

3.6.1 - From profile to product

ANAHÍ SENSE

Maya describes her needs. Anahí reviews the formula internally.

FICTIONAL STORY / PLANNED ONLINE SERVICE / PERFORMANCE GOALS TO BE TESTED



01 A daily frustration

“I want to care for my healed scar. Why does this cream feel so heavy?”

Maya seeks hydration, barrier support and improved scar appearance, with a feel she enjoys.



02 She shapes her care online

“A light protective feel. Very little residue. These are my priorities.”

She records performance goals and sensory preferences, then checks her profile summary.



03 Review behind the scenes

“Which supported formula fits both her goals and her preferred feel?”

A formulator reviews the digital profile internally. Maya does not attend a consultation.

Online profile > internal formulation review > home delivery > online feedback

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Delivery, daily use and online feedback.

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04 Her cream arrives at home

“My cream, its intended benefits and how to use it - all in one delivery.”

Anahí prepares the reviewed formula, records its formulation and batch IDs, and dispatches it.



05 Daily use, in her own routine

“How does it perform? How does it feel after I apply it?”

Maya considers perceived skin results, comfort and residue. Her experience will inform feedback.



06 Feedback stays online

“The texture feels too heavy. I would prefer a lighter feel next time.”

Her online feedback guides a later formulator review, retaining the performance goals and tested limits.

Behind the service: Sproti will generate performance and sensory evidence through formulation tests and participant measurements. These research measurements are separate from the future online customer journey.

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