



AGE 15

GENDER F

OCCUPATION student

TECH LITERATE
yes



I love Korean Pop culture and I'm into kpop and kdrama. I see life in a different way after discovering this culture and I want to immerse more in it. If my favourite actor or kpop idol uses some products I want to try them too!

Bio

Anne is a UK high schooler and 2 years ago she discovered the K-pop phenomenon and she is now part of the Hallyu Wave (a cultural phenomenon in which the global popularity of South Korean popular culture has dramatically risen since the 1990s).

Since then, she has been watching countless k-dramas, k-entertainment reality shows and youtube videos of performances with her favorite actors and k-pop boygroups and girlgroups, and has even attended some concerts.

She noticed that skincare and beauty are a crucial part in the Korean society, so she wants to learn about her skin type and create a skincare routine for herself and try all the products her favorite celebrities are promoting.

Core needs

Anne needs an adviser at most to help her decide on what products to use out of all the competitive brands, as the market is overwhelming.

Also, she needs to create a morning/night routine for herself, but she wants to use products that her favorite celebrities are using.

Frustrations

In her country there isn't any online store where she can buy Korean skincare products from.

Although she needs to create a morning/night routine for herself, all the steps are confusing to her, as well as their purpose.

Anne is frustrated that the market has so many good products and the companies are so competitive, that the marketing is making it hard for her to choose only one product from the same category.