Lucid Design
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Personas Research Synthesis

Summarize and synthesize your user research in terms of the users' goals, motivations, and pain points (each team member will contribute based upon his/her interview)

General Observations:

- Interviewees were generally very willing to participate in the model we were proposing, generating beauty data and reviews in return for some compensation
- Participants are generally very welling to reveal data if there is full disclosure of where their data is used and if they're being compensated well for in-depth reviews

What were our findings for goals for our users?

- find an easy way to discover new products
- find an easier way to review products quickly
- Receive promotions from brands they trust
- receive trial offers from newer brands before making a purchase

Motivations?

- cash money is always a big motivator
- Compensation and monetary benefits
- saving time
- goodies and loyalty points

Common Pain Points?

- don't like to read lengthy reviews
- don't like to spend a ton of time writing reviews
- don't like to read or understand the long and complicated jargon of T&C for privacy agreements
- not getting anything in return for writing detailed reviews for products
- concerns about credentials being stolen in the past
- video reviews not readily available online
- feeling unsafe to reveal sensitive personal information online