

WAKEE BLACK COFFEE

Wakee Coffee is for students at SFSU who are busy working and studying on campus most of their time. The drink is to energize the students to start a fresh new day at school and help them stay awake late at night for studying. Wakee Coffee offers black coffee that not only helps the student to stay energetic but also maintains their healthy lifestyle on campus.



Christina Angel

The energetic entrepreneur

Personal Background

Christina is a 21 year old Junior at SFSU and is majoring in Business. She is born and raised in San Francisco and commutes to SFSU by using the bart. She works on campus as the front desk assistance of the business administration office. Outside of school she is very active and spends lots of time at 24 hr fitness. On the weekends she enjoys spending time with friends going out to eat at expensive resturant and parties. She is an energetic student and is very dedicated towards succeeding in college. She is often seen studying in the library and enjoys reading books. When she is at home she usually is on instagram or Netflix watching Ozark. She has many friends and is popular and is considered and extrovert.

She is a very busy student handling social life, work and school work. In order to maintain her focus she relies heavily on Starbucks coffee and once in a while energy drinks. In order to remain attentive she keeps a schedule to keep up with her work.

Goals

- Graduate college and find a succesful job allowing her to move out of her parents house and become independent Straight A student
- She looks to earn a high salary in order to make up for her college debt
- A more momentary goal that she has is to let go of her addiction towards starbucks coffee and caffinee because it is expensive and not healthy for her. Her plan is to drink black coffee and make it at home instead.
- Her goal is to read atleast week but is consumed with class work and other responsibilites.

Scenario

Christina is realizing that she has to save money because living in San Francisco is expensive especially when attending college. Her plan is to become independent from her parents and is beginning to look for internships. She is very stressed out during this moment and dependent on Starbucks's coffee drinking 2 or 3 cups a day. She aware of her bad coffee drinking habit so she is trying to shift to black coffee instead of milk coffee for better health. She always want to have her own coffee machine at home.

Don't forget add notes about the offering (features, benefits, and other attributes)
Can you describe the interest of the market about?
Additionally, let insight about what all this means for a SFSU student



better health with black coffee

less calories

allow losing weight

In a can for convenient

easy to purchase

cheap

offer hot and cold

Implications for a SFSU Student

being more healthy

helps to stay focus

save money and time

convenient

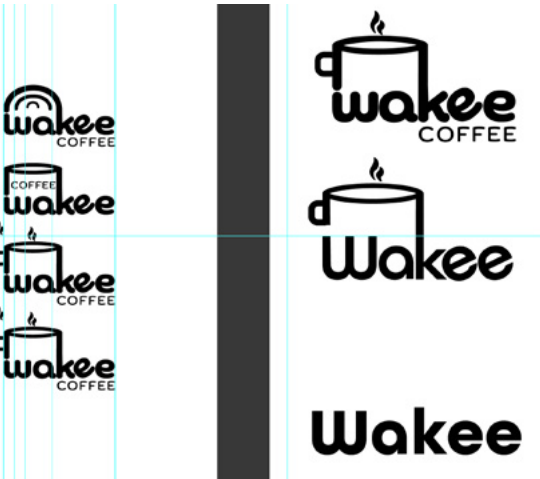
Project Name: Personal Logo	Phase 1	Nhi Doan , Designer
DATE: Dec. 1, 2021	Reserch and Persona: SFSU college student research and come up with the persona named Christina	Panel 2



Project Name: Phase 2 [Nhi Doan](#), Designer
Personal Logo

DATE: Panel 3
Dec. 1, 2021

Moodboard:
Moodboard with font studies, color palettes, container shapes, graphics, and textures





Project Name: Personal Logo	Phase 5	Nhi Doan , Designer
DATE: Dec. 1, 2021	Final Mockup: mock -up on can	Panel 6