

**Paul, 38**

**Quote:** Cool beans! Ha, get it? Coffee beans!

**Description:** Paul Sandberry is a 38-year-old man who has been running a small coffee shop for 3 years. He mostly employs young, part-time workers, and many of his customers are young students. Because of this, he knows that he needs a simple system of payment for his business and able to train his employees on quickly.

**Goals:** He wants a simple to use system for his small business. He doesn’t need a fancy POS system to just sell coffee and snacks. He also needs good software to keep inventory that is easy to track.

**Frustrations:** This is Paul’s first time running a business, and he does not feel like it is worth it to invest huge sums of cash in a state of the art point of sale system and hiring an IT guy to keep the software and system up to date.

**Amara, 22**

**Quote: I want to be my own boss!**

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