

PROVISIONAL PERSONAS

Beautiful Day Co.

Eco-conscious Teen

HS/College

Goals

Vote with her dollars

Have a cute room

Find the coolest brands that are trending

Pains

No car to go to mall

Lack of money for luxury brands

Stiff return policies

Busy Professional

Aged 25-40

Goals

Purchasing locally

Minimalist home

Quality products that work well

Pains

Favorite products discontinued

Retaining knowledge of ingredients

Hassle of returns

Tired Mom

Aged 30-48

Goals

No toxins or animal testing

Time for self-care

Best products for least money

Pains

Non-transparent ingredient labels

Justifying all her personal purchases

Forgetting she's run out