Business Name: CoffeeHouse   
  
CoffeeHouse is an international coffee store chain with locations in New York, Chicago, San Francisco, Cleveland, London, Nantes, Reykjavik, and more. It aims to serve quality coffee with local flair. Their drinks range from $3 - $8. The shops are minimalist, clean-lined, and feature a variety of freshly brewed house blends from the world’s major coffee regions. They offer both ready-to-drink and whole or ground beans by the pound. Their specialty drinks are made to order at their counter For each of the cities they currently operate in, they have crafted an exclusive coffee-based beverage that can only be ordered in its city. This has inspired fans to seek out CoffeeHouse shops in other cities in an effort to try all of the exclusive creations.  
  
Services:

* A counter where CoffeeHouse baristas make drinks to order.
* A selection of pastries and scones sourced locally from the cities they operate in, but made to CoffeeHouse specifications.

Below are a summary of potential customer types.

Customer type one:

• A junior employee in a busy professional firm who is typically under 23 years of age.

• Several times a week, this customer goes to the CoffeeHouse to pick up an order for themselves and up to twelve coworkers.

• This customer is on a tight schedule and needs to order high-quality CoffeeHouse items in advance and pick them up quickly and efficiently.

• The most common frustration for this type of customer involves the coordination of their pick-up. Sometimes a large order is incomplete or incorrect. Other times the order sits too long and their coffee or hot food items get cold.

Customer type two:

• Someone who enjoys hanging out at CoffeeHouse and wants a place outside of their home and workplace where they can be connected and productive. This type of customer varies in age and occupation.

• The most common frustrations for this customer involve poor organization at the checkout counter and their inability to find adequate workspace. Waiting in line to place orders and pick up items interrupts their productivity and discourages them from placing an order. It's also important to this customer that they have access to desirable working conditions like a strong Wi-Fi connection and comfortable seating.



