

## Annie Wilson

### Demographic Information:

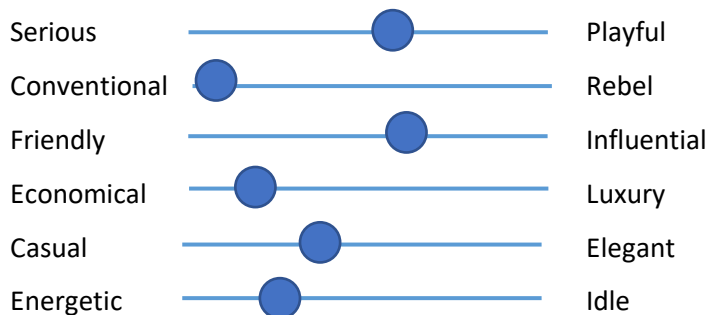
- 27-year-old female
- Work – Account Manager
- Location – Seattle, WA
- Archetype – Aspiring Influencer

### Keywords:

- Technology Savvy
- Camera Friendly
- Loyalty Card holder
- Beauty Enthusiast

### Bio and Personality:

Though Annie works diligently as an Account Manager in Seattle, she likes to spend some of her down time watching beauty guru videos on social media, particularly reviews of skin care products. Annie is by no means a skin care expert, but she wants to reach a point where she can gain her own following and guide others with her knowledge and experience of products and brands. As such, she is relatively less concerned about her data privacy, since she strives to cultivate an online presence, but she would love to get additional compensation in return for beauty data she generates. Annie has an Ulta loyalty card and probably shops there every other month or so. She doesn't have a huge budget for skin care products, so she loves getting free samples to try out.



### Goals:

- To know about the latest and best products
- To share her insights with other people to help them make the most of their beauty routine
- To be able to control who or what has access to her beauty data
- To get her fair share of value gained from data she has contributed

### Pain Points:

- Identity theft victim – she doesn't want to risk losing more money to scammers
- Trying products out is impossible when stores are closed, and even when they're open, it can be expensive to try out multiple products or brands
- Many reviews she sees have too much jargon that is confusing or complex

### Motivations:

