



**Priya**

**Marketing  
Executive**

Priya attends frequent events as part of her job and requires regular beauty treatments. She relies on online services for convenience and values skilled stylists who can recommend treatments.

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Difficulty booking last-minute appointments and is concerned about hygiene and prefers disposable tools and proper sanitization.

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#### **Demographics**

**Age : 25**

#### **Location**

**Suburban Area, India**

#### **Traits**

Prefers women-only or unisex salons.

Visits in the evening or at her convenience.

Open to stylist-recommended treatments.

Shares feedback and reviews after visits.

#### **Goals**

Hassle-free booking with time slot reminders.

Access to waxing, threading, facials and hair spa services.

Cash discounts and memberships benefits with hygiene guarantees.

**Young**

**Proactive**

**Responsible**

**Social**

**Passionate**

**Student**

**Organized**

**Extrovert**