



## Vaishali

**Age:** 29

**Education:** B.com graduate

**Hometown:** Bangalore, Karnataka

**Family:** Single, lives alone

**Occupation:** Barista(Coffee Shop owner)

***“Our mission is to create unique coffee flavors in a comfortable environment to serve our customers and we would like to continue to strive to create a welcoming place for our coffee enthusiasts to escape the hustle and bustle of the day”***

### Goals

- To provide a friendly, comfortable atmosphere where the customer can receive quality food, service and entertainment at a reasonable price.
- To Promote sales we need to Place monthly ads in neighborhood publications and Offer discount coupons
- Generate good monthly sales and make a good profit revenue.

### Frustrations

- Coffee shops can be found on seemingly every corner, so it's important for me to establish an identity for my establishments.
- You serve people through the day, and sometimes you have to deal with rude or aggressive customers.
- It is expensive to promote multiple sales and do marketing.

Vaishali is a coffee shop owner from past 5 years who loves her work as a Barista. She thinks that coffee shops are the perfect place for the people to be productive, hang out, or just get some personal time away from the distractions of the outer world. She wants to make her business profitable by providing comfortable and innovative atmosphere with good quality food and services with reasonable prices to her customers but it is very difficult for her to manage all tasks in one go. Because she finds that it is very expensive and difficult for her to manage all the tasks related to coffee shop renewal with consumer marketing. She would like if all the task will be done in a creative way on her budget.



Jay

**Age:** 37

**Education:** Bachelor degree in English, journalism

**Hometown:** Belgaum, karnataka

**Family:** Married,  
Lives with her Wife

**Occupation:** Writer

*“I love writing while drinking coffee in a serene and inspiring work environment and I like to avoid chaos and sudden change.”*

## Goals

- I want to communicate through my words to enhance and influence the lives and the perspective of the readers.
- Complete my new Novel
- I want to support my family and be a great parent to my future kids.

## Frustrations

- Sometimes it's annoying to concentrate on my work because of people/noise distractions.
- The gap between what I want and what I have is what really frustrates me.
- Lack of time

Jay is a magazine writer from past 10 years and currently he is focus on his new novel. The first thing to do when Jay wake up in the morning is grab a cup of coffee and open his computer. If he is not in the middle of writing/launching/marketing his own book, then Jay usually answering emails or working on a client's manuscript (editing) for the magazine. Sometimes it is difficult for Jay to focus on his writing because of bad atmosphere or crowded places when he needs to complete his tasks because of deadlines. He would be happy if he found a creative and inspiring place when he could focus on his work and enjoy the tasks with peace.