

Lucid Design

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Personas Sources and Assumptions

Briefly explain what sources you used and what assumptions you made.

Sources and Assumptions for Renee Bell:

We came up with some basic assumptions for Renee Bell just out of anecdotal evidence from other people we know of similar age and personality. We assumed that since she is older and her family is well-established, that she would have more money and be willing to spend more money on skin care and beauty products. We also assumed that she would be more concerned with using high-end products because she wants good ingredient products for her family. Another assumption we made about her is that she would have less time to read reviews and watch videos due to family commitments.

Sources and Assumptions for Annie Wilson:

Annie Wilson is an amalgam of many of our interviewees as well as many people we personally know in this age range and personality type. We drew inspiration from the 'influencer' type of millennial/Gen Z people. We assumed that since she has a steady job, she's able to spend some money on skincare products but not able to spend extravagantly. Having said that, she does wish she could experiment more and get to try new products as she is an aspiring influencer.