For use cases

Personsa 1

Name: Jane Doe

Age: 21

Occupation: Works at StarBucks & Student at Temple University

Location: Center City Philadelphia, PA

Martial Status: Single

Children: None

Income: 5k/yr

Education: Temple University Junior, BBA Marketing

Hobbies: trying different types of makeup, watching YouTube Videos

Defining characteristics: African-American, Deep skin tone

Quotes: “I can never find a lip shade that matches my skin

tone”

“I love makeup, but advertise always deceive me.”

“I can never find a long lasting shade that can last after work”

“Cosmetic companies like M.A.C don’t have many variations of color”

“I wish I could see the product on someone close to my skin tone first before purchasing”

Personsa 2

Name: Evelyn Jones

Age: 52

Occupation: History Teacher

Location: Virginia

Marital Status: Married for 30 years

Children: 2 Girls, Age 13 & 5

Income: 50k/yr

Education: Bachelor's Degree in History

Hobbies: Spending time with kids

Defining characteristics: Light skin tone, Caucasian, freckles

Quotes:

“I wish there was more variety with lipsticks”

“I want to shop at a brand that stands for something”

“I love diversity”

Personsa 3

Name: Sandy Su

Age: 35

Occupation: Photographer

Location: Italy

Marital Status: Married

Children: None

Income: 30k/yr

Education: Associate’s degree in photography

Hobbies: Taking pictures, involved in charities, social media

Defining characteristics: Medium skin tone

Quotes:

“I love being involved in my community.”

“A makeup company should not define beauty as one single look.”