


Module 3 Lesson 2 Challenge: Persona Canvas

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Starbucks: Coffee

Name	Demographics	Background
<p>Sarah Thompson</p> 	<ul style="list-style-type: none"> Age: 32 Gender: Female Occupation: Marketing Manager Location: Urban area (Seattle, WA) Young, energetic single parent 	<ul style="list-style-type: none"> Sarah is a busy professional who thrives on caffeine. She starts her day with a Starbucks coffee, and it's an essential part of her routine. She loves to savor her favorite coffee in a comfortable setting that reflects her love for the beverage. She appreciates quality, convenience, and consistency. She captures the essence of a coffee lover's moment of relaxation at Starbucks.
Goals/Needs	Positive Trends	Opportunities
<ul style="list-style-type: none"> Quality Coffee: Sarah seeks premium coffee made from ethically sourced beans. She values the Starbucks brand for its consistent taste and high standards. She needs to boost her energy daily to keep her vibrant and ready to take on the day. She needs a relaxing ambience that captures her love for savoring her favorite coffee. 	<ul style="list-style-type: none"> Generational shifts in coffee culture: There's a growing appreciation for the role of coffee with each generation influencing coffee culture in unique ways. Younger coffee customers: Gen Z's love for coffee-derived drinks is leading to the rise of specialty drinks and artisan coffee. New brewing methods: Cold and nitro brews are gaining popularity, offering smoother and less bitter coffee experiences. Custom ordering: The trend of customizing coffee drinks. 	<ul style="list-style-type: none"> Career Advancement: Sarah might find opportunities to grow professionally in her field. Community Engagement: She could engage with coffee communities, contributing to initiatives that empower women. Personal Development: There is a chance for her to connect with other women who share her passion for coffee. Educational Opportunities: She may discover resources and program opportunities while networking with other enthusiasts. Entrepreneurship: She may develop entrepreneurial skills and start her own coffee related business, leveraging her

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<ul style="list-style-type: none"> • She needs to get in and out early in the morning and does not have patience for long lines at Starbucks. 	<ul style="list-style-type: none"> • Empowerment of women in coffee: There's a significant impact of women in coffee-farming communities, highlighting the importance of their roles and contributions on social media. 	<p>enthusiasm and social media influence</p> <ul style="list-style-type: none"> • Social engagement: As a young single parent, she might meet an equally coffee enthusiast young male and go on a date.
Hopes	Negative Trends	Headaches
<ul style="list-style-type: none"> • Personal Growth: To continue growing personally, learn new skills, and embrace new experiences that enrich her life and that of her child. • Professional Success: She might aspire to advance in her career. • Community Connection: Likely foster deeper relationships within her community. • Sustainability: A brighter future for her child might be a key hope 	<ul style="list-style-type: none"> • Work-Life Balance: As a single parent, balancing a career with parenting responsibilities can be particularly challenging, especially in an industry that may require long or irregular hours. • Making new friends: Due to the nature of her job, she is unable to socialize and make new friends or date. 	<ul style="list-style-type: none"> • Work-Life Balance: Juggling a full-time job and caring for her child is a significant challenge, often leading to stress. • Financial Stability: Being a single parent; financial concerns are paramount. Sarah often worries about providing for her child's needs and securing a stable income. • Social Stigma: There can be societal pressures and stigmas associated with being a single parent, which could affect her mental well-being and social interactions. • Career Advancement: Her career field is male dominated, which sometimes leads to feeling of frustration and inequality. • Personal Development: Finding time for self care and personal development can be difficult when balancing work and parenting responsibilities.
Fears		
<ul style="list-style-type: none"> • Financial Securities: Concerns about maintaining stable 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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<p>income to support herself and her child.</p> <ul style="list-style-type: none">• Work-Life Balance: The fear of not being able to balance her career aspirations with the demands of raising a child alone.• Professional Growth: Anxiety over potential barriers to career advancement within her industry due to gender inequality or lack of opportunities.• Social Support: Worry about facing social isolation or not having a strong support network to rely on during challenging times.• Personal Well-being: Fear of neglecting her own needs and well-being while focusing on her child and career		
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