



Yuyan

Age: 52

Education: MS in Engineering

Hometown: Macau, China

Family: Married, one child

Occupation: Senior engineer

Tech level: Low

“The purpose of our lives is to be happy.”

Goals

- Become a leader at work.
- Look for a convenient and easy-to-use skincare online platform to shop.
- Provide emotional and financial support for her family.

Frustrations

- “The product description on shopping sites are not reliable and the real product received cannot meet the expectation.”
- “The delivery date is uncertain which causes lots of inconvenience.”
- “Privacy concern; personal information leakage.”
- “Too many useless information about the product, which can be time consuming to read; often times, these information is not true.”

Yuyan is an accomplished senior professional living in a big city and want to achieve more in her career. They are looking for a convenient and effective way to shop their skincare products online so that they don't need to go to the department store, which is time consuming. They concerned about the confidentiality of their personal information, the quality of the products, and the delivery time while shopping online.