

Renee Bell

Demographic Information:

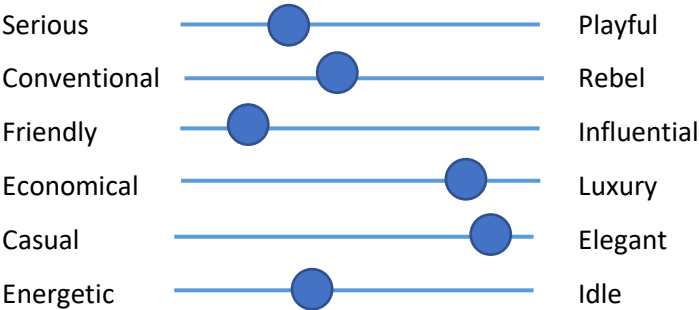
- 45-year-old female
- Work – VP of Marketing
- Family of 4
- Location – Houston, TX
- Archetype – Queen Bee

Keywords:

- Tech Novice
- Luxury Seeker
- Strive for Comfort
- Skincare Devotee

Bio and Personality:

Renee loves taking care of her skin and she delights in buying skin care products for the other people in her life. She has meticulously curated her beauty regiment over time and has her favorite high-end brands and products all figured out – she loves products with high quality ingredients and isn’t afraid to pay for them. In the past, she would spend a ton of time reading reviews on products by experts and amateurs but now that she has a family and a busy work schedule, she doesn’t have time to spend reading - or writing her own - lengthy reviews. She wants to be able to quickly find the best products not only for herself, but also the friends and family she regularly buys products for. Renee relies on regular appointments with experts and wants to share her journey and wisdom with many others like her.



Goals:

- Spend more time with family
- Provide the best products for her kids
- Find the most effective products for her skin
- Wants to discover new products quickly and effortlessly
- Better return on her investment in beauty and skin care products

Pain Points:

- Not enough time to go to the store and physically find and purchase products
- Feels that too many websites and apps are hard to use or seem unsafe
- Not enough time to research products or write long reviews
- She is concerned about skin allergies/medical conditions of family members
- Not rewarded enough for her loyalty to her favorite products and brands

Motivations:

