

what they see

coffee shop ambiance
baristas preparing coffee
freshly brewed coffee
latte art

what they hear

background jazz music
The sound of coffee machine
conversation and laughter

what they say and do

order their favorite coffee
share their coffee
experience on social media
Enjoy a moment of
relaxation



what they think and feel

craving for a warm, comforting
drink
A desire for a cozy and inviting
atmosphere

pain points

long wait times
high prices
limited seating

gains

a memorable coffee
experience
Delicious and aromatic coffee
A place to unwind and focus