



Ella

Age: 28

Education: BA Arts

Hometown: Portland, Oregon

Family: Single

Employment: Freelance Graphic Designer

"I wish there was an easy way to find the best coffee shops to work at and maybe even meet some folks who share my passion for unique blends."

Goals

- ☕ Wants to find quiet places to work outside her home
- ☕ Expand her social network in the coffee and tea community
- ☕ Learn more about different beverages for personal enjoyment

Frustrations

- ☕ Finding cafes with the right ambiance for working
- ☕ Connecting with people who have a similar passion for coffee and tea

Ella is a young freelancer from Portland. Her job allows her to work from anywhere, so she's always looking for the perfect coffee or tea shop with a relaxing ambiance. While she enjoys her own company, she occasionally feels the need to connect with people who share her love for caffeinated beverages.



Raj

Age: 34

Education: MS Engineering

Hometown: Mumbai, India
(now living in
San Francisco)

Family: Married with one child

Employment: Software Engineer

“I’d love to discover more authentic tea blends and find cafes where my family and I can spend quality time.”

Goals

- ☕ Explore local tea and coffee shops during weekends
- ☕ Attend social events to meet new people in his city
- ☕ Dive deep into the world of teas and discover unique blends

Frustrations

- ☕ Limited knowledge about authentic teas
- ☕ Struggling to find family-friendly cafes

Raj, a software engineer from Mumbai, now resides in San Francisco with his small family. Every weekend, he searches for new coffee or tea shops to explore, but wishes he knew more about the varieties they offer.



Clara

Age: 55

Education: High-school Diploma

Hometown: Chicago, Illinois

Family: Widowed with three grown children

Employment: School Librarian

"I'm always in search of that perfect blend of peace, a good book, and a delightful cup of caffeine-free tea."

Goals

- ☕ Find peaceful coffee and tea spots to read at
- ☕ Attend events to break the monotony of her routine
- ☕ Expand her knowledge on her favorite drinks

Frustrations

- ☕ Noisy cafes
- ☕ Lack of information about caffeine-free options

Clara, a school librarian, enjoys quiet moments with a good book and a cup of tea or coffee. She often finds it hard to locate the right environment outside her home, and wishes she knew more about her beverage options, especially those without caffeine.



Diego

Age: 40

Education: AS Business Management

Hometown: San Antonio, Texas

Family: Divorced with two children
he sees on weekends

Employment: Retail Manager

“It’s not just about the coffee or tea; it’s about creating lasting memories with my kids.”

Goals

- ☕ Discover places to bond with his kids over a beverage
- ☕ Attend events that might help him meet others and expand his social circle
- ☕ Understand more about what he’s drinking and share that knowledge with his kids

Frustrations

- ☕ Child-friendly places that also appeal to adults
- ☕ Not knowing much about teas and feeling limited to traditional coffees

Diego, a retail manager from San Antonio, cherishes the weekends with his kids. He’s always on the lookout for fun coffee or tea places where they can bond and wishes he had more knowledge to share with them about what they drink.



Sophie

Age: 22

Education: Student, BS Environmental Science

Hometown: Denver, Colorado

Family: Single

Employment: Part-time Barista

“Every cup has a story, and I want to know them all.”

Goals

- ☕ Enhance her skills by learning about various coffee and tea types
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- ☕ Connect with others in the barista community
- ☕ Attend social events to take a break from her studies

Frustrations

- ☕ Finding authentic information about teas and coffees
- ☕ Feeling isolated in a city she’s still getting to know

Sophie, a part-time barista and college student in Denver, is passionate about coffee and tea. To excel at her job and enjoy her personal time, she wishes she could deepen her understanding and connect with likeminded individuals.