



Jaysea Nguyen

- 27
- Austin, TX
- She/Her
- Marketing

“I want skincare to feel **simple, intentional, and tailored to me**—not overwhelming.”

Ingredient-Conscious	●	●	●	●	○
Product Confidence	●	●	○	○	○
Wellness-Focused	●	●	●	●	●

Motivation

- Wants a simple and manageable skincare routine resulting in healthy and glowing skin.
- Looks for skincare products that are made with clean ingredients and are cruelty-free.
- Enjoys skincare as part of her self-care routine and wants the experience to feel easy.

Needs

- A streamlined shopping experience that makes it easy to build a skincare routine.
- Clear ingredient transparency with easy-to-understand explanations.

“I want **recommendations I can trust** without having to do hours of research.”

Frustrations

- Feels overwhelmed by too many product options and doesn't know which products actually work well together.
- Distrusts unclear marketing claims lacking clear explanations.

“There are so many skincare products online that **I never know what's right for me.**”

Expectations

- Wants a seamless, visually elevated experience that feels trustworthy and easy to navigate.
- Expects skincare recommendations to feel relevant to her specific skin type and concerns.
- Expects clear ingredients and benefits before purchasing.