

# FINDING THE PERFECT PERFUME

Buying perfume is a personal experience where customers explore, compare, and test fragrances to find the perfect fit.

## ACTIONS & CHANNELS KEY:



OPPORTUNITY FOR  
IMPROVEMENT

## INTRODUCING: AVA THOMPSON

Ava is a 25-year-old marketing coordinator living in NYC. She loves fashion, makeup, and staying on top of the latest lifestyle trends.



"ARTSY AVA"

Her weekends are filled with brunches, happy hours, and art exhibitions, where she enjoys expressing her creativity and confidence through her personal style. Stylish, social, and confident, she values self-expression and loves discovering new ways to refine her aesthetic.

Ava is on a mission to find her perfect scent. Something that reflects her personality and makes a lasting impression in both her social and professional life.

## AVA'S EMOTIONS KEY:



HAPPY    NEUTRAL    CONFUSED    ANNOYED    DISGUSTED

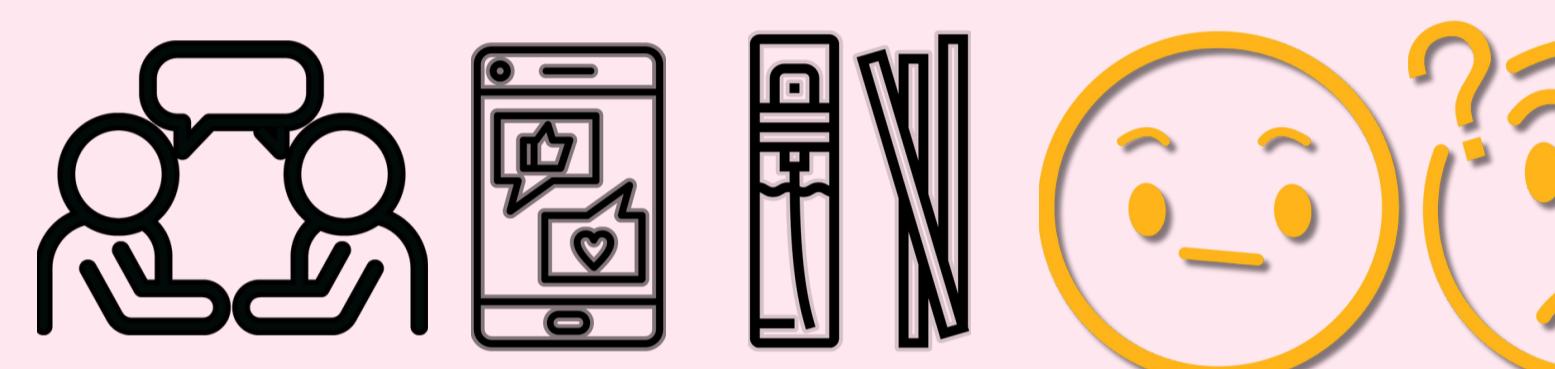
## 1 CONSIDERATION STARTING POINT

### THOUGHTS & EXPECTATIONS:

- I want to find my signature scent
- There are so many options, it's overwhelming

### ACTIONS & CHANNELS:

- Talking with friends & family about their fragrance preferences
- ★ Watching YouTube & TikTok videos on trending perfumes



## 3 TRIAL & ERROR TESTING

### THOUGHTS & EXPECTATIONS:

- I don't want to fully commit to one perfume until I wear it a few times
- I know which scents I like, but I'm still not sure which one to buy in a whole bottle.

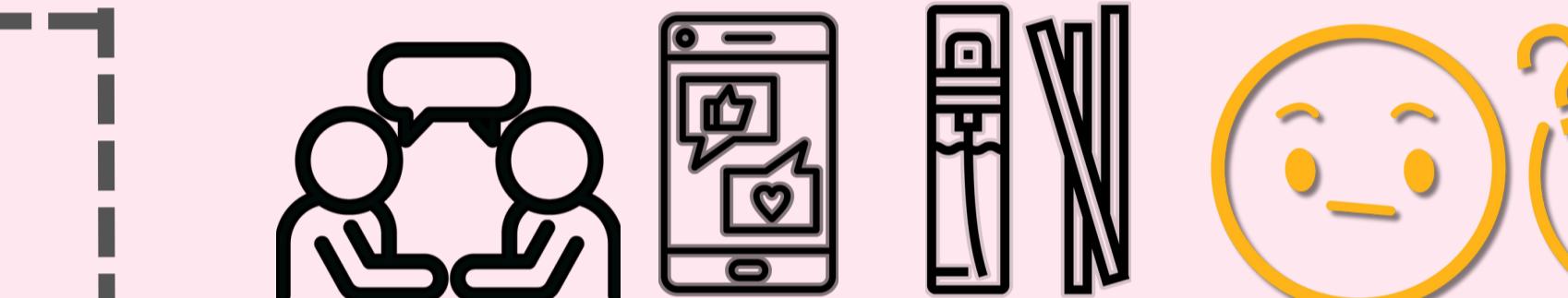
★ I feel so conflicted still

### ACTIONS & CHANNELS:

- Continue using free samples and trying scents

★ Looks up on social media what others have to say about specific fragrances

- Asking more friends and family thoughts on specific fragrances



## 2 EXPLORATION BROWSING OPTIONS

### THOUGHTS & EXPECTATIONS:

- There are way too many scents, I'm not going to be able to test them all
- Why are these all so expensive?

★ I've sampled so many, my head is starting to hurt from all the scents mixing together-now everything smells gross!

### ACTIONS & CHANNELS:

- Visiting Sephora/Ulta, smelling samples
- ★ Asking store employees their opinions and for options
- Figuring out note preferences
  - Ex: Preferring sweeter, floral scents over woody/tobacco scents



## 4 SELECTION BUYING

### THOUGHTS & EXPECTATIONS:

- I finally found the perfume I want to buy
- I hope I am making a good choice
- I liked sampling the scent in the store, and it seems to be a popular perfume
- I'm happy with the price of this specific perfume

### ACTIONS & CHANNELS:

- Buying perfume online, since I already know what I want
- Talking with family & friends about perfume I'm buying
- Watching unboxing videos of others getting their perfume



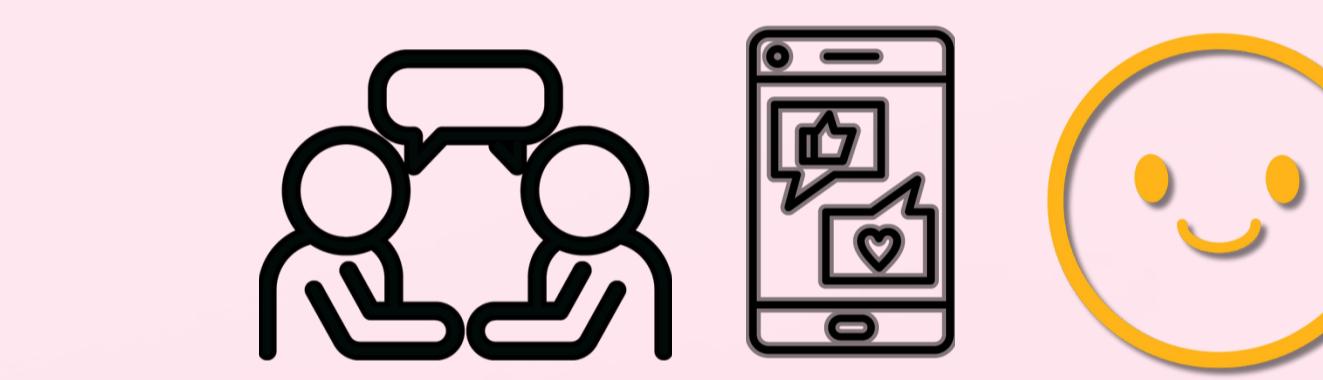
## 5 PRODUCT USE WEARING THE SCENT

### THOUGHTS & EXPECTATIONS:

- I'm curious how others will react or compliment me when I wear it.
- I hope it smells just as good on my skin as it did in the store.
- I want people to notice it but not be overpowered by it.

### ACTIONS & CHANNELS:

- Talking with friends about how long the scent lasts or how it wears
- Paying attention to compliments or feedback from others
- Sharing my experience on social media



## 6 POST PURCHASE REFLECTING

### THOUGHTS & EXPECTATIONS:

- I really love this perfume and am so happy that I decided to buy the full bottle.
- I got a lot of compliments when I wore it out and about!
- I'm pretty sure I would want to get another bottle once I run out, but also am curious about trying other scents

### ACTIONS & CHANNELS:

- Reflecting on whether I liked the fragrance enough to repurchase
- Searching online for the same perfume or exploring new scents
- Talking with friends, coworkers, and online perfume communities

