

PART ONE

User Personas

The following three personas represent the core user types most likely to interact with the Lysane luxury skincare e-commerce experience. Each persona was developed to reflect realistic motivations, behaviours and pain points that directly inform UX decisions across the site.

These personas are used throughout this document to ground the journey maps in real user needs rather than assumptions.

Persona 1: The Luxury Buyer

Sophia M.

"I work hard and I deserve the best for my skin."

38 years old · Senior Marketing Director · Vienna, Austria

Income	High - €90,000+ per year
Education	Master's degree in Business Communication
Tech Comfort	High - shops online frequently, uses mobile and desktop
Skincare Spend	€200–500 per month on skincare and beauty
Brands She Loves	La Mer, Augustinus Bader, Chanel Beauté

Background

Sophia is a senior marketing director at a multinational company. She travels frequently for work and has little time to browse physical stores. She views skincare as self-care and a reflection of her professional image. She is not price-sensitive but she is quality-sensitive. She will spend freely if she believes the product is worth it, but she has zero patience for poor UX, slow-loading pages or confusing navigation.

Goals

- Find and purchase premium skincare products quickly and confidently
- Trust that the brand is genuinely luxurious
- Receive clear product information without having to dig for it
- Have a seamless, elegant checkout experience with saved payment details
- Feel like a valued customer through personalised touches and packaging

Frustrations

- Cluttered product pages that bury the key information she needs
- Slow page loads and she will abandon a site within 3 seconds
- Having to create an account before she can checkout
- Brands that look luxurious in advertising but feel cheap on the website
- Poor mobile experience when browsing between meetings

How She Uses Lysane

Sophia arrives via a direct search or Instagram ad. She expects the homepage to immediately communicate luxury and quality. She scans product pages quickly: ingredient highlights, brand story snippets and visible trust signals keep her on the page. She checks out on desktop, expects the process to take under two minutes, and values a confirmation email that feels premium.

Persona 2: The Skincare Enthusiast

Mia K.

"I want to understand exactly what I'm putting on my face."

24 years old · Junior Graphic Designer · Berlin, Germany

Income	Moderate - €28,000 per year, careful with spending
Education	Bachelor's degree in Visual Communication
Tech Comfort	Very high - early adopter, heavy mobile user, follows skincare subreddits
Skincare Spend	€60–150 per month (researches carefully before buying)
Brands She Loves	The Ordinary, Paula's Choice, NIOD

Background

Mia is a 24-year-old designer who became obsessed with skincare after struggling with breakouts in university. She spends hours reading ingredient lists, watching YouTube reviews and following SkincareAddiction on Reddit. When she discovers a new brand, she researches it thoroughly before spending a cent. She is aspirational about luxury skincare but budget-conscious, she will save up for a product she believes in.

Goals

- Understand what every ingredient does and why it is in the formula
- Read real customer reviews before committing to a purchase
- Compare products across the range to build an effective routine
- Feel confident she is not paying luxury prices for ordinary ingredients
- Discover new products through educational content, not just ads

Frustrations

- Vague product descriptions that say 'nourishing' without explaining how
- No full ingredient list visible before adding to cart
- Sparse or no customer reviews on the product page
- No way to filter by skin concern, ingredient or routine step
- Content that feels like marketing copy rather than genuine education

How She Uses Lysane

Mia discovers Lysane through a blog post or recommendation. She immediately goes to the product listing page and tries to filter by concern or ingredient. She spends a long time on individual product pages, scrolling to find ingredient lists and reading every review. She may add something to her cart but leave to research further before returning to complete the purchase.

Persona 3: The Minimalist

Clara T.

"I just want something that works. Simple, quick, done."

33 years old · Secondary School Teacher · Graz, Austria

Income	Middle income - €42,000 per year
Education	Master's degree in Education
Tech Comfort	Moderate - comfortable online but easily frustrated by complexity
Skincare Spend	€40–80 per month (wants quality but keeps routine simple)
Brands She Loves	CeraVe, Weleda, simple pharmacy brands

Background

Clara is a busy teacher and mother of one. Her mornings are chaotic and her skincare routine needs to fit into a five-minute window. She has sensitive skin and has been burned before by over-complicated routines. She is open to trying a premium brand if someone she trusts recommends it. A friend mentioned Lysane and she is curious but cautious. She needs to be guided quickly to the right product without being overwhelmed.

Goals

- Find the right product for her skin type in as few clicks as possible
- Understand quickly what a product does without reading a long description
- Trust that the product won't irritate her sensitive skin
- Complete her purchase without having to register or fill long forms
- Know when her order will arrive and receive clear delivery information

Frustrations

- Overwhelming product ranges with no clear guidance on where to start
- No skin type filter or 'best for sensitive skin' guidance
- Long and complicated checkout flows with too many steps
- Forced account creation before purchase
- Vague delivery timelines

How She Uses Lysane

Clara arrives via a friend's recommendation or a simple Google search. She looks for a 'sensitive skin' filter or a 'start here' recommendation on the homepage. If she cannot find clear guidance within the first minute, she will leave. If she finds a suitable product quickly, she wants the fastest possible path to checkout.

PART TWO

User Journey Maps

Each journey map tracks a persona through the full Lysane purchase experience: from first awareness through to post-purchase reflection. The maps highlight where the experience works well, where friction occurs, and where design improvements would have the greatest impact.

Journey Map 1: Sophia (The Luxury Buyer)

Scenario: Sophia sees a Lysane Instagram ad during her commute. She visits the site on mobile, browses two products, switches to desktop at home and completes her purchase.

Awareness	Discovery	Consideration	Purchase	Post-Purchase
Sees Instagram ad on mobile during commute	Visits homepage on mobile, scrolls hero and product highlights	Opens two product pages, reads descriptions and ingredients	Switches to desktop, adds product to cart, checks out	Receives confirmation email, awaits delivery
"This looks elegant. I want to see the full range."	"The aesthetic is right. Where is the product page?"	"I like both. Which is better for my skin at 38?"	"I hope checkout is fast. I hate entering details twice."	"I hope the packaging reflects the price I paid."
Curious, interested	Positive but impatient	Engaged but uncertain	Determined but cautious	Anticipatory, slightly anxious
Ad does not tell her the price range, she wonders if it is affordable or ultra-luxury	Mobile navigation is slightly cramped, hero CTA is below the fold	No age-range or skin-concern filter to guide her choice	No Apple Pay or saved card option; must enter card details manually	Confirmation email is plain text with no brand personality

Journey Map 2: Mia (The Skincare Enthusiast)

Scenario: Mia reads a skincare blog that mentions Lysane. She visits the site, deep-dives into ingredient lists and reviews, adds to cart, but abandons to research further. She returns three days later via email and completes the purchase.

Awareness	Research	Deep Dive	Abandonment	Return & Buy
Reads blog post mentioning Lysane, clicks through to site	Opens product listing page, looks for filters	Reads full product page: description, ingredients, reviews	Adds to cart but leaves to cross-reference on Reddit	Returns via abandoned cart email, completes purchase
"Never heard of this brand. Let's see what it's made of."	"I need to filter by active ingredients or concern."	"Good ingredients. But I only see 3 reviews. Is that reliable?"	"Let me check if anyone has used this before I commit."	"Good! I've done my research. I'm ready now."
Sceptical, curious	Frustrated - no filter exists	Interested but unsure	Undecided	Confident, satisfied
Blog link goes to homepage, not the specific product mentioned	Filtering is limited to category only; no ingredient or concern filter	Too few reviews; no way to sort by skin type or verified purchase	Cart does not save across sessions; item is gone when she returns	Email arrived 48 hours later, she had already found a competitor

Journey Map 3: Clara (The Minimalist)

Scenario: Clara's friend recommends Lysane. She searches the name, visits the site on her phone, looks for a sensitive skin product, hits friction at checkout and nearly abandons: but guest checkout saves the sale.

Awareness	Navigation	Selection	Checkout	Post-Purchase
Friend recommends Lysane; Clara Googles it on her phone	Tries to find a sensitive skin product; browses categories	Finds a suitable moisturiser, reads the first two lines	Proceeds to checkout; initially asked to create an account	Completes guest checkout, receives order confirmation
"Sounds nice. I hope it has something for sensitive skin."	"Where is the filter? I don't want to read every product."	"Fragrance-free, gentle formula, that'll do. Price is fine."	"Not doing this. I'm not registering just to buy one thing."	"That was almost too hard. But I'm glad I got it in the end."
Mildly hopeful	Impatient	Relieved, ready to buy	Frustrated, about to abandon	Relieved, cautiously satisfied
Google result goes to homepage — no clear 'sensitive skin' path visible	No skin type filter; she has to open product pages one by one	None at this stage, product page is clear enough for her needs	Account creation prompt blocks the path to purchase	No clear delivery date shown, just '3–5 business days'