

# USER PERSONA

## LUCY PALMER

**AGE** 23

**GENDER** FEMALE

**LOCATION** BRAZIL

**JOB** ARTIST

### BIOGRAPHY

Lucy is a 20 something social media whizz, lover of all things art and music. Especially applying it to her blog where she keeps all her creative quirky ideas logged.

### FAVORITE APPS



### MOTIVATIONS

Lifestyle based on positive wellbeing.

Make up and music influences

### CHALLENGES

Looking for value in performance and service in make up rituals.

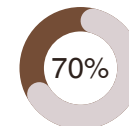
Willing to pay a premium for value added purchases.

### GOALS

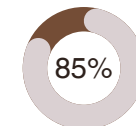
- Set -up her own arts and crafts website
  - Beauty focused wellbeing
- Sustainable Fashion
  - Wellbeing

### SKILLS

Social  
Media



Singing



Cooking

