

Contextual Inquiry

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Introduction

As part of this program of study we will be teaming up with L'Oreal of Mexico to provide usability expertise and research surrounding the launch of their new website for high-end personal care products. To begin, our goal was to better understand the world of high-end personal care products, such as cosmetics and skincare, through a variety of individuals ranging from consumers to sellers. We gathered this information in one hour field studies, enabling us to get a more holistic understanding of what matters to individuals invested in these products and how this relates to consumers' decision-making strategies.

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User Profiles

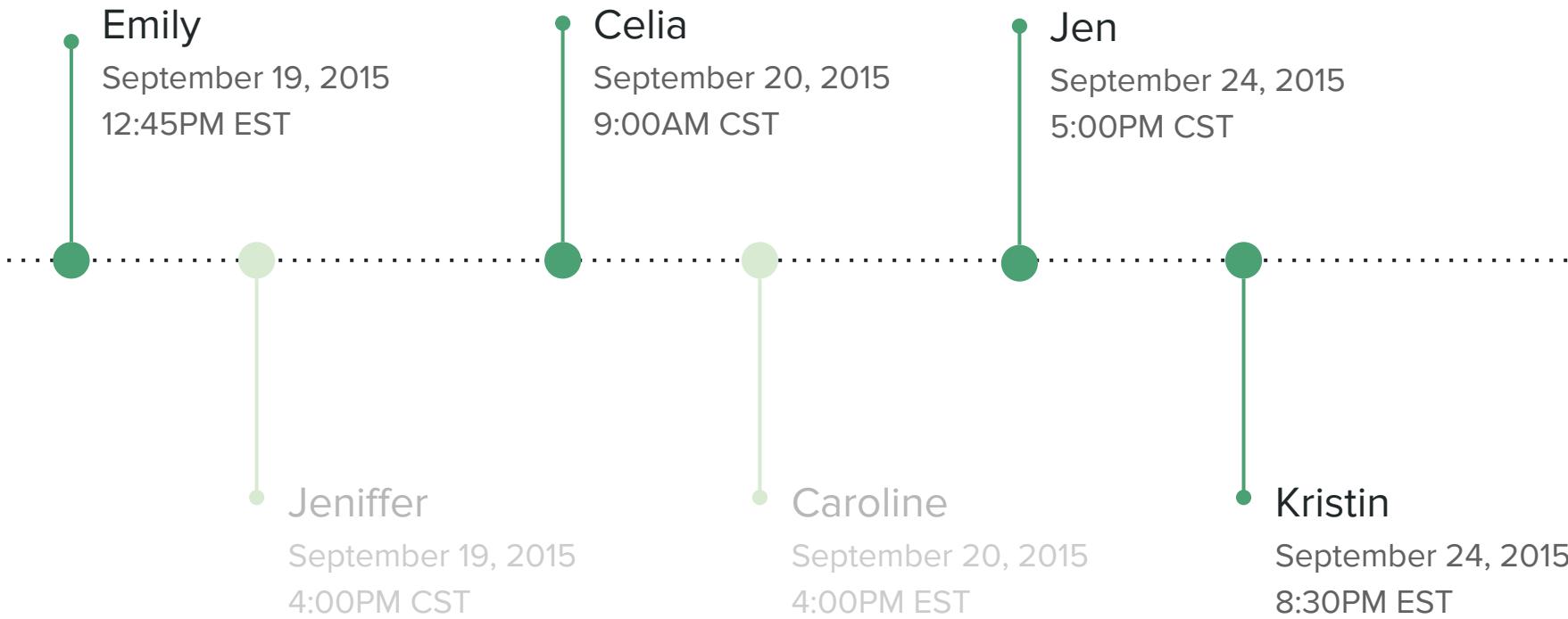
The following user profiles were chosen for their diverse representation of the user group we interviewed. We begin by providing a general description for each user, including their background, some common tasks, goals, and characteristics. These general descriptions are paired with a user picture from our actual user group (permission was given by all users). We follow this with a summary of each user's typical daily getting-ready routine. A more detailed collection of the who, what, where, when, and how of the specific products used by each user are outlined in a narrative use scenario. Each user profile is concluded with a summary of key findings most relevant or important to that user in relation to personal care products.

The following legend may assist in providing a better understanding of how we determined the financial status indicated within each user profile:

Financial Status*	
\$	Student
\$\$	Working Class / Blue Collar (\$25,000 +)
\$\$\$	Middle Class (\$60,000 +)
\$\$\$\$	Upper Middle Class (\$100,000 +)
\$\$\$\$\$	Upper Class (\$150,000 +)

*The financial status indications used within our user profiles are based purely on our own estimates and observations and should by no means be considered an accurate reflection of the actual financial status of the individuals we interviewed.

Field Interview Timeline (User Profiles)





Emily

User Profile #1
College Student

Age: 20

Location: Salisbury, MD (house in the suburbs shared with four girls) & Rockville, MD (parent's home in D.C. suburbs)

Family Status: Single; Youngest child amongst step siblings and only child of her parents; New aunt of her first nephew from her only half-brother; Father is fighting cancer

Education: Third Year Undergrad Student in Public Policy

Occupation: Full Time Student at Salisbury University; Currently looking for a job to increase available funds

Financial Status: \$\$\$\$\$

Personality: Bubbly; Excitable; People-Person

Purchase Preference: In-Stores (ease of browsability, ability to test on yourself, and convenience of asking questions)

Brand Loyalty: Urban Decay (likes packaging & has positive past experience); Ipsy recommendations



“You can spend forever in ULTA,
smelling all the things and looking at all
the pretty colors...”



A Day in the Life

A third year undergraduate student at Salisbury University with late morning classes, Emily's typical day begins around 9:30am. She has her own room in a house with three other girls that go to school with her. Even with two bathrooms shared between four girls, their class schedules differ enough to avoid conflicts in bathroom use. She often begins her mornings by taking a shower, followed by getting dressed, taking a few minutes to quickly apply mascara and foundation in the bathroom, and eating a quick breakfast before walking to campus. After attending her daily classes she walks back home to do homework or crash in front of the TV. During her typical day on campus appearances aren't a primary concern, so much so that she often throws her hair up without brushing it during the day. On evenings where she has sorority events, she often puts more effort into her appearances by thoroughly brushing her hair and applying eyeshadow, bronzer, eye liner, and lip gloss before leaving to go out.



All About the Products

WHAT

Urban Decay, ELF, bareMinerals, & Tarte

For Everyday Use:
Mascara & Foundation

For Special Occasions:
Eyeshadow, Bronzer, Eye Liner, Lip Gloss

WHERE

Purchased online (at product sites) and in stores at ULTA and Sephora depending on store locality to her residence

Ipsy monthly product samples sent to her home

Applied in the bathroom either at her school housing or her parents' residence

WHEN

Everyday products applied immediately after taking a daily shower

Special occasion makeup is typically added on top of her previously applied makeup later in the day or right before leaving

HOW

Decides based on her brand loyalty, professional recommendations, and trial and error from leisurely browsing



At Home

Organized within dedicated on-counter storage

Not shared with house-mates

Most commonly used products on top

Tools (though not many owned) are also on top





On the Go

Contains only essentials for non-formal events

Larger products condensed down into smaller containers for ease of transport





Key Findings

1. Subscribes to an online monthly make-up trial program (Ipsy) to discover new products. If trial products go well then she knows what to purchase in the future.
2. Has brand loyalty to Urban Decay given previous product experience and love of product branding, but dabbles in other products.
3. Lacks trust in online color accuracy and lack of personalization ("will this look good on me?") which pushes her to prefer browsing in stores where she can try things on and ask professionals questions as needed.
4. Finds extreme pleasure in leisurely browsing the shelves in-store (typically ULTA and Sephora) or searching through product sites in her free time. Grab-and-go restocking is a must but not as enjoyable or time consuming.
5. Sometimes purchases cheaper versions of products that are of possible interest before buying the more high-end versions of those products in more expensive brands.



Celia

User Profile #2
Young Adult Professional
Independent Consultant

Age: 28

Location: Madison, WI (Single family home in the suburbs); Works near Oregon, WI (a 20 minute commute from her home)

Family Status: 2nd of 7 children (eldest daughter); Lives with her husband (an industrial and systems engineer) of 2 years and their dog, Bear

Education: B.S. in Elementary Education from University of Wisconsin

Occupation: 5th Grade Teacher; Arbonne Independent Consultant

Financial Status: \$\$\$\$\$

Personality: Social; Outgoing; Talkative; Busy

Purchase Preference: Purely online (due to product availability and ease of purchase)

Brand Loyalty: Arbonne (based on product quality)



“I care about myself.”



A Day in the Life

Celia's day begins early with a daily facial regimen that includes rinsing her face and then applying a spray toner, serum, eye cream, day cream, and primer. She typically finishes up with mascara and calls it done. On days when she feels she needs more color or she knows she has meetings, she will include the addition of mineral powder foundation, bronzer, eyeliner, and eyebrow pencil to her routine. Occasionally, she'll apply concealer if she's noticing a trouble spot or darker circles under her eyes. After downing a protein shake, she's out the door and to school by 7:10am CST, where she will remain until various times throughout the evening depending on the day. Most nights include about an hour or so at the gym and then home for dinner, maybe a half hour of TV, following up with her Arbonne consulting business, a shower (which includes a facial cleanser), and bed.



All About the Products

WHAT

Arbonne

For Everyday Use:

Spray toner, serum, eye cream, day cream (containing SPF), primer, and mascara

For Special Occasions:

Mineral powder foundation, bronzer, eyeliner, eyebrow pencil, eyeshadow, and lipgloss

WHERE

Purchases exclusively online
[www.arbonne.com]
due to product availability

Applied at home in a bathroom shared with her husband

WHEN

Everyday products applied in the early morning prior to leaving the house

Will only do light touch-ups if there are events after school requiring additional product application

Special occasion makeup is typically added on top of her previously applied makeup later in the day or prior to going out

HOW

Replenishes based on her brand loyalty to Arbonne



At Home

Daily skincare products are lined up on the counter in order of application.

Values time spent on skincare routine

Additional products are tucked away in a drawer (out of sight for tidy appearance).





Key Findings

1. Skincare is very important. Going through her own daily regimen allows her to spend time focusing on herself. It gives her a self-esteem boost and makes her feel like she really cares about herself. General thoughts on makeup are that it provides a feeling of confidence and gives off a professional, well-kept appearance.
2. Her favorite products are primer and mineral powder because she loves the way they feel when being applied. She also loves the softness of her mineral powder brush.
3. Has strong brand loyalty to Arbonne products due to their high quality ingredients and honest business practices and ethics.
4. Enjoys the in-store experience, but because Arbonne is only sold online she does almost all of her makeup and skincare purchases online through the Arbonne website.
5. The most frustrating product purchase is trying to find an eyebrow pencil. Wishes more high-end cosmetics stores offered this product so she could go in-store to try it on and get color matched before purchasing.



Jen

User Profile #3
'Middle-Aged' Working Mom
Independent Consultant

Age: 43

Location: Monona, WI (Single family home; Works near Middleton, WI (a 40 minute commute from her home)

Family Status: Recently remarried; lives with her husband, two sons and occasionally her two step-sons

Education: B.S. in Metallurgical and Materials Engineering from Michigan Tech; MBA in Information Technology Management from University of Phoenix

Occupation: Software Quality Assurance Engineer; Younique Presenter (Independent Consultant)

Financial Status: \$\$\$\$\$

Personality: Passionate; Honest; Warm/Friendly; Easy to Talk to

Purchase Preference: Purely online (due to product availability and ease of purchase)

Brand Loyalty: Younique (based on positive personal experiences)



“Makeup is a surprise.”



A Day in the Life

Jen's typical morning begins with a facial cleanser in the shower followed by a few squirts of rosewater applied directly to her face. Lighter makeup days include moisturizer, BB cream and mascara, which is always a must. Regular makeup days include the addition of primer and an ever-changing combination of liquid to powder foundation, eyebrow pencil, eyeliner, bronzer, and lip color. Depending on the time and how the morning is going, Jen may cut out the application of one or two of these products, but what she cuts out frequently changes. For date night, vendor or client shows, and other special events, however, the entire makeup regimen is followed. Lip color, in the form of lip gloss, lip stain, or lipstick, is the only product Jen reapplys throughout the day. Most evenings Jen gets into bed forgetting to take her makeup off. She keeps a pack of cleansing wipes close by on her nightstand for these times.



All About the Products

WHAT

Younique

For Everyday Use:
Cleanser, rosewater,
moisturizer, BB cream,
and mascara
----*combinations of*----
Primer, liquid to powder
foundation, eyeshadow,
eyebrow pencil, eyeliner,
bronzer, and lip color

For Special Occasions:
All of the above products

WHERE

Purchases exclusively online
[www.youniqueproducts.com]
due to product availability

Applied at home in bathroom;
currently has separate
personal bathroom with
products spread out all over
the counter.

WHEN

Everyday products applied in
the morning prior to leaving
the house

Special occasions and vendor
events include the application
of all products listed prior to
leaving the house

HOW

Replenishes and experiments
based on brand loyalty to
Younique cosmetics

Loves trying new Younique
products prior to consumer
release

Enjoys mixing eyeshadows
and experimenting with
application techniques, many
of which are learned via
YouTube tutorials



Spreading the Love

Products for vendor shows and consulting parties are organized and stored in a large makeup 'trunk' for easy transport.

Enjoys sharing her passion and knowledge of the Younique product line with others.





Key Findings

1. Was a tomboy growing up but has come to found makeup to be a pleasant surprise. Enjoys learning new techniques for color mixing and product application.
2. Has had difficulties finding cosmetics (prior to discovering Younique) due to ingredient allergies and sensitivities to fragrances. This is a struggle even outside of cosmetics and into common personal care products.
3. Only purchases makeup online. Part of this is due to the Younique product line being sold exclusively online. However, there are also unpleasant feelings about being pressured to buy when going in-store.
4. Very passionate about the Younique product line and is eager to share her knowledge with others, especially those with makeup allergies/sensitivities. Knows a great deal about product ingredients and application techniques.
5. Not only have Younique products themselves instilled more confidence, but the selling experience has been an amazing growth opportunity that has really encouraged personal challenges as she continues to move outside her comfort zone.



Kristin

User Profile #4
Stay-at-Home Mom

Age: 29

Location: Sykesville, MD (Single family home in the suburbs); Works near Laurel, MD (a 30 minute commute from her home)

Family Status: Only child; Lives with husband (a Howard County police officer and former marine reservist) their two daughters aged three and one

Education: B.S. in Nursing from University of Maryland Baltimore

Occupation: Nurse at Hospice (1 day a week); Stay-at-Home Mom

Financial Status: \$\$\$\$\$

Personality: Talkative; Scattered, To-the-Point, Stressed

Purchase Preference: Purely in store (due to lack of time, ease of product comparison, and better couponing deals)

Brand Loyalty: BareMinerals (based on an earlier professional recommendation she has since maintained given time constraints and quality of product)



“If they say ‘use this’ I tend to just use what they tell me. I feel like they know what they’re doing.”



A Day in the Life

Kristin's schedule is extremely randomized based on the day and the schedule of her kids. Most days begin around 5:30am when her youngest child wakes up. After caring for her youngest for an hour or so, her eldest typically wakes up as well. After giving them breakfast and setting them up with some entertainment in the living room, she often tries to escape to her bathroom for five minutes alone to quickly put on her bareMinerals foundation and a simple mascara. It is not uncommon for one or two children to join her at some point during this process demanding some attention. Typically her getting ready routine takes five to ten minutes tops before being interrupted by her children.



All About the Products

WHAT

bareMinerals & lower cost products

For Everyday Use:
Mascara & Two Staged Mineral Foundation

For Special Occasions:
Trusts an in-store consultant to work their magic

WHERE

Purchases in store only at bareMinerals, Sephora, or ULTA

[Doesn't like websites because they lack the ability to try products on and easily ask consultants]

WHEN

Everyday products quickly applied in the middle of getting her children ready in the morning whenever she can escape

On the rare occasions where there is a special event she purely relies on a consultant at Sephora or at the mall to apply products as they see fit

HOW

Decides based on her brand loyalty to bareMinerals and professional recommendations.



At Home

Disorganized bag with most used items on the top and less used items on the bottom

Tools (though not many owned) are also on top

Often one or both of her children are hanging off of her during application so she keeps it short and easy





Key Findings

1. Has extreme trust in the opinions and advice of makeup professionals.
2. Lacks trust in online color accuracy and lack of personalization (“will this look good on me?”) which pushes her to prefer browsing in stores where she can try things on and ask professionals questions as needed.
3. Has strong brand loyalty to bareMinerals foundation products due to a previous professional recommendation, the perception of quality of ingredients given the cost, and her general happiness with past use.
4. Has no real store loyalty but prefers shopping at locations that have a makeup consultant that are 1) quick to access for questions when she has them or 2) have the ability to apply her makeup when needing to dress up her appearance for an upcoming formal event.
5. Efficiency of purchase and product use is her utmost concern on the rare occasion she purchases new products.

Use Matrix

The following use matrix attempts to answer questions relating to the research of user goals and contexts. We begin our use matrix by touching on the individual user characteristics that might affect each user's relationship to high-end cosmetics, including such characteristics as personal, social and cultural traits. Following the user characteristics is a brief description of each user's relationships in regards to high-end cosmetics. These relationships often include others who have past or current influences or interactions with the user regarding their product use and purchasing decisions. Additionally, we focus on the collection of individual user resources and their previous knowledge about content, tasks, or tools, all of which may play a significant role in the user's past or current decisions. We finish by briefly touching on the typical physical environment and any daily constraints the user must deal with when going through their daily product application.

This information, along with specific user mentions, helps to define clear user goals. These high-level goals are supported by a task list of what each user needs or does to achieve their goals. We attempt to further understand each of our user's goals and task lists by determining how users relate each of their individual tasks to their ultimate goal in relationship to high-end cosmetics. This is expanded upon by outlining the information needed by each user to successfully perform their tasks.

Characteristics	Relationships	Resources	Previous Knowledge about Tasks, Tools, or Content	Physical Environment	Goal	Tasks	Task to Goal Relationship	Prior Information Needed to Perform Tasks	
Emily	20 y/o, single, college student (no income outside of parental monetary support). Sorority involvement; many social event opportunities. Bubbly; excitable; people-person.	Her mom is not highly interested in make-up and so she doesn't play a large role in Emily's makeup habits, past or present. Consults in-store makeup experts for product advice and color recommendations. Lives with three other girls in a house by her school, all of whom she considers friends and shares makeup advice with in passing (though she is typically the one sharing her advice with the other girls).	Full internet access for product browsing and purchasing; YouTube tutorials for learning about product application. In-store professional recommendations used when she gets stuck or is just interested in what they generally think would be best for her. Gifted gift cards from birthdays/holidays are used for more expensive purchases at ULTA and Sephora. ULTA & Sephora websites; ULTA & Sephora physical store locations.	Played with cheap makeup as a child with neighborhood friends. Mom not really interested in make-up and wasn't a real part of her venture into cosmetics. Started paying more attention to cosmetics in late middle school when it was the "thing to do". Discovered Ipsy.com via cousin recommendation. Receives monthly samples of a variety of cosmetic and skin-care products. After signing up, this service has provided insight into new tools and increased her knowledge of products across product lines. Knowledge of computer usage and website availability.	Lives in a house shared between four girls. Each girl has her own room and all girls share the house's two bathrooms. With varying schedules it's rare more than one person needs to get ready using the same bathroom at the same time. Half of one of the bathroom counters is Emily's space and this is where she keeps her products. Visits childhood home on weekends or during breaks. When staying with parents a bedroom mirror and desk are used to get ready.	Balance out skin tones & get her blonde eyelashes to show up. Overall product organization and ease of travelling with cosmetics. When attending social events, appear refreshed, attractive, and fit in with other girls appearances.	Daily makeup includes mascara and foundation. Event makeup includes mascara, foundation, eyeshadow, bronzer, eyeliner, and lipgloss (not necessarily in that order). Explore new products. Seek out professional advice as needed. Organize products for easy visibility of what's typically used and what has been used in the past.	Finds new products by browsing in-store (ULTA and Sephora) and looking through websites of favorite brands, like Urban Decay. Monthly subscription to Ipsy.com allows for trial of products prior to purchase. Find/own a good concealer and foundation that is long lasting and properly matches skin tone. Find/own a good mascara that doesn't lengthen already long eyelashes, doesn't clump, and comes in black and dark brown for varying eyelash visibility. Clear acrylic cosmetics container allows for organization and easy placement of most frequently used products. Packs travel bag based on the essentials (foundation, mascara, and eyeliner), though more is added depending on formality of events planned to attend.	Prior product experience (when applicable). Knowledge of available makeup subscriptions (subscription requirements, cost, benefits, and frequency of product release). Physical location (nearby stores sway to in-store purchase whereas lack of stores sways towards online purchase). Online purchasing is fast and convenient, especially when restocking, but in-store purchases are preferred for the convenience of testing colors and asking questions. Available purchasing funds (gift cards relied upon for high end cosmetic purchases and parent funding is relied upon for monthly Ipsy.com subscription). Frequency of product use needed to properly organize storage container. Knowing and planning for events when traveling influences what products are packed for that trip.
Jeniffer	41 y/o, married w/ two sons, UX Design Lead. Warm; driven; determined; open (easy to talk to). Family-oriented.	Consults in-store experts solely for product advice, recommendations, and color matching. Prefers online purchasing as a means to replenish; more convenient and doesn't have to see or talk with anyone.	Prior dermatologist recommendation. Consults with in-store experts (Clinique within Macy's) as needed. Full internet access for product browsing (specifically Clinique brand), purchasing, and reading online reviews.	Prior dermatologist recommendation for a prescription-based, medicated skin care formula made by Clinique for preventing outbreaks. Brand loyalty to Clinique ever since. Dislikes having to make a special trip to the store only to have the product she needed be out of stock (negative experience based on prior experience with Merle Norman products). Knowledge of Clinique Bonus Days (what they are and when they take place) in order to make purchases the most advantageous in terms of cost-savings. Knowledge of computer usage and website availability.	Single family home with one shared bathroom. Often frustrated by lack of privacy and constant interruptions while getting ready for the day.	Prevent feelings of self-consciousness and obtain a more professional and complete appearance; cater to her sensitive skin (which is prone to outbreaks). Establish daily product base that can be replenished as needed entirely through online purchasing.	Clinique face soap in the shower followed by application of Clinique mineral powder foundation. Wash face nightly with a Clinique cleanser. Seek out professional advice as needed to establish daily products.	Find/own a good full-coverage, oil-free foundation that is long lasting, properly matches skin tone, and doesn't lead to outbreaks. Dependency on cosmetics as a teenager stirs up negative emotions and has lead to a minimalist daily application in her adult years. Keeps skin care easy and to a minimum; put it on and forget about it. Purchases to replenish. Very little experimentation or product exploration due to sensitivity concerns and being 'stuck on' what she has.	Prior product experience (when applicable). Thoroughly reads through product reviews as a starting point before going in for consultations. Knows exactly what she needs and what type of product she is looking for when heading into the store; sticks with the products she is familiar and has experience with.
Celia	28 y/o, recently married, elementary school teacher. Independent consultant for Arbonne. Busy and social; dedicated to her teaching career, training for Boston Marathon, active with friends and family.	Very close to her family; frequent interactions with female relatives (especially mom, aunt, and sisters) regarding cosmetic trends and product knowledge. Actively engaged with friends in the Arbonne industry as well as being continuously engaged in Arbonne events and gatherings; enjoys networking and sharing product knowledge.	Full internet access for product browsing and purchasing; particular knowledge regarding Arbonne website for product knowledge and purchasing. Looks/styles seen on Facebook; general advertising trends. Coworker, friend/family, and professional recommendations.	Enjoyed 'feeling just like mommy' during makeup applications for dance and figure skating recitals. Fondly remembers playing with her mom's hodgepodge of old makeup as a child and having her mom as her teacher when it came to cosmetics. Learned about Arbonne through a close friend and discovered the importance of good skincare. Has explored the Arbonne products in-depth to get comprehensive product knowledge regarding use, application, and ingredients. Knowledge of computer usage and website availability.	Single family home with two bathrooms. Large master bathroom is shared between herself and her husband. Daily skincare products are lined up on vanity to easily denote order of application. Additional cosmetics are stored in vanity drawer. In the event of parent/teacher conferences or after-school events additional makeup is applied (or existing makeup is touched-up) in the public restrooms at school.	Maintain a well-kept and natural appearance; take care of her skin; give herself a self-esteem boost.	Maintain proper skin care through an established morning facial routine that begins by rinsing face and then applying a spray toner, serum, eye cream, day cream, and primer. Facial cleanser is used nightly. Typically light on makeup application, often using just mascara on a daily basis. Additional application of a combination of products including mineral powder foundation, bronzer, eyeliner, eyebrow pencil, eyeshadow, and lipgloss when more color is needed or meetings, presentations, or parent/teacher conferences are planned.	Prefers a more natural appearance with a healthy glow. Not overly interested in trends; 'not worth the effort'. Find/own a good eyebrow pencil that emphasizes her blonde eyebrows but doesn't recolor them. Knowledge and understanding of proper skincare.	Prior product experience (when applicable). Quality skincare products and process. Prefers to know the brand/product background, such as pH balanced, no parabens, no artificial fragrances, no mineral oils, dermatologist approved, no animal testing, ethical business practices. Online replenishing is a must given that Arbonne is only sold online.

	Characteristics	Relationships	Resources	Previous Knowledge about Tasks, Tools, or Content	Physical Environment	Goal	Tasks	Task to Goal Relationship	Prior Information Needed to Perform Tasks
Caroline	26 y/o, in a relationship, associate lawyer (consumed by work: 60-80 hour work weeks). Talkative; stressed; always has two phones at her hip (one personal phone and the other her work phone). Job sometimes requires her to travel outside the state and/or country. Frugal lifestyle where appropriate in order to focus on paying off student loan debt. Online-buyer only (for expediency, cost-effectiveness, and ease of comparability). Brand loyalty to Tarte (due to reliability that ingredients are healthy).	Rarely finds time to get out to stores so most (if not all) of her products (clothing, food, cosmetics, etc) is ordered online and delivered to her house both for replenishing as well as experimenting with new products	Full internet access for product browsing and purchasing; online coupons; Skin Deep Cosmetic Database (ewg.org); RetailMeNot coupon site; Google searches; blogs discovered from Google Images & favorite blogs. Youtube videos/ tutorials & favorite YouTube personalities.	Little to no knowledge about personal care products were passed down from family members. First encounter with makeup in a kids library event when she was selected for a makeover. Previous housemate (pursuing becoming a doctor) recommends checking chemical makeup and related health concerns. Knowledge on online couponing and best sites to use for money saving. Knowledge gained on product usage through favorite blogs and YouTube channels. Knowledge of computer usage and website availability	Lives by herself in a one bedroom, one bathroom apartment in a high-end D.C. apartment complex. Large bathroom vanity is covered with an array of personal care products with the most commonly used products on the top of her make-up storage container or closest to the sink. Open drawers filled with less commonly used products that either didn't work out, aren't a part of her daily routine, or are something she hasn't had time to experiment with.	Achieve a put-together "lawyer" appearance that lasts throughout her long work days. Conscientious of product reviews, cost, and chemical composition.	Begins day with face wash followed by the application of the essentials (which includes a light foundation, mascara, blush, and lip balm). With extra time, experiments more with less frequently used products. Products purchased almost entirely online.	Online purchasing is more convenient with busy work schedule. Inputs product of interest found from favorite blog, seen on ad, or elsewhere and inputs into google. Looks at images for color application on similar skin tones, finds applicable blog reviews linked off of Google images, and YouTube tutorials/reviews. Finds available coupons on RetailMeNot for special deals that may affect purchase. Scan Skin Deep Cosmetic Database for chemical compounds in the makeup that may deter purchase. Gain entry point to product sites through external google link or by directly searching for a particular product. Rarely goes to browse.	Prior product experience (when applicable). Knowledge of online sales, coupons, and which websites offer the best prices. In-depth research prior to purchasing including product reviews, chemical composition and finding the best price possible. Knowledge of favorite blogs and youtube personalities for reliable reviews.
Jen	Mid-40's, remarried, software quality assurance engineer and independent consultant for online cosmetics brand Younique. Online-only buyer (feels overwhelmed or pressured to buy when she goes in-store); brand loyalty to Younique.	Actively engaged with coworkers in the Younique industry as well as being continuously engaged in Younique events, gatherings, and trainings; enjoys networking and sharing product knowledge.	Was told by a doctor that she has allergies to some of the more common ingredients in cosmetics, including fragrances. Full internet access for product browsing and purchasing through the Younique website. Learns about new product launches via email. YouTube tutorials, articles, Facebook, general advertising, Google searches, Younique products lookbook (uploaded photos detailing real customer experiences with Younique products).	Memories of watching her mom host a Mary Kay party and being excited to be old enough that she could wear makeup. Came across Younique products while searching for cosmetics recommended for allergies and sensitive skin. Has since learned all she can about the Younique product line, including product ingredients, use, and application. Knowledge of monthly Younique Kudos as a means to stock up on extra product and save money. Knowledge of computer usage and website availability.	Recently purchased a new single family home. She gets full personal access to the lower bathroom during renovations. Makeup is spread across the vanity (though she does wish for more organization).	To instill self-confidence and feel more put together. To better help others suffering from makeup sensitivities and allergies become aware of the Younique product line.	Daily facial cleanser followed by a few squirts of rosewater, moisturizer, and BB cream. A typical makeup application includes primer, liquid to powder foundation, eyeliner, eyebrow pencil, eyeshadow, mascara, bronzer, and lip color. Makeup is removed in the evenings with makeup remover wipes. Learning about and understanding the Younique product line and product application. YouTube tutorials for tips and tricks regarding makeup application.	Enjoys experimenting with pre-release or newly released Younique products; plays around by mixing colors and experimenting with product application to discover new new things that help compliment her look and that she can share with others. Learns as much as she can about Younique products as an effort to help existing and future customers explore products that align with their own personal cosmetics goals.	Prior product experience (when applicable). Conscientious about the content and amount of chemicals that go into personal care products due to allergies/sensitivities. Purchases exclusively online and typically only to replenish by keeping a running list of what she needs.
Kristin	29 y/o, married w/ two daughters. 6 day a week stay at home mother; 1 day a week Hospice nurse. Talkative; scattered; to the point. In-store only buyer (for ease of asking personalized advice & force of habit). Brand loyalty to bareMinerals (based on an earlier professional recommendation and maintained given time constraints and quality of product).	Consults in-store makeup experts for product advice and color recommendations.	Professional in-store recommendations. bareMinerals & Sephora physical store locations as well as mall makeup counters.	First use of eye make-up was used in middle school because it was required for dance events/recitals that she was a participant in. Her mother grew up with some interest in cosmetics and helped apply the basic products when needed for these events. Knowledge instilled by makeup consultants throughout the years by asking questions to in-store representatives or getting make-up professionally applied for formal events. Lack of trust in website browsing and purchasing. Previous attempts resulted in a lack of clarity about whether products were right for her. Never purchased anything online because of this. Knowledge of bareMinerals products and trial package complete with samples and CD describing proper application.	Her family of four (two daughters under 3) lives in a three story, single family home in the suburbs; bathroom is void of any evidence of cosmetic products other than a small cloth bag with a zipper that contains all of the products that she uses. Spends a lot of time in the house with her kids and little time elsewhere.	Maintain a feeling of being "put together" even within her somewhat chaotic life as a mother of two young kids. To conceal blemishes.	Quickly apply bareMinerals foundation and simple mascara in the few minutes she can between taking care of the kids. Seeks out professional advice when needed (for fancy occasions and when needing new product direction) at the BareMinerals store, mall makeup counter, or Sephora.	Brief escape to the bathroom hoping for the few minutes of alone time it takes to quickly apply the essentials (though it's not uncommon to be joined or interrupted by her kids). Puts trust in in-store professionals for formal event makeup.	Prior product experience (when applicable). Consults in-store makeup experts for product advice and color recommendations. Knowledge of product prices ensures affordability on a tight budget. Replenishes existing product in-store; asks for gift cards and products for holidays and birthdays.

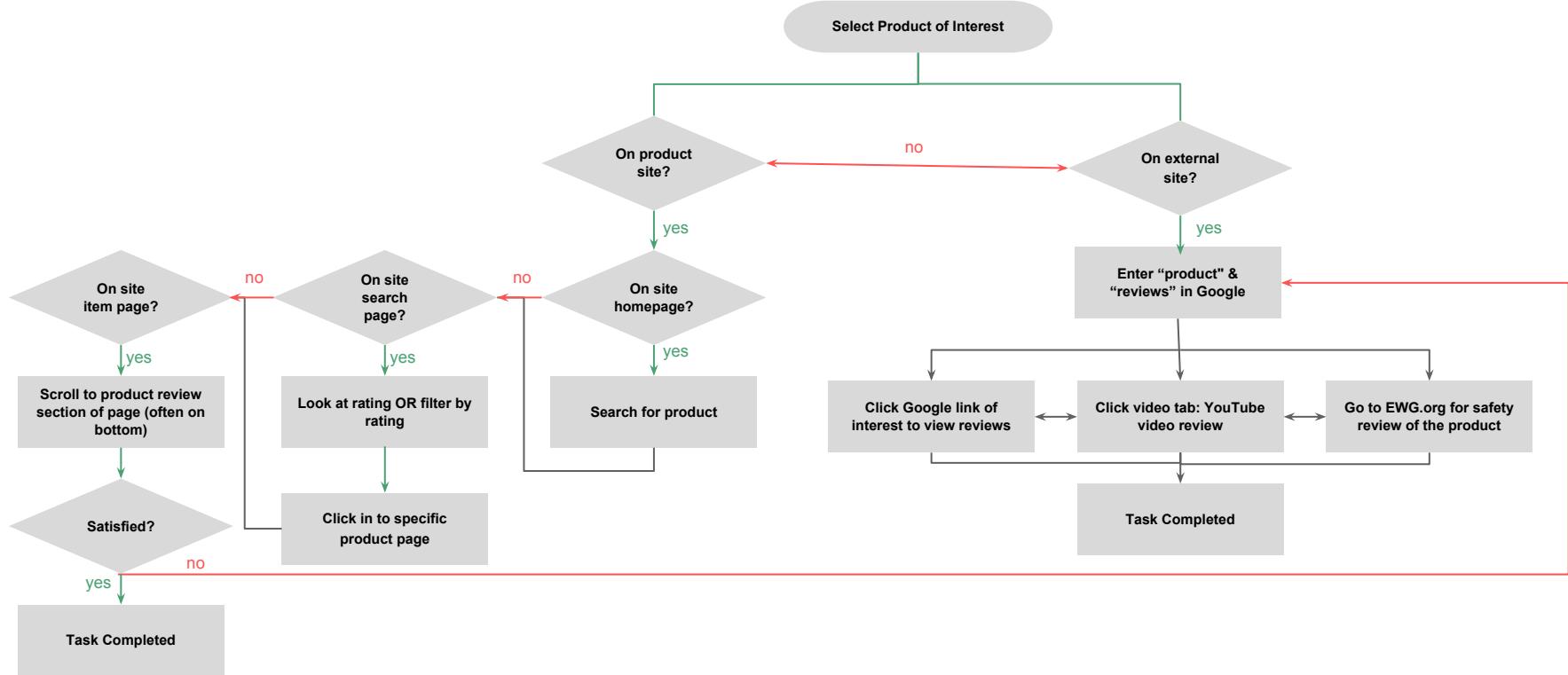
Task Flows

The following task flows reflect combined data for multiple users. The task flows were chosen based on popular trends noticed throughout several of our user interviews.

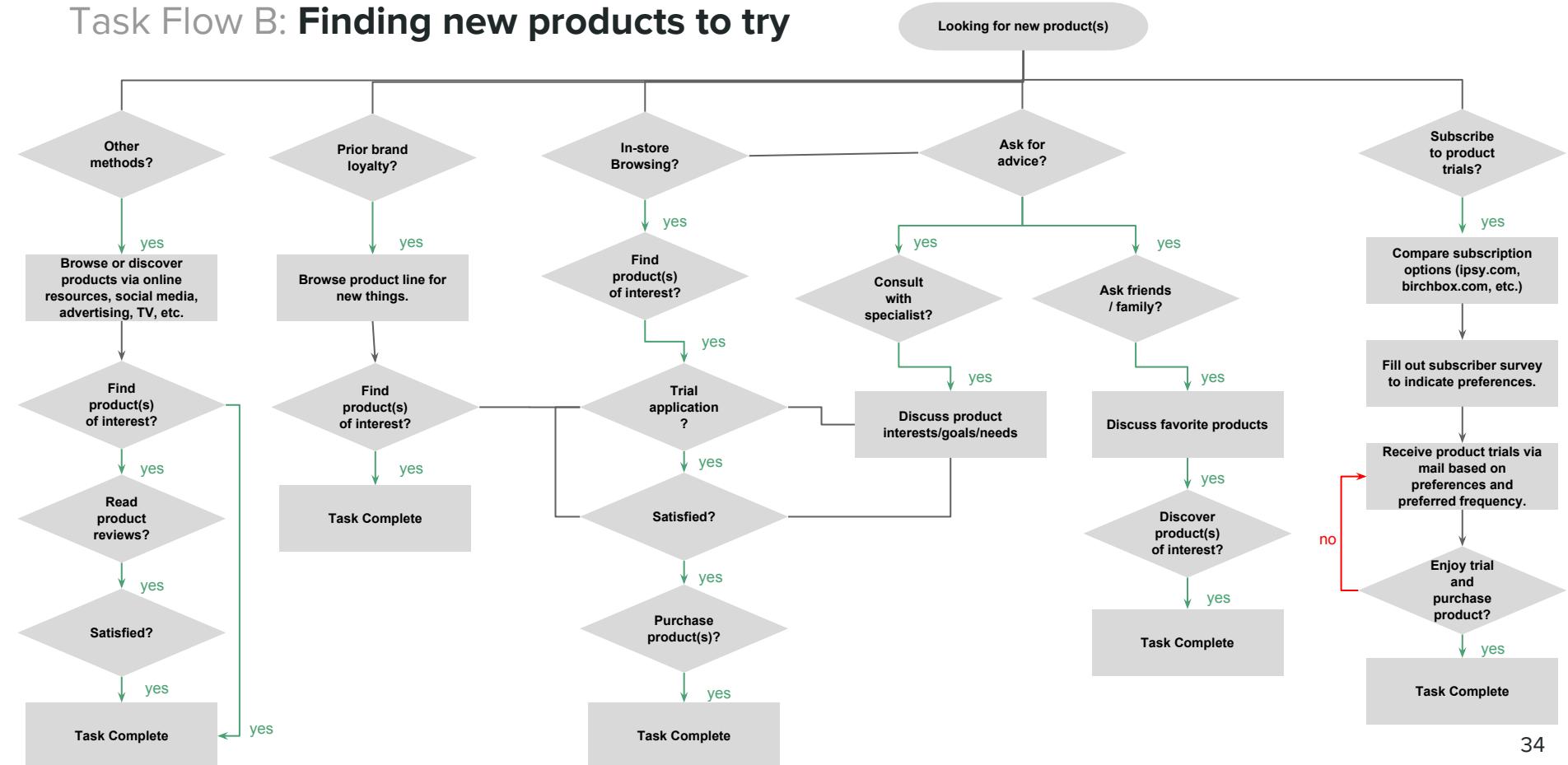
Task flow A walks through how users typically go about finding product reviews online. Though they may already be familiar with the product brand, in most cases, these are individual products that the user is interested in purchasing and not products the user is already in possession of.

Task flow B more generally walks through the various ways users look for new products to try and/or purchase. As with task flow A, there may already be some brand loyalty, but these are individual products new to the user and not products already being used. In that way, the two task flows would eventually intersect and build off of one another to create a much larger task flow.

Task Flow A: Finding online reviews for product(s) of interest online



Task Flow B: Finding new products to try



Appendix

The following material aided in our collection and understanding of how users relate to high-end cosmetics.

Field Guide

Interview Inquiry

Hi, I'm *Kate / Erica* and I am currently a graduate student in the University of Baltimore's Interaction Design & Information Architecture program. As a part of this program of study we are teaming up with L'oreal of Mexico to provide usability expertise and research surrounding the launch of their new website selling high-end personal care products. As a part of this process we are hoping to better understand the world of high-end personal care products, such as cosmetics and skin care, from a variety of individuals ranging from consumers to sellers.

We are gathering this information in one hour field interviews with a variety of individuals. Through this process we are hoping to get a more holistic understanding of what matters to individuals invested in these products and how this relates to consumers' decision-making strategies.

Demographic Information

Date: _____

Name: _____

Age: _____ Ethnicity: _____ Gender: _____

Education Status: _____

Marital Status: Single | Married/Domestic Partnership | Widowed | Divorced | Separated

Family Size: _____

Employment Status: Full Time | Part Time | Retired | Stay-at-Home | Student | Other

Job Title: _____

Years in Industry: _____

For Industry Professionals Only:

Store/Company: _____

Store/Company Size: _____

Setting the Stage		
Questions	Possible Follow Up Questions	Notes
What does a typical day in your life look like?	<ul style="list-style-type: none"> - What's your background? - What are some common tasks you do on a daily basis? 	
What do you like about cosmetics and/or skin care products?	<ul style="list-style-type: none"> - What do you dislike about cosmetics and/or skin care products? 	
What experience do you have with cosmetics and/or skin care products?	<ul style="list-style-type: none"> - How long have you been using these products? - Is there a specific memory or moment that comes to mind that prompted you to begin using these products? Explain. 	
Which products are your favorite go-tos? Why?	<ul style="list-style-type: none"> - Which products are your least favorite? Why? 	
Are there any products you typically carry with you?	<ul style="list-style-type: none"> - Which ones? Can you show me? - Why these? 	

Interview Observations		
Questions	Possible Follow Up Questions	Notes
Where do you keep your cosmetics? <i>Start here if interviewing at home - otherwise ask as a potential wrap-up question - and if possible, have them show where/how their makeup is kept.</i>	<ul style="list-style-type: none"> - How do you organize it? - Why do you organize it in this way? - Have you always organized it in this way? Why? 	
Where do you make your purchases? <i>Start here if interviewing at a store or observing an online purchase.</i>	<ul style="list-style-type: none"> - Can you walk me through your process? <ul style="list-style-type: none"> - What do you like about the process? - What do you dislike about the process? - If purchasing online: Would you purchase a product online that you haven't already purchased and used? Explain. - If not purchasing online: Would you consider buying personal care products online? Explain. 	
How long does a typical purchasing experience take?		

<p>How do you decide which products to purchase?</p>	<ul style="list-style-type: none"> - Do you tend to try new things or replenish what you have as you run out? <ul style="list-style-type: none"> - How often do you do each? - What prompts you to try a new product? - Where do you go when you're looking for something new? - Where do you go when you're looking to replenish? 	
<p>What are the main products that you use?</p> <p><i>If possible walk through the products themselves as they shop in the store or as they walk you through products at their house.</i></p>	<ul style="list-style-type: none"> - How often do you use these products? - What goals do these products help you accomplish? - How long have you been using these products? - How did you first learn about these products? 	
<p>Can you describe your typical use of this specific product?</p>	<ul style="list-style-type: none"> - How often do you use this product? Daily? Morning or night? - Are there any additional products that you may use along with this one? 	

<p>What qualities do you look for in personal care products?</p>	<ul style="list-style-type: none"> - What makes you choose one product/brand over another? - What features are <i>most important</i> to you? Why? - Which features are <i>least important</i> to you? Why? 	
<p>Are there any occasions where you like to wear other or additional products?</p>	<ul style="list-style-type: none"> - What occasions? Why these? - What additional products do you use? 	
<p>Are there tools/resources you currently use or have used in the past for learning about, getting inspiration for, and/or acquiring personal care products?</p> <p><i>If possible, ask them to walk through or show you the tools.</i></p>	<ul style="list-style-type: none"> - Where did these tools/resources come from? - What kind of access to these tools/resources is available? - How did you learn to use these tools/resources? - How easy are these tools/resources to use? - What tools/resources are actually used to perform the task? 	
<p>Are there any instances in which you would ask for advice when considering to purchase a product?</p>	<ul style="list-style-type: none"> - Who would you ask regarding in store purchases? - Who would you ask regarding online purchases? 	

	<ul style="list-style-type: none"> - When are is asking for advice the most helpful? - What have you learned from your experience? 	
How do you learn about new products?		
What influences your purchasing decisions?	<ul style="list-style-type: none"> - Cost, friends, family, culture, media, etc? - Rewards programs? - Product reviews? 	
How do you know when you've found the product that you're looking for?		
Once you've decided to purchase a specific product what are your next steps?		

Wrap-up Transition		
Questions	Possible Follow Up Questions	Notes
Can you speak specifically about the last time that you had a <u>positive</u> buying/selling experience for products of this nature?	<ul style="list-style-type: none"> - Where were you? - When was it? - What made it so positive? - Were there reactions of individuals with you/around you? If so, what were they? 	
Can you speak specifically about the last time that you had a <u>negative</u> buying/selling experience for products of this nature?	<ul style="list-style-type: none"> - Where were you? - When was it? - What made it so positive? - Were there reactions of individuals with you/around you? If so, what were they? 	
Wrap-up		
Questions	Possible Follow Up Questions	Notes
Is there anything else you'd like me to know, either about your process with or thoughts and experiences on high-end personal care products?	<ul style="list-style-type: none"> - Is there anything else about your process that we haven't covered? - Are there any questions that you expected me to ask that I didn't? 	

General Observations		
Are there any emotions (happy, nervous, neutral) from walking into the store, to browsing products, through to purchasing?		
Did they browse or did they know what they want?	<ul style="list-style-type: none"> - Did they ask questions? - Did they ask for input or advice? - What products/brands did they browse before coming to a decision? - Is there something specific that prompted their decision? 	
Did they explore the product?	<ul style="list-style-type: none"> - Read ingredients? - Try the product? 	
How long did it take for them to make a decision?	<ul style="list-style-type: none"> - Did they actually buy the product(s)? 	

Closing

Thank you so much! I really appreciate the time you've given me today. I'd like to wrap up our interview by summarizing my observations to make sure I have a complete and accurate understanding of your thoughts and process. Please feel free to interrupt or further clarify if you think I've missed anything. [Would it be okay if I took a picture of you and your space?]

Photograph & Audio Release Form

If permitted, an audio device will be used to record this interview. Additionally, photographs of the products and processes discussed throughout the interview will greatly aid myself and my partner in our research in understanding the consumer/seller relationship of high-end personal care products.

The audio recording and any photographs taken during this interview will be used by myself and my partner for class purposes through the University of Baltimore's Interaction Design & Information Architecture program only, and will not disclose the name or anything linking directly to the identity of the participant.

Please read through the following statements and ask any questions you may have. Indicate that you agree to the conditions stated in this form by signing and dating below.

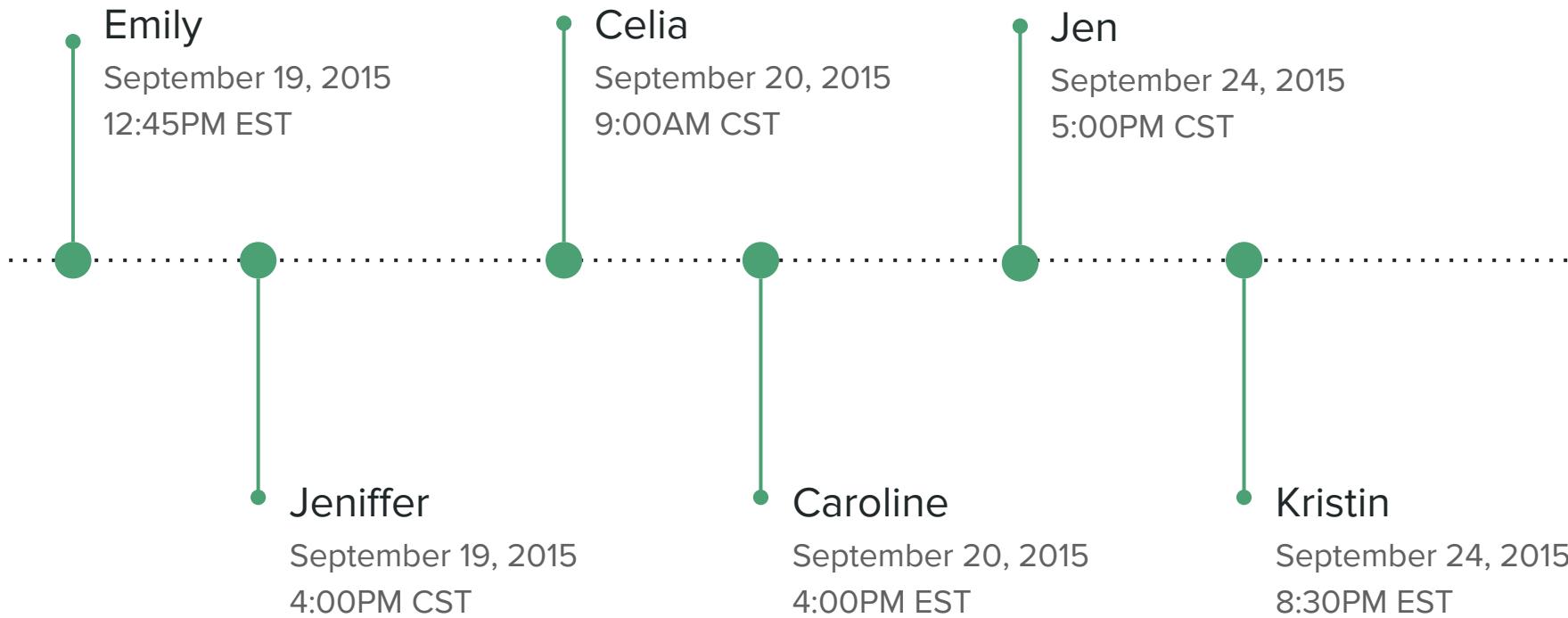
- I give my consent to be audio recorded and allow photographs of the products and/or processes discussed to be taken. I understand that the audio recording and photographs will be used to facilitate an understanding regarding the consumer/seller relationship of high-end personal care products, and that my actual identity and anything linking directly to my identity will remain confidential.
- At the completion of the interview, I understand that the audio recording and all photographs will remain in possession of Kate Coates / Erica McCoy and I give my consent that Kate Coates / Erica McCoy may use the audio recording and photographs to aid in class projects, reports, and discussions for the University of Baltimore's Interaction Design & Information Architecture program, specifically in regards to class IDIA 642: Research Methods for Interaction Design. I understand that the audio recording and photographs will not be used in any form of commercial marketing and/or advertising.
- I have been given the opportunity to ask questions and have had my questions answered to my satisfaction.

Participant's Signature_____

Interviewer's Signature_____

Date _____

Field Interview Timeline



Interview Summary: Emily

Interviewed on 09/19/2015 at 12:45pm EST

Background

Emily is a 20 y/o caucasian and is a third-year, full-time student pursuing her bachelor's degree in Human Resources from Salisbury University in Salisbury, Maryland. She is also a member of the sorority Alpha Sigma Tau. Emily currently lives in a house in Salisbury shared with four other girls, but on some weekend she drives several hours to visit and stay with her parents in Rockville, Maryland. Emily's typical day begins around 9:30am EST. She often begins her mornings with a shower followed by getting dressed, quickly applying mascara and foundation, eating breakfast, walking to campus, attending classes, and then going home to do homework or watch TV. Appearances aren't a primary concern during these times, so much so that she often throws her hair up without brushing it. On evenings where she has sorority events, Emily often puts more effort into her appearances by including eyeshadow, bronzer, eye liner, and lip gloss in her getting ready routine before leaving to go out. Throughout all of these scenarios, mascara and foundation--alternated between powder foundation on more oily skin days and liquid foundation on drier skin days--are the most highly used products. In general, Emily cares more about makeup that stays on her face and continues to look good throughout the day than in the contents of the makeup itself.

She is not able to pinpoint exactly who introduced her to makeup for the first time, as her mom is not a big makeup consumer and she had no sisters, but Emily has fond memories of playing with cheap makeup products with neighborhood friends. It was 8th grade and going into high school when she remembers paying more attention to personal care products like makeup. Since then, the extent of her makeup useage has been highly dependent on the situation and environment.

User Goals

Finding New Products of Interest

1. Emily subscribes to www.ipsy.com. Birchbox is another subscription option that she knows of but doesn't personally use due to the perceived expense.
 - a. Emily begins by filling out a new subscriber survey to pick what styles and products she is typically interested in.
 - b. Ipsy sends monthly trials of products based on personal interests. Products include brands from Urban Decay, ELF, BareMinerals, Tarte, and more.
 - c. If trial products go well and are of interest, Emily knows what to purchase more of in stores or online.
2. Emily enjoys visiting cosmetics stores and just browsing through products.
3. Urban Decay products are Emily's go-to, so she'll often look through their product line for new things. She has had positive past experiences with the product quality, color selection, longevity, easy application, and product packaging of the Urban Decay line.
4. Emily will ask experts for their advice as needed. In the past, friend recommendations were also a prevalent source of information.
5. Emily has also been known to try cheaper versions of products that are of possible interest and buy higher-quality versions of those products if they are successful.
6. Advertising such as Project Runway, Vogue magazine, product websites, and a past relationship with 17 magazine are also sources Emily uses to find new products.

Understanding How to Use the Products

1. Emily has used YouTube tutorials to gain a better understanding of product use. One example of this was a tutorial that provided blending ideas and color combinations for a Naked color palette.

Organization of Makeup Space

1. Emily is very passionate about organizing!

2. Because her old makeup organizer didn't fit under the sink like it used to, Emily purchased a new countertop makeup organizer.
 - a. The new organizer is placed on a shelf with two bottom drawers and a ridged area for specific makeup types (ex. lipstick area).
 - b. It's made out of clear acrylic, so it's really easy to see what's inside.
 - c. Eyelash curler and other tools have a designated area on the top.

Makeup On-the-Go

1. Emily will often resort to only the essentials that may be needed for the level of sophistication for the events she'll be attending while away. Most often this includes traveling with just foundation, mascara, and eyeliner.
2. Emily also carries a mason jar that holds a smaller quantity of lotion for travel purposes. The product itself comes in large containers that don't travel well.

Online Purchasing

1. When in Salisbury, Emily will most often shop online due to the lack of nearby options available. She shops at websites like ULTA and Sephora, purchasing expensive products only when she has gift cards gifted from friends and family.
 - a. Positives:
 - i. Emily loves getting mail.
 - ii. Purchasing online can be quick and convenient for restocking products.
 - iii. Emily likes the ability to filter to exactly what she needs, especially to find products within certain color categories.
 - b. Negatives:
 - i. Emily doesn't like purchasing online if she doesn't know what she wants going in.
 1. It's harder to ask questions and a location to ask questions hasn't even stood out when she's looked through sites.
 2. Emily doesn't trust the color accuracy online, especially in regards to how the product will look on herself. It's hard to personalize a product to you and your complexion. She

- prefers to see what the product looks like in real life on herself, otherwise it's too hard to predict.
- ii. Shipping can add to the price of the product to the point where it's no longer worth purchasing it anymore.

 - 1. Emily has combatted this at times by purchasing cheaper versions of the product first and then splitting orders with roommates in order to buy enough merchandise to get free shipping.
 - iii. Emily has found that sometimes sites don't support cross comparison between product lines within link drill downs and will only support this on manual searches.

In-store Purchasing

- 1. Emily prefers buying in store to see the color in real life. She especially prefers in store purchasing when she's buying something new so she can try it on.
- 2. Emily will mostly shop in stores when she's at her parents' house or if it's convenient to the location she is currently in.
- 3. Emily mostly enjoys browsing and perusing; however, she's found that in certain smaller stores it's more awkward to browse without feeling like people are looking over her shoulder.
- 4. While she dislikes the industrial feel of stores like ULTA because she prefers stores that are sleek and inviting, Emily frequents ULTA the most. She also visits Sephora.

 - a. If she knows what she wants, it takes Emily about 5-10 minutes to grab what she needs and get in line.
 - b. If she doesn't know what she wants, it takes Emily about 20-30 minutes to find what she's looking for.

 - i. Example: Emily went into Macy's to get blush, but she didn't know what kind of blush to get. She headed over to the MAC counter and explained what she was looking for. She then asked the consultant what her favorite type/color was and what may look good on her. Since the consultants are trained experts that take classes, Emily places a level of trust in them. Emily finds this type of experience hard to do online.

Additional Notes

Physical Environment

House shared by 3 other housemates (school) or at her childhood home when traveling to her parents' home on the weekend.

Tools

- When traveling, Emily has powder and liquid foundation, which she applied with a brush. She also has eyeliners in lots of colors that are soft and smudgeable, matte and sparkle options. These are applied by smudging with finger as needed. Traveling most often delineates time with family, where appearances are less important. At times Emily will have gift cards to buy high-end products.
- When at her home near school, Emily has Urban Decay bronzer. She likes the Urban Decay brand after trying other products. In addition, Urban Decay has visually appealing packaging and last a long time on her face. Emily also has a primer potion. The eyeshadow primer makes things stay on longer and the squeezable nature allows for easy application rather than a container your finger doesn't fit into well. Other products include MAC lipsticks, BB (Beauty Balm) Cream (which Emily feels is a great multidimensional cream with tinted moisturizer, SPF, and light coverage that she highly recommends), Urban Decay and Lash Blast non-lengthening mascaras (Emily prefers the brush on the Lash Blast because the shorter bristles in the brush grip long eyelashes and is not gloppy), and MAC blush (which have matte and shimmer options, tons of colors, and cute color names).
- The products Emily purchases are purchased as stand alones and are easy to use. In fact, Emily chooses products based on their ease of use. Test products received as part of her monthly Ipsy subscription differ in quality. Those lacking in desired quality are generally passed by in the future.
- Emily appreciates that MAC incentivizes the buying of their products by rewarding for (x) number of empty product containers turned in. The accumulation of empty containers are exchanged for free products. Emily found this incentive on the MAC website.

Interview Summary: Jeniffer

Interviewed on 09/19/2015 at 4:00pm CST

Background

Jeniffer is a 41 y/o caucasian employed as a UX Design Lead, overseeing a team of 10 employees within a larger organization. She lives near downtown Madison, Wisconsin with her husband and their two young boys in a one bathroom, single-family home. Her typical day consists of waking up and helping her boys get ready for school before going into work around 7:30am CST. She tries to leave work by 4:00pm CST to spend an hour at the gym before going home and spending the rest of her evening with her family.

Jeniffer's makeup application is very simple, often taking 5 minutes or less. She wants to apply it quickly and forget about it. On special occasions, such as date night or dinners with friends, she may apply heavier makeup, including lipstick, blush, and eyeshadow.

Jeniffer started using makeup at the age of 13. She was prone to acne and remembers makeup "hurting" when she was younger. She explained this to mean that she would wear makeup to cover her skin only to have it cause more outbreaks. Her father took her in to get a doctor's prescription from a dermatologist to use a medicated formula made by Clinique (this product has since been discontinued). Jeniffer has been using the Clinique brand ever since.

User Goals

Keeping Makeup Application Simple

1. Jeniffer doesn't have a lot of process. Her typical product use consists of a cleansing soap and foundation, which she applies using a brush. At the end of the day she will use a makeup remover. Date nights and other special occasions may include the additional application of lipstick, eyeshadow, blush, and/or mascara. Jeniffer admitted to not wearing makeup on the weekends. She says her husband prefers no makeup but she feels self-conscious if she doesn't at least wear it to work. She attributes makeup to professionalism and stated that she "feels like

[she's] more complete...". Jeniffer also referred to her teenage years where she felt dependant on makeup and mentioned that she didn't like that dependency.

2. Jeniffer doesn't spend a lot of time on her makeup and doesn't carry anything with her to touch up throughout the day. She likes to apply and forget. However, she wants high-quality makeup that lasts throughout the day. She doesn't want to look in the mirror at lunch and feel like her makeup isn't doing its job.
3. Jeniffer doesn't care for makeup that feels heavy on her face, specifically stating that she "hates the feeling of anything on my face...". She prefers it to feel like she isn't wearing makeup.
4. Jeniffer admits that she isn't good at applying makeup and needs "no brainer makeup" that is simple and can be applied with no fuss.

Quick Purchasing (Often Online)

1. Jeniffer only purchases to replenish. She'll only make in-store purchases at the Clinique counter in Macy's and even then will only do so when she needs specific assistance. She prefers to get in and get out quickly when she does go to the store. She does not browse for products and rarely goes in to purchase new things. Rather, she prefers to replenish the product she is out of and be on her way.
 - a. Jeniffer does look for Clinique Bonus time prior to making an outing to replenish any of her products. While Clinique Bonus days require a minimum purchase amount, going during this time allows her to stock up on product like cleanser, replenish product she may be running low on, and additionally, receive a free Clinique product bag. These bags contain additional Clinique products such as mascara and eyeshadow that Jeniffer will use for her special occasion makeup applications. Generally, this is the only time Jeniffer will try something new (when the product is free).
 - b. Jeniffer is not interested in trends. While she is intrigued by the idea of trying new things, she is afraid the products may cause her to break out. She did mention a previous shopping trip to purchase new foundation where she told the beautician to "have at it" and try something new. She did this because she realized she had been using the same eyeshadow

palette for several years (probably the free one from the Clinique Bonus days, she laughed) and decided she wanted to mix it up.

2. Jeniffer prefers to do her shopping online without having to see or talk with anyone. She recounted prior negative experiences with purchasing Merle Norman products. She disliked having to make a special trip to the store only to have the product she needed be out of stock. In fact, this swayed her away from the Merle Norman product line (which isn't sold online) and back to using the Clinique brand (which is available online). However, Jeniffer will go into Macy's to receive a consultation at the Clinique counter and ask questions when she is looking to try a new product type and needs to be color matched. She has done this on several occasions and trusts the beauticians' expertise.

High-Quality Purchasing

1. Jeniffer has been using the Clinique product line since she was 13 years old and finds that it has been successful for her. She admits to being stuck on what she has, but also attributes this to sensitive skin. She looks for high-quality makeup that is oil free and provides full coverage.
2. Jeniffer will read reviews if she is looking to switch up a product, but eventually feels like she crosses a line where she just needs to go into the store and consult with someone. She tends to go in with knowledge about the products and specific questions to guide the conversation, but she trusts that the beauticians know what they're talking about.
3. While Jeniffer has used a myriad of cheaper cosmetics when she was younger, she says that now she wouldn't be comfortable purchasing a foundation under \$15. At the same time, she struggles to pay more than \$30 for the same product, especially if it lasts 6 months or less.

Additional Notes

Physical Environment

Jeniffer and I met at Macy's, which is located in the Hilldale Shopping Center in Madison, WI. When she does make in-store purchases, this is where Jeniffer comes to buy cosmetics. For this interview, Jeniffer needed to purchase a new foundation. She had

recently switched back to Clinique foundation from Merle Norman. Her previous Clinique foundation purchase wasn't quite on par with what she was hoping for. Mentioning that while she didn't seem to have any specific issues with it, she did think it may have caused her to occasionally break out. Jeniffer was also a little disappointed with how long the product has lasted; though this seemed to be remedied when she counted back and realized it was 5 months compared to the 6 months she had been used to with the Merle Norman foundation.

Jeniffer was familiar with the layout of the store and headed straight to the Clinique counter, where she quickly scouted for a consultant to assist her. She looked very confident as she described to the consultant what she was looking for: a powder foundation that was full coverage, oil free, and possibly with sun protection. She produced the container of her last Clinique foundation purchase, indicating to the consultant that while she didn't seem to have had any major issues with the product she was still looking to try something different. Jeniffer was put off by her original inquiry regarding the foundation with SPF when the consultant mentioned that the foundation containing sun protectant was more of a sheer foundation. She asked for other recommendations, which the consultant was quick to provide. The consultant inquired if Jeniffer minded if she used her fingers for the trial application, which seemed to cause Jeniffer to hesitate. She mentioned that she prefers using a powder brush for application and would like to see what the makeup looked like with something more similar to that method of application. The consultant produced a foundation pad and applied a trial of the product to half of Jeniffer's face, which she quickly reviewed in the mirror and approved. She then asked if the consultant would apply foundation to the other half of her face for an even application.

The whole process took about 5-10 minutes, from walking in for the consult to make the final purchase.

Interview Summary: Celia

Interviewed on 09/20/2015 at 9:00am CST

Background

Celia is a 28 y/o caucasian elementary school teacher in Madison, Wisconsin. She lives with her husband in a single-family, two bathroom home within a subdivision in the city, about a 20 minute drive to the school where she teaches. Celia's day begins early. Since she typically showers the night before, her facial regimen in the morning includes rinsing off her face with a washcloth and then applying a spray toner, serum, eye cream, day cream (containing SPF), and primer. When she's feeling lazy, Celia will typically skip to mascara and call it done. On other days, when she feels she needs more color or she knows she has meetings, Celia will apply mineral powder foundation, bronzer, eyeliner, and eyebrow pencil. Days where she has a presentation or parent teacher conferences or if it's a night out, such as date night or meeting up with friends for a football game, she'll use eyeshadow and lip gloss. Occasionally, Celia will apply concealer if she's noticing a trouble spot or darker circles under her eyes. After downing a protein shake, Celia is out the door and to school by 7:10am CST, where she will remain until various times depending on the day. Most nights include about an hour or so at the gym and then home for dinner, maybe a half hour of TV, following up with her Arbonne consulting business, a shower (which will include a facial cleanser), and bed.

Celia remembers playing with her mom's hodgepodge of old makeup when she was little. Her childhood memories also include "feeling just like mommy" when her mom would apply makeup for her dance recitals and figure skating shows. She fondly remembers her mom being her teacher when it came to makeup, though she admits to going through what she considered to be a horrible blue eyeshadow faze in middle school. Celia didn't really care about makeup and skincare until she began doing job interviews and tutoring in college. She marks this as the first time she felt the need to use makeup to give off a well-kept appearance and mentioned that it became increasingly easier when she began having a more regular schedule and a better understanding of the importance of skincare. Celia's favorite go-tos include mascara and mineral powder from Arbonne,

Lancome blush (which she borrows from her mom) and eyeshadow, though she admits she is not picky about her eyeshadow.

User Goals

Proper Skin Care

1. Celia noted first and foremost that good skin care is the result of taking the time to do it. She admits that going through her own daily facial regimen allows her to spend time focusing on herself. Additionally, it gives her a self-esteem boost and makes her feel like she really cares about herself.
2. It's important to understand the process. Celia first learned about proper skin care in 2009. Though she began using the Arbonne product line at this time, she admits to feeling invincible because she was still young and in college and thus didn't take skincare all that seriously. She thinks it wasn't until about 2013 that she really realized the importance of proper skincare. She attributes this to having a more regular schedule, but she also gained a friend in the Arbonne industry that really talked up the importance of skincare. In 2014, Celia's belief in the Arbonne product line and in taking care of your skin lead her to become an Arbonne consultant.

Keeping Makeup Application Natural and Simple

1. While Celia admitted that she often feels washed out without makeup and that wearing makeup gives her an overall better feeling about her appearance, she strives to keep her application minimal.
2. Celia rarely reapplies. The only product she always carries with her is lip balm. Otherwise, she doesn't feel the need to worry about her makeup or reapply throughout the day.
 - a. There are a few exceptions. When she has parent/teacher conferences Celia will bring along bronzer and mascara to apply or touch-up beforehand. There are also times when she'll carry lip gloss, such as date nights or nights out with friends.
 - b. Special occasions call for a bit extra. If Celia knows she has a meeting or presentation at school, she'll put more into her morning makeup routine.

Additional products she uses during these occasions include bronzer, eyeliner, eyebrow pencil, and sometimes eyeshadow.

3. Celia isn't very interested in makeup trends and doesn't like to do "anything crazy" with makeup. There are times when she'll want to try something new, like when she sees a look she likes on a coworker, friend, or via Facebook or advertising. She loves it when other people play around with her look or try something new on her. An example of this was a time she went into the hair salon and the stylist tried a new style with her hair that Celia then went home and tried to achieve on herself. She did mention she would be interested in going in for a sit-down or consultation for a special event, like her sister's wedding, but that she hasn't actually done anything like that. For the most part, Celia will find things that she thinks look cool but ultimately decides it's not worth her time.

Online Purchasing

1. Celia makes her purchases through Arbonne. She really likes that Arbonne lets you return products (even if opened and used) within a certain time-frame if you don't like them or the product doesn't work out. Most of her Arbonne purchases are a quick 15-20 minute process to restock something she's out of. Occasionally purchases can take up to an hour if Celia is looking to try something new. For new product purchases she likes to compare colors and look at the model pictures of the product being used.
2. Celia tries not to actively look for or make purchases because of online promotions. It's great if there is already a promotion that fits in with her current purchase, but Celia will try not to make purchases just because there is a promotion. If there are deals, Celia may purchase extra of something to have it as a backup.
3. Celia rarely purchases products in-store. She mentioned that she does like some of the products in stores such as Sephora, but hinted that it was more the in-store experience she enjoyed, not the actual purchase. It's fun to play around and Celia likes that you can try products on before making a purchase. She did mention that it's harder for her to walk into stores like Target and make cosmetics purchases and think that maybe if she knew the background of the products it'd be easier to do so.

High-Quality Purchasing

1. Celia likes to maintain product knowledge, particularly in regards to Arbonne products. She looks for products that don't contain parabens, artificial fragrances, or mineral oils. She also prefers products that already contain SPF, especially if that product is being applied to her whole face. It's important that the products she uses are pH balanced and approved by dermatologists as being formulated for the face or area they are being applied to. Because she sells Arbonne, she feels it's also important to be knowledgeable about the product guidelines, ingredients, and the product benefits for target age groups and skin conditions. Celia receives a lot of Arbonne product updates via email but also mentioned that she'll go online and spend time researching them.
2. Celia prefers to purchase from companies and brands with good business ethics and that don't allow animal testing. Celia loves to know that the products she purchases are made within the U.S., however, she is happy to purchase products from other countries as well, as long as those companies are honest and ethical in their manufacturing. She also wants to know that companies she purchases from are following labor laws and providing equal pay and adequate living wages to their employees. Celia really values companies that give back to the community or give back by putting funding into causes and awarenesses, especially cosmetics companies in regards to self-esteem in young girls.

Selling Arbonne

1. Celia loves to promote the products she likes. When it comes to new Arbonne customers, Celia is not as involved in their entire product purchasing experience. Often times customers will try one or two new things and then add in additional products through future orders. There aren't many instances when customers are looking to replace everything at once. Celia has found that some of the easiest ways to make sales are to really talk up the products she personally enjoys and believes in.
 - a. Celia really loves the mineral powder foundation *brush* sold through Arbonne. She has a personal one, but has also purchased one to bring with her to Arbonne parties to pass around. She loves how soft it is. Additionally,

she loves the way it feels on her face when she's using it to apply mineral powder foundation.

b. Celia suffers from blepharitis, which is an inflammation of the eyelids, primarily where the eyelashes grow. This has caused her to endure periods of time where she will have clumps of eyelashes missing. Because of this condition, she is hesitant to try new eye products, especially mascaras. However, she's noticed that high-quality products don't tend to irritate this condition compared to cheaper products. She has come to love the Arbonne mascara in particular because it hasn't caused any issues for her and it has opened her up to the benefits of mascara. Celia says she has really come to enjoy mascara in general because of the Arbonne mascara, and is quick to talk this product up at parties.

2. Networking, primarily through parties.

Additional Notes

Eyebrow Pencil Frustrations

Celia noted throughout our interview that she will soon be in the market for a new eyebrow pencil, a product she considers to be a very frustrating purchase. With naturally light blonde hair and a fair complexion, she struggles to find a quality eyebrow pencil that helps enhance her eyebrows but doesn't change their color. She was frustrated enough just talking about the prospect of this purchase that she called out "do other people need these things or just blondes?!" Typically, Celia purchases eyebrow pencils through trial and error, which has lead to a drawer full of unused pencils. She's had a difficult time finding an eyebrow pencil in high-end cosmetics stores, where she may be able to first try on the product and have it color-matched prior to purchasing. On the flip side, however, she has a hard time throwing away even the cheaper purchases from Target because she's already spent the money on it. The last good brand she purchased has been discontinued. She was so desperate to continue using the product, however, that she went so far as to buy it on eBay, purchasing 6 of them at once. Now she is close to using up her last one from that purchase, and since it has been quite some time since she's had to purchase a good eyebrow pencil, she is already frustrated thinking about having to buy something new.

Interview Summary: Caroline

Interviewed on 09/20/2015 at 4:00pm EST

Background

Caroline is a 26 y/o caucasian law associate at WilmerHale in the District of Columbia. She currently lives by herself in a one bedroom apartment in the district, which is within walking distance to her job. There are a few times that her job requires her to travel outside the state that will change her getting ready schedule to heavily prepping at night and only applying makeup in the morning. Otherwise, on a typical day Caroline begins by washing her face in the shower after waking up around 7:00am EST. When granted the luxury of being able to have a slow morning, Caroline's getting ready process can take between an hour to an hour and a half as she takes more time to experiment with makeup and hair styles. More frequently, however, she is required to get to work quickly in order to meet deadlines and thus spends 30-45 minutes to get ready using only the essentials. Caroline typically works until after dinner and comes home to crash. Most times she doesn't even wash her face at night because she needs to stay up extremely late to finish work before the next morning. There are even some nights where she'll fall asleep on her computer.

Caroline is not able to pinpoint exactly who introduced her to makeup for the first time as her mom is not a big makeup consumer and she is the eldest sister of three in her family. She does have fond memories from when she was in 6th grade of being selected for a makeup makeover at a "Makeup for Teens" event held at the public library and hosted by a local salon. She also learned about makeup by reading about it in magazines and had friends who wore it.

User Goals

Organization of Makeup Space

1. Caroline's bathroom counter at home is completely full of various types of personal care products ranging from makeup all the way to skin care. Despite the wide array of products on display there are only a few products that she tends to use on a day to day

basis, all of which are located on the top of her three drawer makeup storage container pushed in the back right corner of her vanity. Other products stored in the makeup storage drawer or in disorganized piles within open vanity drawers often goes untouched other than the rare occasions where work slows down enough to allow her to experiment with hair and/or makeup for fun.

Online Purchasing

1. Caroline does almost all of her shopping online given the hectic and long-hour nature of her work schedule at the law firm. The convenience of having products delivered right to her door is only matched by her ability research products in more depth prior to purchase. With law school debt hovering over her she tries to be frugal in other aspects of her life and she feels that she is able to get much better prices online than in store.
2. Looks at sites like Retailmenot.com for coupons or waits until items are on sale.
3. Regardless of whether she is getting something new or looking to replenish she always has the goal of getting a discount. She doesn't feel like it is hard to do and almost always finds relevant coupons and good deals.

Understanding How to Use the Products

1. Youtube and blogs found off of google searches for products are her best friend when it comes to understanding the best processes and uses of the products that she buys. Often she makes sure that she can easily use the product in her purchasing process. She wants to be able to quickly grasp how to use the products that she purchases and avoids buying products that appear complicated.

Finding New Products of Interest

1. Caroline cares about the reviews, cost, and chemical makeup of the products she uses and therefore these factors have prime influence over her purchase of new products. If the products appears complicated she avoids it because she doesn't consider herself an expert and doesn't want to have to devote large amounts of time learning how to use new products.
 - a. Reviews

- i. Looks up a specific product on google then checks the images to see the color on someone with a similar skin tone.
- ii. If she still likes it after looking at the image swatch, and has never used the product before, she would either go to youtube to listen to people's reviews of the product or she may also click on some of the images to look up blogs that pertain to that image to find out more information. The order is dependent on the product.
- iii. If she had seen a review before that she really liked she may revisit that individual's channel to see what their personal thoughts are regarding various products. This may also be used as a jumping off point to find new products of interest.

2. Chemical composition reviews

- a. A previous housemate of Caroline's who was working towards becoming a doctor alerted her to the dangers of chemicals within everyday products. Since then, Caroline has been extremely conscious of the chemicals within her products. Per her roommates advice, for all products other than Tarte (which from past experience she knows their products holistically tend to be within healthy range) she checks the Skin Deep Cosmetic Database (ewg.org) to determine the healthiness of the product she's considering.

Additional Notes

Interview Summary: Jen

Interviewed on 09/24/2015 at 5:00pm CST

Background

Jen is in her mid-forties, caucasian, and fair skinned with light blonde hair. She is recently remarried and lives with her husband and her two sons with her two step-sons occasionally staying over. Jen is a software quality assurance engineer for Musicnotes and also does independent consulting for an online cosmetics brand known as Younique. Jen's typical morning begins with a facial cleanser in the shower, followed by a few squirts of rosewater applied directly to her face, moisturizer, and BB cream. Mascara is a must, but on lighter makeup days this is the farthest Jen will take her makeup. Regular makeup days include the addition of primer, which she allows to dry for about 10 minutes while she dries her hair and brushes her teeth, and an ever-changing combination of liquid to powder foundation, eyebrow pencil, eyeliner, bronzer, and lip color. Depending on the time and how the morning is going, Jen may cut out the application of a few products, but what she cuts out frequently changes. For date night, vendor or client shows, and other special events, however, the entire makeup regimen is followed. Lip color, in the form of lip gloss, lip stain, or lipstick, is the only product Jen reapplys throughout the day. Most evenings Jen gets into bed forgetting to take her makeup off. She keeps a pack of cleansing wipes close by on her nightstand for these times.

Jen recalls growing up a tomboy throughout most of her childhood but thinks that one of her earliest memories of makeup was probably watching her mom host a Mary Kay party. Jen remembers that it looked like so much fun when she was little and couldn't wait until she was old enough to play with makeup, too. She remembers being excited when her mom finally allowed her to wear mascara to school when she was in 6th grade. However, the excitement soon ended when she reported back that her eyes kept getting watery throughout the day. A visit to the doctor's office confirmed that Jen was sensitive to the mascara and was told she was probably allergic to something that was in it, which quickly put an end to that endeavor. Though she experimented with Mary Kay, Almay, and a variety of other brands for foundations, eye shadows, and blushes, Jen never found

much luck with makeup due to her allergies. Therefore, she tended to keep it very simple. She was just starting to look into MAC, bareMinerals, and some other cosmetics brands recommended by people with makeup sensitivities and/or allergies but she was hesitant to go in-store for fear of feeling pressured to buy. It was around this time that Jen stumbled across a link to Younique cosmetics in a blog site she was browsing. She decided to check it out and purchased her first few products online when she discovered they had a 14 day money-back guarantee. She hasn't looked back since! Jen has been using the Younique product line almost exclusively since that time, eventually deciding to become a Younique consultant in an effort to better help other people she knew suffering from makeup sensitivities and allergies. While Jen hates feeling compelled to wear cosmetics, she admits that wearing them gives her a different level of confidence than she would otherwise have. She loves that makeup makes her feel more put together

User Goals

Online Purchasing

1. Jen only purchases her makeup online. She often feels overwhelmed or pressured to buy when she goes in-store, which she doesn't like. She is also sensitive to a lot of makeup brands and is hesitant to try new products.
2. Jen discovered Younique cosmetics through a blog post while researching makeup for those with allergies and other makeup sensitivities. Younique can only be purchased online or through an independent consultant, also referred to as a Younique Presenter.
3. When making her online purchases, Jen will often purchase to replenish. However, she also loves trying newly released Younique products as an incentive to share the pros and cons with potential and existing customers.
 - a. Because she is a Younique Presenter, Jen is able to purchase her personal products at a discounted price. Other than any Younique promotions, Jen doesn't shop around for deals. Price is something that used to bother her, but she has since learned that in order to purchase better quality products she needs to be okay with paying a bit more.
 - b. A typical online shopping experience will take Jen about 5-10 minutes. This is primarily because she is always keeping a running list of things that she

either needs personally or needs to restock for her professional 'travelling trunk' or product showcase.

- i. Jen purchases extra of the best selling products, such as the Younique Fiber Lash Mascara, to have on hand for cash and carry and displays and product demos for vendor events.
- ii. Jen also looks for Younique's monthly Kudos, or rewards. Differing from month to month, each Kudos is a way to save a bit of extra money by bundling (buy three lipsticks and get a free lip gloss) or buy exclusive sets or collections at a discounted price.
- iii. Keeping a running list of products to stock up on allows Jen to make purchases through her hostesses' parties as well. She'll do this as a way to help when she notices one of her hostesses' parties is close to reaching the next point level.

c. All orders over \$100 are free shipping, so Jen will typically try to make purchases once she knows she can qualify for free shipping.

High-Quality Purchasing

1. Becoming involved with Younique cosmetics has really made Jen aware of what makes for a high-quality product.
 - a. Jen is allergic to a lot of fragrances extending even beyond cosmetics and into personal care products such as shampoo, conditioner, body wash, deodorant, laundry detergent, etc. Younique doesn't use any added fragrances in their products which has since made her question why any cosmetics lines in particular feel the need to do so. She mentioned that Younique *is* starting to look into a fragrance line, but she's actually excited for it because she's waiting to see if they will opt to go a more natural route that will enable her to wear them.
 - b. Again, because of her sensitivities to makeup, Jen is conscious of the amount of chemicals that go into the final products.
 - i. Younique products also sell in Europe, and because of this, adhere to European cosmetics standards. Europe requires an additional 1,000 chemicals to be removed from cosmetics products that the U.S. allows through.

- ii. Jen noted that Younique products are natural and most are even gluten free!
- iii. Jen noted that all individual product ingredients are listed right on the Younique website, which allows people with allergies or sensitivities towards certain ingredients an insight on which products they might want to avoid.

c. Younique does not test on animals, a quality Jen feels is important.

Experimentation, Application & Continuous Learning

- 1. Jen loves to try new products being launched by Younique.
 - a. Jen learns about new products via email before they are launched. She'll purchase these to experiment with in an effort to learn the pros and cons and better guide customer purchases.
 - b. Jen is also very excited and passionate about the Younique brand and loves discovering new products she can use that she isn't allergic or sensitive to.
- 2. Though she has been using Younique products for 2 and a half years and she's found makeup in general to have become a lot easier, Jen admits that she is still learning a lot about it. Which is good, as she loves learning and she's always trying to learn something new.
 - a. About once a year, Jen will attend a Younique sponsored convention to learn makeup tips and tricks. She finds makeup artists to be brilliant to learn from.
 - b. Jen's favorite source for learning new makeup tips and tricks is YouTube or Younique video tutorials, and she admits that she has learned a lot of what she knows now just from watching tutorials.
 - i. One tutorial taught Jen how to 'fake' highlighting and contouring. While she doesn't have time to do the real deal on a daily basis, and admits to not being very good at it, she often applies bronzer and a light, shimmery white pigment to fake the look.
 - ii. Another tutorial taught Jen that mineral based makeup is activated by heat. Typically this happens when applying mineral makeup directly to your face, which may not result in the final look you want. However, by warming up the product in your fingers prior to

application the minerals become activated sooner, which allows you to get a more realistic application.

- c. Jen also searches for inspiration in articles and advertisements and on Facebook. Younique also promotes 'Younique Looks' where real customers upload their own photos and list out the products used along with their technique.

Selling Younique

1. Younique has been an amazing experience for Jen. Not only have the products themselves given Jen more confidence and helped her feel more put together, becoming a Younique Presenter has really helped Jen grow personally.
 - a. "Younique's mission is to uplift, empower, validate, and ultimately build self-esteem in women around the world..." (Younique's website). Jen identifies herself as being very introverted by nature, but becoming part of Younique has helped her to open up. She even admitted to me that prior to Younique she would not have sat down with me to have this interview! Younique has encouraged her to step out of her comfort zone and challenge herself.
 - b. Jen personally knows so many women who are allergic to or have some form of sensitivity to makeup, her mother and sister included. Having gone through her own negative experiences trying to find cosmetics that work, Jen is excited to help other women realize the advantages and benefits of the Younique product line.
 - c. Younique has given Jen the opportunities to network, connect, and build relationships. She attends conventions about once a year and also makes plans to go to Younique training events which help her build the skills needed for the business side of being a Younique Presenter. Additionally, Jen is part of a group of local Younique Presenters that will get together to discuss things they've learned in an effort to help one another out.

Additional Notes

n/a

Interview Summary: Kristin

Interviewed on 09/24/2015 at 6:30pm EST

Background

Kristin is a 28 y/o wife and mother of two girls, aged three and one. While mostly a stay at home mother, Kristin works as a Hospice nurse one day a week, a schedule that was reduced from her full time schedule after having kids. Kristin's husband is a full time police officer for the Howard County police department and a former Marine reservist. His schedule changes week to week and sometimes includes late night shifts. She currently lives in her and her husband's home of six years, a three story single family home purchased after they were married.

Kristin's schedule is extremely randomized based on the day and the schedule of her kids. Most days begin around 5:30am when her youngest child wakes up. After caring for her youngest for an hour or so, her eldest typically wakes up as well. After giving them breakfast and setting them up with some entertainment in the living room , she often tries to escape to her bathroom for five minutes alone to quickly put on her bareMinerals foundation and a simple mascara. It is not uncommon for one or two children to join her at some point during this process demanding some attention.

She doesn't claim to have a more dressed up routine but also claims that she doesn't have much occasion to dress up much anymore. The two stages of her mineral foundation as well as mascara are her typical self-application and anything for more formal occasions she leaves to an in-store professional to do for her. She claims to "not be good at makeup" and tends to trust professionals in the field completely when it comes to recommendations and application of products on special occasions.

She doesn't claim to ever be really into makeup but recalls having to apply it more for dance shows that she was a part of in middle school and high school. Beyond those events she rarely recalls paying makeup much attention. Even still she feels as though makeup is a trivial part of her life.

User Goals

In-store Purchasing

1. Kristin solely buys her products in store and has never shopped online. Mostly these purchases are to replenish the bareMinerals products that she uses.
2. On extremely rare occasions where she has the time to devote to it she may ask a professional for advice regarding what particular kind of product would look good on her. She almost always trusts the professional's advice and sometimes buys the product.
3. Prefers in store purchases because it allows her to see the products on her to ensure that they match her fair complexion and primarily so she can rely on a consultant that can match products to her

Choosing her go to products

1. Kristin saw an ad on TV for bareMinerals and was drawn to the perceived natural lightweight nature of the product. It was advertising such as this that caused her to look more into the product at the local BareMinerals store.
2. She asked a consultant questions regarding the products and walked away with a bareMineral trial package complete with small samples of the foundation products and a CD to show how to apply the products.
3. The trial products (aka those recommended by the in-store consultant) are her go-to's today that she hasn't strayed from

Special Occasion Makeup Application

1. She tends to go to in-store consultants to apply makeup whether it is at a mall department store or Sephora. There is no brand allegiance with makeup consulting. She tends to trust the professional

Additional Notes
