustrations

* Offensiveness
* Thoughtlessness
* Time Wasters
* Confusing Instructions
* Being told what to do while working on a task.
* Conflict
* Unclear communication

“Go to” Brands

* Burt’s Bee’s
* Mrs. Meyers
* Dr Bonner Soap
* Vaseline Skin Care and Lotions
* Kiehl’s
* Palmer’s Cocoa Butter
* Booda Butter
* Cetaphil

Likes & Interests.

* Travel
* Cooking for Family and Friends
* Going out with friends
* Outdoors Gatherings

Demography

* Gender Identity: Female, Non-Binary, Gender Fluid
* Age 37yr
* Race: African American, Black
* Annual Income: $65K
* Education: High School, Some College and/or Tech School
* Single, Polygamous, Non-Traditional
* Working Professional
* Moderate to High Tech Usage

**Natural Soap Product Website**

Kelly Hill: It162\_Spr 2021

TTT Website – User Persona

Summary

* Careful of water puts on skin.
* Melanated Skin, commercial Brands do not meet needs.
* Seeks out brands and ingredients compatible with skin.
* Natural Social Leader
* Comes from med-large family, understands shared living space.
* Hard working professionally and personally, expects co-workers, partners, and friends to match ethics and effort.
* Works at an active job that exposed skin to elements.
* Cautious to commit to products, brands, or entities but once trusted loyalty is won.
* Take pride in personal hygiene and clean home.
* Carefully spends money.
* Small inner circle of trusted people but has large outer circle.