

BabyCare Buyer Persona(Generic)

Name: Pronika Dingra

Age: 32

Gender: Female

City of Residence: Delhi

Marital Status: Married

Child's age group: Infant - 3

Education: Graduate

Profession: Professor

Favourite online platforms: Facebook, Instagram

Favourite pastimes: Watching Series, Taking pictures with kids

Device usage: Mobile

Hobbies: Travelling with family

Need/Pain: (Can be used as Hooks)

- Mrs Dingra's second child gets rashes & redness whenever she uses regular wipes.
- Her child is allergic to the repeat use of wipes. (Not sure)
- Pronika freak out whenever an insect or mosquitos bite her child. The bubs & redness is so scary and disheartening.
- Even though she follows all the hygienic practices & quality diet suggested by doctors, her baby goes through abdominal pain & constipation frequently.
- The market has low quality baby products with harmful ingredients/chemicals.
- Pronika is very concerned about her baby's health.
- She is suffering from breastfeeding issues.

Desire/Want: (Can be used as Hooks)

- She wants to give her child best care
- Wipes solution/products which are organic and harmless on her child's smooth skin.
- Good health of her baby is the major desire she has. - (Change into fear)
- Care of her baby skin and prevention from insects.
- She wants good baby care products which are natural and easy on her baby's health.
- She wants to give all her love to her child just like her father gives.
- She has heard that breastfeeding gives a baby the best nutrition it deserves. She desires a NATURAL MILK BOOSTER so that her child grows healthy.

Fear: (Can be used as Hooks)

- Her child's skin is very sensitive. Rashes and redness creates irritation for her child.
- Ants, mosquitos are dangerous and harmful. She doesn't want her baby to suffer.
- Harmful chemicals/ingredients may leave a lasting bad effect on her child.
- Market has too much noise on baby care products, but most of them either have bad quality or are not friendly on baby skin.
- Fear of something going bad with her baby as she doesn't have much experience in taking care of.

Frustration: (Can be used as Hooks)

- Constant crying of her child due to rashes.
- Fighting with her husband because he saw the bubs of mosquito bites.
- Most of the nights, she has to stay awake as her baby is in constant pain.
- It makes her frustrated to find quality products which are natural with organic ingredients offline/online. Amazon is not helping.
- Postpartum depression

Motivation:

- Mothers love know no bound for their child.
- Worry free, calm nights.
- Smiling face of her baby.
- Ease of taking care of the child.

Awareness stage: Solution-aware

Traffic Temperature: Cold

Objections: (What are the top reasons why people are not buying from you)

- Never heard of Baby Care
- Not enough visibility, credibility,
- Does it have side-effects?
- Is it safe?
- Does it have enough trust markers or certification?
- Will it actually solve my problem

Challenges: (What are the challenges you are facing)

- Products are premium thereto priced higher which might be concern for mass users

Young Mom Buyer Persona: First Child

Name: Rashmi

Age: 27

Gender: Female

City of Residence: Delhi

Marital Status: Married

Child age: **New born daughter (less than 1 year)**

Education: BBA

Profession: Housewife

Favourite online platforms: Facebook, Instagram

Device usage: High End Phone

Hobbies: Travelling with family

Need/Pain: (Can be used as Hooks)

- Her Daughter has sensitive skin. Cleaning of dirt and impurities has been difficult.
- Difficult to find natural and quality baby wipes in the market.
- Regular wipes leave rashes and redness on skin.
- Rashmi is very concerned about her baby's skin. She needs good quality skin care products for her daughter.

Desire/Want: (Can be used as Hooks)

- Hypoallergenic products which help in taking care of baby skin without any side effects.
- Healthy growth of her daughter.
- Products which are organic and biodegradable/eco-friendly.

Fear: (Can be used as Hooks)

- Fear of her child becoming sick.
- Sudden hiccups & discomfort which don't go away.
- She fears for her child's health from virus/harmful bacterias.
- Fear of something going bad with her baby as she doesn't have much experience in taking care of.

Frustration: (Can be used as Hooks)

- Regular use of wipes leave rashes & redness on her daughter's sensitive skin.
- Most nights, she has to stay awake as her baby is in discomfort due to gas.
- Not able to get All baby care necessary products at one place.

Motivation:

- Healthy growth of her daughter
- Worry free, calm nights.
- Smiling face of her baby.

Awareness stage: Solution-aware

Traffic Temperature: Cold

Objections: (What are the top reasons why people are not buying from you)

- Never heard of MotherSpash
- Not enough visibility, credibility,
- Does it have side-effects?
- Is it safe?
- Does it have enough trust markers or certification?
- Will it actually solve my problem

Challenges: (What are the challenges you are facing)

- Products are premium thereto priced higher which might be concern for mass users

Buyer Persona: Working Mom

Name: Sofia

Age: 31

Gender: Female

City of Residence: Mumbai

Marital Status: Married

Child age: **4 Years Old**

Education: BHMS

Profession: Doctor

Favourite online platforms: LinkedIn, Facebook

Device: Macbook

Need/Pain: (Can be used as Hooks)

- She is not able to protect her son from insects at all times. She needs a natural way to repel insects which also doesn't harm his body.
- Even though she follows all the hygienic practices, her son has abdominal pain & constipation.

Desire/Want: (Can be used as Hooks)

- Her son loves to play outdoor games. She wants her son to stay safe from insects & mosquitoes.
- She wants good products for which are natural without any harmful chemicals and easy on her Son's skin.

Fear: (Can be used as Hooks)

- Harmful chemicals/ingredients in products which are used to clean his clothes and toys may leave a lasting harmful effect on her child.
- Becoming sick and falling ill.
- Fear of harm from insects such as mosquitoes and ants.

Frustration: (Can be used as Hooks)

- Mosquitos bites creates irritation for her child.
- Don't know which product to buy and from where

- Market has too much noise on baby care products, but most of them either have bad quality or are not friendly on baby skin.

Motivation:

- Mothers love know no bound for their child.
- Worry free, calm nights.
- Smiling face of her baby.
- Ease of taking care of the child.

Awareness stage: Solution-aware

Traffic Temperature: Cold

Objections: (What are the top reasons why people are not buying from you)

- Never heard of Baby Care
- Not enough visibility, credibility,
- Does it have side-effects?
- Is it safe?
- Does it have enough trust markers or certification?
- Will it actually solve my problem

Challenges: (What are the challenges you are facing)

- Products are premium thereto priced higher which might be concern for mass users