Keisha Ross

27 | Toronto

Digital Content Creator

Goals: I want to be able to shop online more confidently for a foundation that best match my skin.

Pain Points: I end up having to visit in-store to try on products before purchasing.

Stages	Finding inspiration for foundations	Researching foundations	Searching for foundations	Selecting the right foundation shade	Visiting Store	Trying on foundation	Purchasing foundation
Channels							
Actions	· Browsing social media · Taking notes of potential foundations	· Watching YouTube videos · Reading product descriptions & reviews	· Browsing foundations · Reading reviews · Checking colours	· Eyeballing while comparing different shades · Adding products to Wishlist	· Browsing store · Locating products on Wishlist · Checking product labels	· Testing foundations · Asking for opinions · Asking for samples	· Double checking the shade · Adding selected foundation to online shopping cart
Emotional Experience	Excited	Neutral	Neutral	Disappointed	Stressed	Neutral	Neutral
Thoughts	· What's the latest trend? · What are the most popular brands? · What foundation is she wearing?	· What did this influencer think about the foundation? · What's in it and will it suit my skin?	· Do I like this brand? · Will it react badly with my skin? · Is it highly rated? · Can I afford it? · Do they have my shade?	· How will it look on me? · Why isn't it being shown on coloured skin? · Why don't they offer better online help?	· Should I ask her for help since she looks like me? · Will it match my skin? · Are these lights paying tricks on me?	· Does it look good on me? · Should I ask for her opinion or recommendation? · Should I buy both shades and return one later?	· Should I buy this online? · Am I sure I won't return this? · Will it look different when I try on at home?

Opportunities

- There's an opportunity to eliminate the visit to the store for Keisha by providing her with better help and resources to pick a shade online.
- There's an opportunity to provide better colour swatches and POC from different ethnicities showcasing the colours online.
- There's an opportunity to introduce AR technology for Keisha to virtually try on shades while shopping online.