



# User Personas

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Prepared for SkincareLab

Project SkinSync App

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**Priya Nair**  
Marketing Executive  
**ANXIOUS EXPERIMENTER**



*“I've spent so much money trying to fix my skin and I still don't actually know what's wrong with it. I just want something to tell me what's going on, without the jargon.”*

### Demographics

Age **34** · Status **Married** · Children **1** · Location **London, UK**

### Social Influence Map



Scrolls Instagram and YouTube for skincare recommendations and before-and-after content, but is quietly sceptical of influencer claims. Shares finds with close friends over WhatsApp rather than posting publicly, skin feels too personal to broadcast.

### Biography & Behaviour

Priya works full-time in a fast-paced marketing role and fits skincare around an unpredictable schedule. She's tried several apps and product lines after seeing them recommended online, but nothing has stuck. Her skin has become more reactive since having her daughter, and she oscillates between buying new products in hope and abandoning routines when she doesn't see quick results. She opens new apps with cautious optimism and a quiet fear that she'll be disappointed again within a fortnight.

### External Pain Points

- Persistent breakouts she can't link to any clear cause, despite changing products repeatedly
- Ingredient conflict warnings in apps that give no indication of how serious the issue actually is
- Skincare advice online that contradicts itself and assumes a level of knowledge she doesn't have
- Progress photos that feel exposing rather than motivating

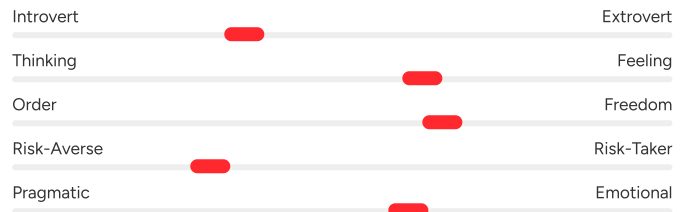
### Frustrations

- **No cause and effect:** She logs her routine and sees her skin change, but nothing connects the two. Without that link, tracking feels pointless and she loses motivation quickly.
- **Confusing ingredient warnings:** When an app flags a potential conflict, she has no idea whether to stop using the product immediately or simply be aware. The ambiguity makes her more anxious, not less.
- **Progress that isn't visible:** Two weeks in, she checks her photos and sees almost nothing different. She expected more by now and starts to doubt whether the routine, or the app, is working at all.
- **Routine logging feels like admin:** After the initial novelty fades, checking in every day starts to feel like a chore rather than something that's helping her. Without small wins appearing, she quietly drifts away.

### Goals

- **Understand her skin's patterns:** She wants the app to show her clearly that her breakouts follow a specific trigger, a product, a few nights of poor sleep, so her skin stops feeling like a mystery.
- **Build a routine that feels genuinely hers:** Not borrowed from an influencer or auto-generated, but one she understands well enough to explain and adjust herself.

### Personality



- **See real before-and-after evidence:** A side-by-side photo comparison with visible improvement she doesn't have to take on faith, her own skin, tracked over her own time.
- **Feel in control, not just compliant:** She wants to move from following instructions to actually understanding what her skin needs, so she can make confident decisions without second-guessing herself.

### Avoidance Behaviours (What makes them disengage)

- Skips progress photos when her skin looks worse than usual, to avoid confronting what she reads as failure
- Stops opening the app after a broken streak rather than face the missed days
- Avoids reading ingredient detail sections in full because the jargon makes her feel more confused and less capable
- Steers clear of skincare communities online where others appear to have clearer, faster results than her

### Emotional Triggers (What makes them act)

- Seeing a new breakout and assuming the routine has failed, not that skin naturally fluctuates
- A skin score dropping with no explanation or next step offered alongside it
- Feeling judged by a missed day, even implicitly through streak-reset messaging
- Recommendations that feel like they're nudging her to spend more money on products

### What Success Looks Like

- **Patterns become visible:** The app clearly connects a skin flare-up to a specific product or habit, and for the first time Priya feels her skin isn't random, it's responding to something she can actually see and act on.
- **Setbacks feel manageable:** When something goes wrong, the app frames it as data rather than failure, pairing the observation with a calm, plain-language next step so she feels guided rather than judged.
- **Progress she can believe:** At the end of her first month, a before-and-after comparison shows a visible improvement she didn't have to imagine. That evidence is harder to dismiss than any product claim.
- **Confidence to make her own decisions:** She can explain why she uses what she uses, recognise her own skin's patterns, and no longer feels she needs an influencer or a new product launch to tell her what to do.



# Chloe Whitmore

Postgraduate Student  
HOPEFUL BEGINNER



*"I just want to know if what I'm doing is actually working. I don't need to be an expert, I just don't want to feel like I'm guessing anymore."*

## Demographics

Age **24** · Status **Single** · Children **0**

Location **Manchester, UK**

## Social Influence Map



Discovers skincare advice through TikTok and Instagram, saves posts from skin-focused creators, and asks friends for recommendations via WhatsApp before trying anything new.

## Personality



## Biography & Behaviour

Chloe started paying attention to her skin after a bout of stress-related breakouts during her first postgraduate term. A friend recommended a skincare tracking app and she downloaded it the same evening, curious but quietly sceptical after two previous apps she never stuck with. She has a small shelf of products she's accumulated without a clear plan, and her main frustration is not knowing what, if anything, is actually making a difference. She wants a routine that feels manageable around lectures and deadlines, and she needs to see something, a streak, a photo comparison, a small insight, that tells her the effort is worth continuing.

## External Pain Points

- Juggling too many products with no clear routine or logic behind them
- Skincare content on social media is full of conflicting advice and no-one agrees on what actually works
- Student budget means she can't afford to keep buying new products on a hunch

## Frustrations

- **No visible progress:** Two weeks in, Chloe checks her progress photo and sees almost no change. She expected the app to show improvement by now and starts to wonder whether the routine is working at all.
- **Confusing ingredient warnings:** When the app flags an ingredient conflict she doesn't know whether it means stop the product immediately or simply be aware. Without context, the warning causes more anxiety than clarity.
- **Logging feels like a chore:** After the first week the novelty fades and daily check-ins start to feel routine rather than rewarding, with no small moment of celebration or personality to keep her coming back.
- **Streak breaks feel like failure:** Missing a single day makes her feel judged by the app rather than supported, which knocks her motivation disproportionately to the actual setback.

## Goals

- **Understand her own skin:** Chloe wants to move from reacting to breakouts to actually understanding what triggers them, so she can make informed decisions rather than guessing.
- **See early proof it's working:** She needs a small, concrete win, a streak, a calmer skin note, a before-and-after comparison, within the first couple of weeks to sustain her motivation.
- **Build a routine that sticks:** She wants a simple, guided routine she can maintain around a busy student schedule, not something that adds pressure to her day.

## Avoidance Behaviours (What makes them disengage)

- Skips reading long onboarding flows and will abandon setup if it feels like a form rather than help
- Avoids logging on days when her skin looks bad, because it feels exposing rather than useful
- Stops opening the app quietly rather than uninstalling it when motivation dips

## Emotional Triggers (What makes them act)

- Seeing a breakout and assuming the entire routine has failed
- Progress photos that feel exposing rather than empowering
- Feeling like the app is pushing her to spend money on new products
- Comparing her skin or results, even accidentally, to someone else's

## What Success Looks Like

- **Patterns become visible:** The first time Chloe's skin log shows a clear link, breakouts following a specific product or poor sleep, and she realises her skin isn't random but responding to things she can actually act on.
- **Setbacks reframed as data:** A missed day or a flare-up is met with warm, plain language and a clear next step, so she feels guided rather than judged and keeps the habit going.
- **Confident enough to advocate for herself:** After a month, Chloe can look at a simple before-and-after comparison and explain to a friend, or a dermatologist, what's working and why, using knowledge she's built herself.



# Rachel Osei

Freelance Designer

METHODICAL TRACKER



*“I don't want to be told my skin is doing well, I want to see why. Show me the pattern and I'll trust the process.”*

## Demographics

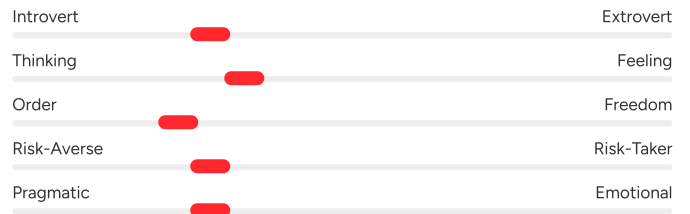
Age **34** · Status **Married** · Children **1** · Location **London, UK**

## Social Influence Map



Rachel researches skincare through Reddit threads and YouTube reviews before committing to anything. She follows a small number of credible skin-focused accounts on Instagram but rarely posts about her own routine, she's absorbing information, not broadcasting it.

## Personality



## Biography & Behaviour

Rachel has been managing combination skin for years and already has a loose routine in place, but she's never been confident it's actually working. As a freelance designer she's comfortable with systems and iteration, she wants her skincare to work the same way: log, observe, adjust. She downloaded We Are Affective after noticing breakouts she couldn't explain, hoping the app would help her spot patterns rather than just remind her to moisturise. She's mildly sceptical, having tried other wellness apps that delivered vague tips instead of real insight, and she won't stick around if the data feels superficial.

## External Pain Points

- Ingredient conflict warnings with no context, she can't tell if she should stop a product immediately or simply be cautious
- Skin insights that feel generic rather than tied to her specific log entries and habits
- No visible progress in the first few weeks, making it hard to know whether the routine is working or the app is simply not sensitive enough

## Frustrations

- **Vague methodology:** Skin tracking claims without a clear explanation of how conclusions are reached feel untrustworthy to Rachel. She needs to understand the logic behind an insight before she'll act on it.
- **Flat, data-only insights:** Seeing a skin score change with no plain-language explanation of what drove it leaves her more confused than informed, and less confident in the app overall.
- **Setbacks framed as failure:** A broken streak or a difficult skin week reads as the routine failing, not as useful data. Without reassurance that fluctuation is normal, she starts to doubt whether she's doing it right.

## Goals

- **Understand cause and effect:** Rachel wants to see a clear link between specific habits or products and her skin's response, not a general tip, but a pattern drawn from her own log.

- **Build evidence-backed confidence:** She wants to reach a point where she can explain her routine to a dermatologist or make an informed product swap without second-guessing herself.
- **See honest progress over time:** A before and after photo comparison or a clear trend line that reflects real change, not a motivational message, but visible proof that consistency is paying off.

## Avoidance Behaviours (What makes them disengage)

- Dismisses insights immediately if they feel generic or unconnected to her specific data
- Stops logging if the app implies faster results than she's seeing, she'd rather disengage than feel misled
- Avoids sharing any skin summary or photo unless she trusts it accurately reflects her actual progress

## Emotional Triggers (What makes them act)

- Seeing a breakout and having no way to trace it back to a cause, the randomness feels like a failure of the system
- An ingredient warning with no plain explanation, leaving her unsure whether to stop a product she's been using for months
- Checking a progress photo two weeks in and seeing no visible change, which makes her question whether the app, or her routine, is working at all

## What Success Looks Like

- **Patterns become visible:** The first time her log surfaces a clear link, breakouts following a specific product or a run of poor sleep, she feels the app is genuinely earning her trust.
- **Insights she can act on:** A specific, plain-language suggestion tied to her own data turns anxiety into a next step, shifting her from worrying about her skin to actively managing it.
- **Progress she can show:** A before and after comparison or a shareable skin summary she'd feel confident showing a dermatologist, proof that her effort has produced something real and legible.



# Simone Aldridge

Secondary School Teacher  
LAPSED OPTIMIST



*"I always start these things with the best intentions. It's the second month that gets me, nothing's visibly changed and I can't tell if it's working or if I'm just going through the motions."*

## Demographics

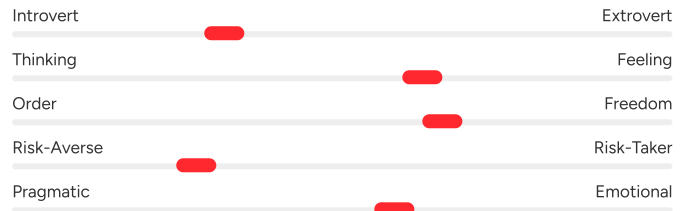
Age **34** · Status **Married** · Children **1** · Location **Leeds, UK**

## Social Influence Map



Scrolls Instagram for skincare content passively rather than posting; sends product recommendations to close friends via WhatsApp; watches YouTube reviews before committing to anything new.

## Personality



## Biography & Behaviour

Simone picked up We Are Affective after noticing her skin becoming more reactive, likely stress and broken sleep from a demanding term. She's tried habit-tracking apps before and genuinely wanted them to work, but drifted away once the novelty faded and progress felt invisible. She's not dismissive of the app; she's cautiously hopeful, wanting it to prove itself without demanding too much of her attention. She logs her routine in the evening, often after her daughter is in bed, and responds well to calm, human language. A missed day doesn't put her off if the app doesn't make her feel guilty about it.

## External Pain Points

- Skin has become more reactive in recent months, breakouts and dry patches she can't pin down to a cause.
- Too many products accumulated with no clear sense of what's actually working.
- Limited time in the morning means her routine is rushed and inconsistent.

## Frustrations

- **Invisible progress:** Two weeks in, Simone checks her progress photo and sees almost nothing. She expected some signal by now and starts to doubt whether the routine is working at all.
- **Ingredient warnings without context:** Conflict warnings appear but she can't tell if they mean stop immediately or just be aware, the ambiguity is more stressful than helpful.
- **Streak guilt:** Missing a day feels disproportionately bad when the app offers no reassurance, making her more likely to abandon the habit than restart it.
- **Generic insights:** Tips that could apply to anyone don't feel earned or specific to her skin, so they carry no real weight.

## Goals

- **Understand her own patterns:** She wants the moment where her skin log shows a clear link, a specific product or a run of poor sleep, and it finally stops feeling random.

- **Build a routine that's actually hers:** Not borrowed from an influencer or a generic recommendation, but one she can explain and trust because she's seen it work for her skin specifically.
- **See visible proof:** A before and after comparison she didn't have to imagine, her own skin, tracked over her own time, showing real change.

## Avoidance Behaviours (What makes them disengage)

- Stops opening the app quietly rather than formally quitting, no dramatic exit, just gradual drift.
- Avoids progress photos when she's expecting to be disappointed by what she sees.
- Skips logging on busy evenings to avoid the reminder that she's already broken the streak.

## Emotional Triggers (What makes them act)

- A breakout appearing and assuming the whole routine has failed.
- Feeling judged or shamed by a missed day, even implicitly through streak counters.
- Skin insights delivered without warmth when results are slow or mixed.
- Being asked to spend more on products before she's seen results from what she already has.

## What Success Looks Like

- **Setbacks reframed:** A missed day or a flare-up is presented as data, 'skin reacted to a new product', not as failure, so she can keep going without shame.
- **Milestones that mean something:** First month complete, first visible change, first informed product swap, marked clearly so she feels she's crossed a real threshold, not just clocked another streak.
- **Calm, honest pacing:** The app sets realistic expectations about how long skin takes to respond, so she doesn't lose confidence during the slow, unglamorous middle weeks.
- **Insights that feel personal:** A skin observation that connects directly to something she noticed herself, the moment the app stops feeling generic and starts feeling like it actually knows her skin.