USER PERSONAS

for

Rebecca Branton

ICM 512: Module 4

ULTA BEAUTY®

FIRST IMPRESSIONS

NAME Rebecca

ROLE Casual Shopper

DEMOGRAPHICS

- 24 year-old female from Knoxville, TN
- Graduate Student
- Graphic Designer
- Likes thrifting, crafting, trivia, and supporting local businesses

"Ulta is a one-stop shop for affordable makeup."

GOALS

- Find makeup with clean ingredients
- Find products that are low in price with quality wear and payoff
- Find everything I need in one place

JOURNEY

- Buys clearance or drugstore products
- Looks for affordable versions of high end products
- Buys travel size items to test before purchasing full size

MOTIVATION FACTORS

- Fun to browse different products
- Trying new makeup can boost confidence
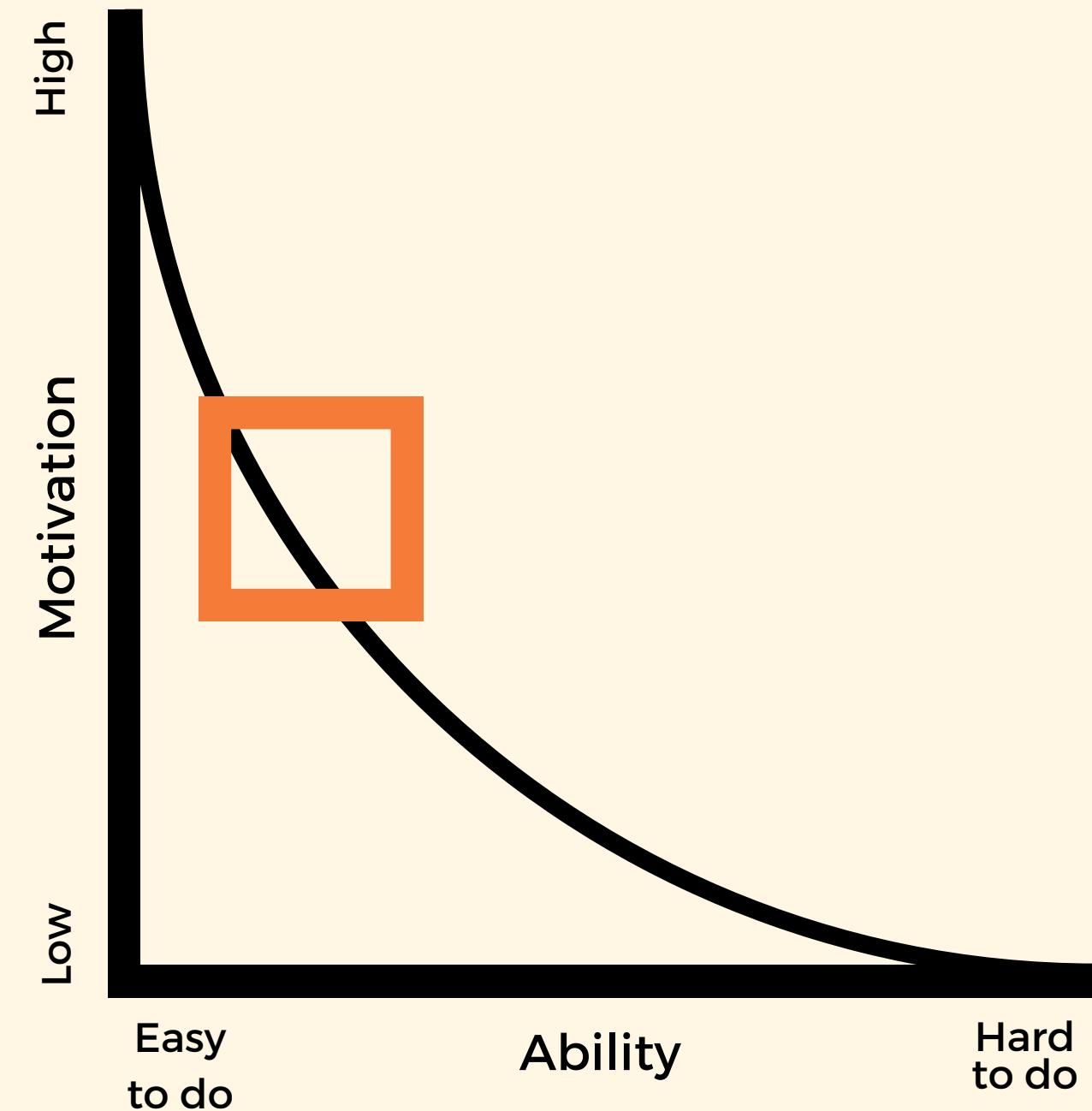- Given many options for one product

INHIBITING FACTORS

- Gets expensive
- Can't justify price for temporary products
- Hesitates to branch out in fear that the product won't perform well

POSSIBLE TRIGGERS

- Free shipping
- Markdowns/clearance
- Travel size products

MOTIVATION VS ABILITY

INFLUENCERS

Bobbi (Mom)
The Enabler

Introduces Rebecca to higher end products through sharing or gifting

Arianna (Friend)
The Deal Queen

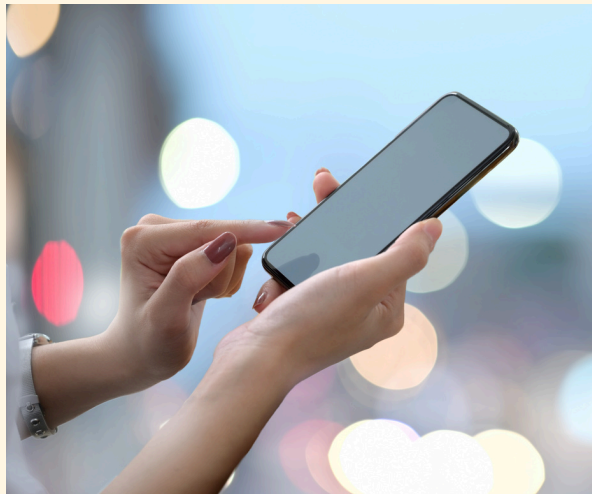Always finds the clearance section and knows what products are good for the price

Carter (Boyfriend)
The Clueless One

Can't tell the difference between high and low end products, claims they all look the same

ENVIRONMENT

1

On the Phone: Mobile App

- Sees advertisement on social media and is directed to app for purchasing
- Item is out of stock in store so order is placed through the app
- Wants to browse new products from the comfort of her couch

2

On Computer: Website

- Needs to place a large order and does not want to shop in person
- Wants to research and compare products
- Wants to see what's available in store before going

3

In Person: In-Store Shopping

- Can test shades and ask associate for help
- Can browse luxury section for fun
- Looks at other sections that focus on hair, nails, and skincare

PERSONA FAMILY

The Beauty Influencer

Buys trending products and has a large, growing makeup collection

The Makeup Artist

Has large collection of high and low end products of different shades to cater to clients

The Coupon Clipper

Stays up-to-date on deals and frequently purchases with coupons

The Minimalist

Wears little to no makeup on a daily basis; thinks its an unnecessary expense

PERSONA matrix

RELATED PERSONAS

- The Coupon Clipper

- The Beauty Influencer

- The Makeup Artist

- The Minimalist

Frequent shopper

Low end products

High end products

Occasional shopper

FIRST IMPRESSIONS

NAME Tori

ROLE Luxury Loyalist

DEMOGRAPHICS

- 42 year-old female from Chicago, IL
- Esthetician/Lash Technician
- Enjoys wine tastings, running, Chicago night life, and cooking

"Ulta carries luxury brands and allows me to test products in person."

GOALS

- Use only luxury products
- Find products that are good for skin
- Find perfect shade matches for complexion

JOURNEY

- Browses makeup by brands
- Shops in-person and gets shade matched by an associate
- Checks ingredients in all products

MOTIVATION FACTORS

- Able to see shade range in one place
- Luxury products provide proper payoff
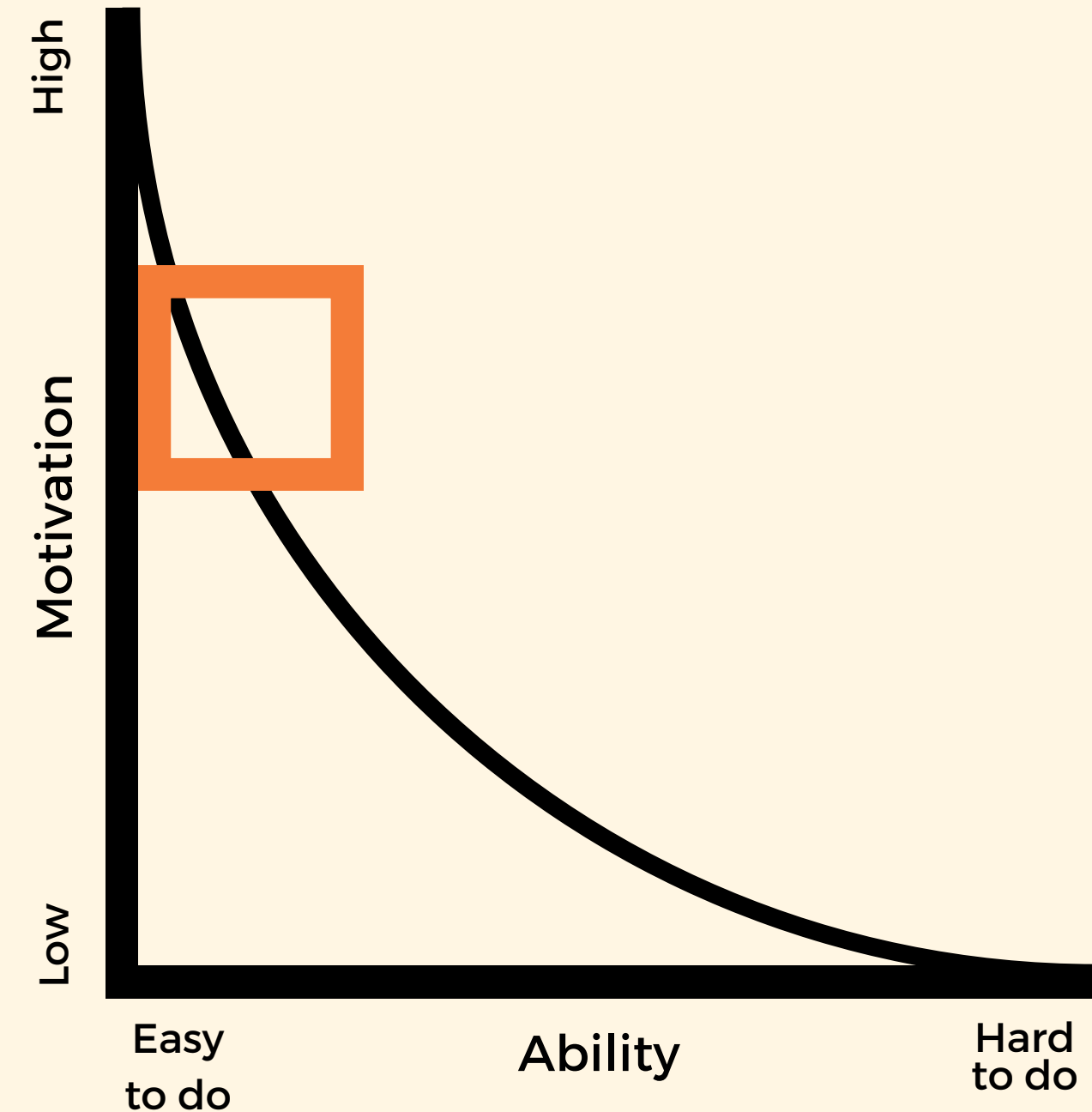- Able to shop by brand

INHIBITING FACTORS

- Doesn't have access to all luxury brands
- Shade matches may be sold out
- Ingredients are hard to find

POSSIBLE TRIGGERS

- Cosmetic gift sets
- Ulta reward points
- Influenced by friends

MOTIVATION VS ABILITY

High

Motivation

Low

Easy to do

Ability

Hard to do

INFLUENCERS

Ashley (Mom)
The Skeptic

Doesn't understand her daughter's need for luxury products; recommends affordable alternatives

Makayla (Friend)
The Trend Setter

Has similar taste and tells Tori what products to try

Justin (Husband)
The Supporter

Wants his wife to be happy with her makeup collection and supports her purchases

ENVIRONMENT

1

On the Phone:
Mobile App

- Look up products quickly after hearing good reviews
- Finding full shade range to know what to expect
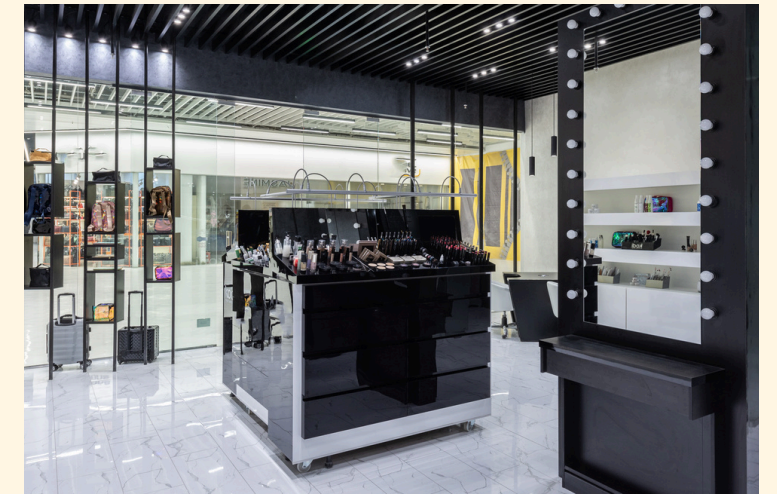- Can place an order quickly while at work

2

On Computer:
Website

- Can see full ingredient lists clearly
- Can compare options between brands

3

In Person:
In-Store Shopping

- Can get shade matched in person
- Finds supplies for her job
- Can compare swatches

PERSONA FAMILY

The Creature of Habit

Buys the same product after completely running out; never tries anything new

The Skincare Enthusiast

Only buys makeup that doubles as skincare, like tinted sunscreens

The Brand Fanatic

Only buys products from one brand and has backups on hand

The Supplier

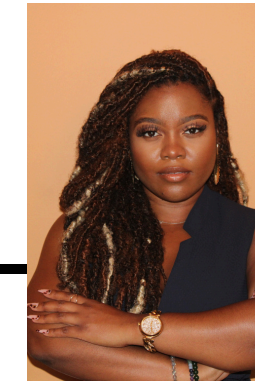Does most of her shopping for work supplies at Ulta; buys in bulk

PERSONA *matrix*

Frequent shopper

RELATED PERSONAS

- The Creature of Habit

- The Brand Fanatic

- The Skincare Enthusiast

- The Supplier

Low end products

High end products

Occasional shopper