

"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."

Ella

**Age:** 28

**Education:** BA Arts

Hometown: Portland, Oregon

Family: Single

**Employment:** Freelance Graphic Designer

## 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.



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

# Raj

**Age:** 34

**Education**: MS Engineering

Hometown: Mumbai, India

(now living in San Francisco)

Family: Married with one child

**Employment:** Software Engineer

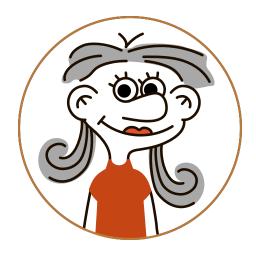
#### Goals

- 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.



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

## Clara

**Age**: 55

Education: High-school Diploma

Hometown: Chicago, Illinois

Family: Widowed with three grown

children

**Employment:** School Librarian

#### 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 caffeinefree 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.



"It's not just about the coffee or tea; it's about creating lasting memories with my kids."

# Diego

**Age:** 40

**Education:** AS Business Management

Hometown: San Antonio, Texas

Family: Divorced with two children

he sees on weekends

**Employment:** Retail Manager

## 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.



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

# Sophie

**Age:** 22

Education: Student, BS Environmental

Science

Hometown: Denver, Colorado

Family: Single

**Employment:** Part-time Barista

#### Goals

- Enhance her skills by learning about various coffee and tea types
- Enhance her skills by learning about various coffee and tea types
- 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.