

Buyer Persona: Young Urban Trendsetter

This persona represents the young, urban, trend-conscious individuals who seek premium experiences, social recognition, and Instagram-worthy moments at Haksoss Café.

Demographics

- Age: 20–50
- Gender: 50% Male / 50% Female
- Location: Alexandria (urban neighborhoods)
- Income: \$25k–\$50k / year
- Education: College students / young professionals

Psychographics

- Lifestyle: Trend-focused, social, digitally connected
- Values: Experiences, social recognition, aesthetics
- Interests: Specialty coffee, photography, social media trends
- Personality: Outgoing, expressive, adventurous, social influencer

Goals & Motivations

- Share Instagram-worthy experiences with peers
- Discover new cafés with unique offerings
- Be recognized as a trendsetter among friends
- Access exclusive promotions and events

Challenges & Pain Points

- Limited budget vs. elite professionals
- High demand for unique experiences
- Over-saturated café market requires differentiation
- Expects fast, seamless service in social settings

Preferred Channels

- Instagram & TikTok for visual inspiration
- YouTube / lifestyle creators
- Email & app notifications for seasonal offers
- Social sharing & referral campaigns

Buying Behavior

- Willing to try new trendy offerings
- Influenced by social proof and endorsements
- Loyalty programs drive repeat visits
- Shares premium experiences online

Awareness

Discovers Haksoss via social media trends, influencers, and peers



Consideration

Evaluates visual appeal and social recognition opportunities



Conversion

Purchases curated coffee experiences and shares first visit online



Retention

Becomes regular visitor, attends events, and refers friends