# 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.

## 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

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| **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. |
| Preferred Channels | General marketing channels | 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. |
| 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.