

 **Says** 

WANTS
CONVENIENCE

LIKE TO
USE
PHONE

ENJOYS
PICKING-UP
COFFEE

 **Thinks** 

DOESN'T
HAVE
TIME FOR
LONG LINES

NEEDS
CAFFEINE
TO
FUNCTION

 **Does** 

DRINKS
COFFEE
EVERYDAY

HEAVY
SMARTPHONE
USER

WALKS
TO
WORK

 **Feels** 

OVERWHELMED

IMPATIENT

