



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona’s name
Short summary of the persona

I want a coffee that matches my taste preferences and offers a unique flavor profile

I'm willing to invest in a premium coffee brand that emphasizes sustainability and ethical sourcing

I prefer coffee that is convenient to brew and fits into my daily routine seamlessly

Excited about discovering new and exotic coffee flavors and aromas

Committed to supporting brands that prioritize ethical sourcing and sustainability.

Satisfied and content when enjoying a delicious cup of coffee

This coffee has a rich and robust flavor that I love."

I'm looking for a coffee that provides a smooth and balanced taste

I appreciate the brand's commitment to sustainability and fair trade practices

Reads reviews and customer testimonials to assess the quality and taste of various coffee brands.

Engages in conversations with friends and fellow coffee enthusiasts to get recommendations and insights.

Explores different coffee options online and in local stores



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?