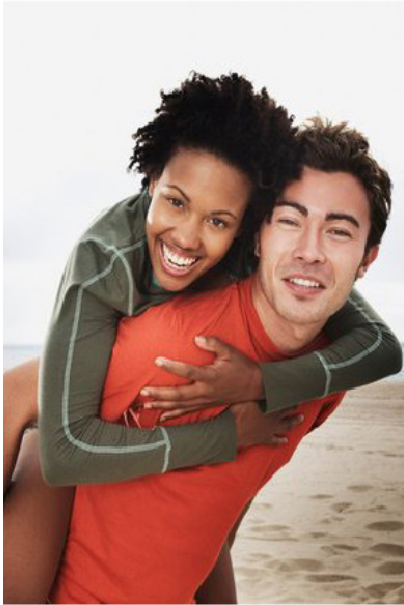


PERSONAS



TIM NYGUEN

Age: 23

Ethnicity: Vietnamese

Education: Working toward a Science Masters

Client Background

Mr. Nyguen is the new primary audience. He is a student at the University of Iowa, who works part-time at a local Book Store. He is married to his wife Britany. Tim has had a passion for coffee since he was 16 years old, which led him to start his popular blog site "Tim Coffee Boy". He reviews coffee shops and roasters. Recently Tim received a package of Twin Finches' house blend from a friend in Seattle. Tim gave the blend a 4.75/ 5 rating (which still holds the highest rating) on his blog. He notes that it's a pain to have to use his friend to get the blend and wishes Twin Finch had a site that would let him order all their blends.



MONITA

Age: 26

Ethnicity: Caucasian & Spaniard

Education: Bachelore Degree in Business and Marketing

Client Background

Monita is the secondary audience for Twin Finch. She is a young adult with some college experience. Monita also has the time and money to spend buying coffee beans at local roaster shops. She drinks coffee to get the energy she needs for her busy schedule. She is the owner of a small boutique shop in Seattle. Monita is a fan of art and all of its different mediums, especially if its local. She also likes to splurge on clothing, furniture, and things for her two sassy cats Plug and Tyrone.

PERSONAS



WILSON BUCKSAPLENTY

Age: 35

Ethnicity: Caucasian

Education: Library Science Degree

Client Background

Wilson would fall into more of the tertiary audience. Wilson has been a regular customer to Twin Finch since it opened up. He is extremely loyal to his favorite brands and will not accept a substitute. He also has money to spend. Wilson likes to spend his free time reading books about various topics that engage the mind. He drinks tea, coffee and wine while reading too. He is very social and likes to be a part of any activity that lets him be active in his community.