

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Susan wants to be a great mom and stay at home with her kids while her husband works. She also wants to be able to spend some time pampering herself every couple of weeks by treating herself to a spray tan.

Values:

Family, friends, being happy, treating herself, etc.

Age: 35

Gender: Female

Marital Status: Married

#/Age of Children: 2 (Age 2 & 4)

Location: Charlotte, NC



CHALLENGES & PAIN POINTS

Challenges:

Susan is very busy and doesn't get much time to herself so it must be a mobile tanning appointment. Some times she may want to our studio for spray tanning to get out of the house.

Pain points:

- Very busy and doesn't get much time to herself
- Wants to be pampered at times since she is always at home
- Enjoys some time away from the house and relaxing

SOURCES OF INFORMATION

Books: Parenting books

Magazines: Cosmopolitan, Vogue, Elle

Blogs/Websites: Mommy blogs, beauty blogs

Conferences:

Gurus:

Other:

Quote:

Occupation: Stay at home mom

Job Title: N/A

Annual Income: \$150,000

Level of Education: College

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

- Will the spray tan make me orange?
- What is the benefit of a spray tan?
- I've never had a spray tan, what can I expect?

Role in the Purchase Process:

Susan will be the main person in considering the purchasing of our spray tan services. She will need to approve it with her husband and be sure it meets her monthly budget.