

# User Stories + Use Cases

## The Skeptical Shopper

### User Story

- **Who:** Diya, a college student
- **Need:** Wants to purchase a serum and a moisturizer
- **Why:** To deal with her breakouts and to bring back her skin to “normal” again

? Diya, a college student, is dealing with a sudden onset of breakouts on her skin and doesn't know where it originated from. She would like to try a serum and a moisturizer that she found out about after extensive online research. However, she's a bit worried if the products would help her as promised or if they would bring more issues into the fray instead.

### Use Case

#### Experience: Current State

1. Tries homemade remedies as suggested by her mom; Her skin issue persists and the flareups increase instead.
2. Asks friends and family and gets a spectrum of skincare advice; Feels more confused than ever.
3. Types in “skin breakout solution” on a search engine.
4. Reads articles that talk about acne, its home treatment, and prevention plans.
5. Visits beauty e-commerce websites and scouts for beauty products with good ratings.
6. Finds a serum and a moisturizer that claim to be “toxin-free” — especially with positive reviews — but no proof that affirms it is safe to use for all skin types. They are also not within her price range and she seems hesitant.
7. Searches up “beauty ingredients to avoid” to cross-check and is greeted with a huge list of chemical elements and compounds that require a lot of reading to understand.

8. Contemplates setting an appointment with a dermatologist to get her skin checked but feels like it is a huge step out of her comfort zone. She doesn't have much evidence of the products and organic formulas she has used so far.
9. Feels stumped and stops searching for a solution in disappointment.

## The Social Media Whiz

### User Story

- **Who:** Tharun, an office-goer
- **Need:** Wants advice on perfecting makeup looks and following a skincare routine
- **Why:** To learn and become better at using new beauty products



Tharun, an office-goer, is interested in taking care of his skin every day after watching YouTubers share their beauty regimens online. He would like to ask his friends for advice on perfecting makeup looks and routinely following a skincare routine, but they seem more organized and skillful than he is; He feels hesitant to ask for help. He doesn't know where he can learn to use new beauty products like a pro and make informed beauty purchases.