Haksoss Café — Buyer Persona: Young Urban Trendsetter

1. Original Client Targeting

- Client initially targeted a broad demographic of café visitors, without detailed segmentation for age, lifestyle, or social influence.
- Primary goals: Increase foot traffic and brand visibility among young adults.
- No clear psychographic or behavioral insights were collected initially.

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2. Data & Research Collected

- **Primary Research:**
  - Surveyed 400+ young adults (20–50) in Alexandria to understand preferences, social habits, and café expectations.
  - In-depth interviews with 50 trend-conscious consumers to map motivations, challenges, and social influence triggers.
- **Secondary Research:**
  - Analyzed Instagram, TikTok, and YouTube trends to identify content types that drive engagement.
  - Benchmarking of local and international cafés targeting young urban consumers.
- **Insights:**
  - Young urban consumers seek visually appealing experiences to share on social media.
  - Social recognition, exclusivity, and trendiness are strong motivators.
  - Preferred channels: Instagram, TikTok, and lifestyle influencers.
  - Loyalty programs encourage repeat visits when paired with social perks.

3. Persona Definition & Reformulation

Persona Element	Original Targeting	Reformed Persona	Rationale / Data Basis
Demographics	Young adults 18–40, general urban visitors	Age 20–50, 50% Male / 50% Female, Alexandria urban neighborhoods, Income: EGP 200k–1M+, college students & young professionals	Survey and market data refined target to affluent young adults likely to spend on premium experiences.
Psychographics	Lifestyle not specified	Trend-focused, social, digitally connected; values experiences, social recognition, aesthetics; interests in specialty coffee, photography, social media trends; outgoing, expressive personality	Primary research showed that visual appeal, social influence, and trendiness strongly drive engagement and loyalty.
Goals & Motivations	General café enjoyment	Share Instagram-worthy experiences, discover unique cafés, be recognized as trendsetters, access exclusive promotions/events	Insights from interviews identified key motivators aligned with social media culture and peer recognition.
Challenges / Pain Points	Not specified	Limited budget compared to elite professionals, high demand for unique experiences, over-saturated market, expects fast and seamless service	Consumer surveys and competitive benchmarking revealed pain points impacting conversion and repeat visits.

		Instagram & TikTok for inspiration, YouTube/lifestyle creators, Email & app notifications for offers, social sharing/referral campaigns	Digital channel analysis and social media engagement metrics identified channels with highest impact for this persona.
Preferred Channels	General marketing channels		
Buying Behavior	Not tracked	Willing to try trendy offerings, influenced by social proof and endorsements, loyalty programs drive repeat visits, shares experiences online	Behavioral tracking from surveys and social media monitoring validated purchase and engagement patterns.

4. Persona Journey Flow

- **Awareness:** Discovers Haksoss via social trends, influencers, and peer recommendations.
- **Consideration:** Evaluates visual appeal, social recognition opportunities, and uniqueness of offerings.
- **Conversion:** Purchases curated coffee experiences, shares first visit online.
- **Retention:** Becomes regular visitor, attends events, and refers friends.

5. Methodology & Sources

- Primary Research: Surveys (400+) and interviews (50) targeting affluent young adults.
- Secondary Research: Social media analytics, competitor benchmarking, trend reports.
- Data Collection Methods: Online forms, in-person interviews, social listening tools.
- Strategic Reformulation: Persona refined to target high-value, socially influential consumers for optimized engagement, loyalty, and social amplification.