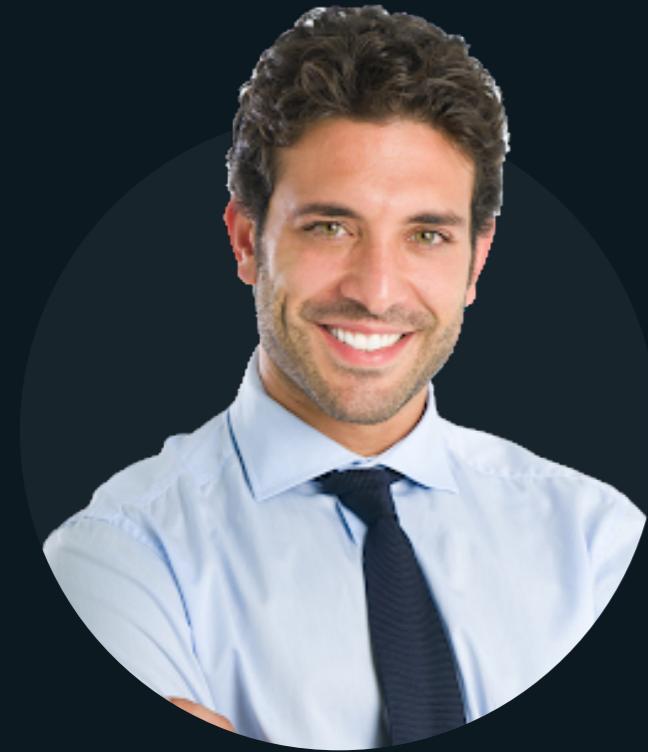


# Persona 1: Adam taylor



## Adam Taylor

**Age** 35

**Education** B.S. in accounting

**Location** New York, New York

**Family** Married, 2 children and has 2 dogs

**Occupation** Financial advisor

*"Coffee helps keeps me revitalized and focused on my demanding job"*

### Goals

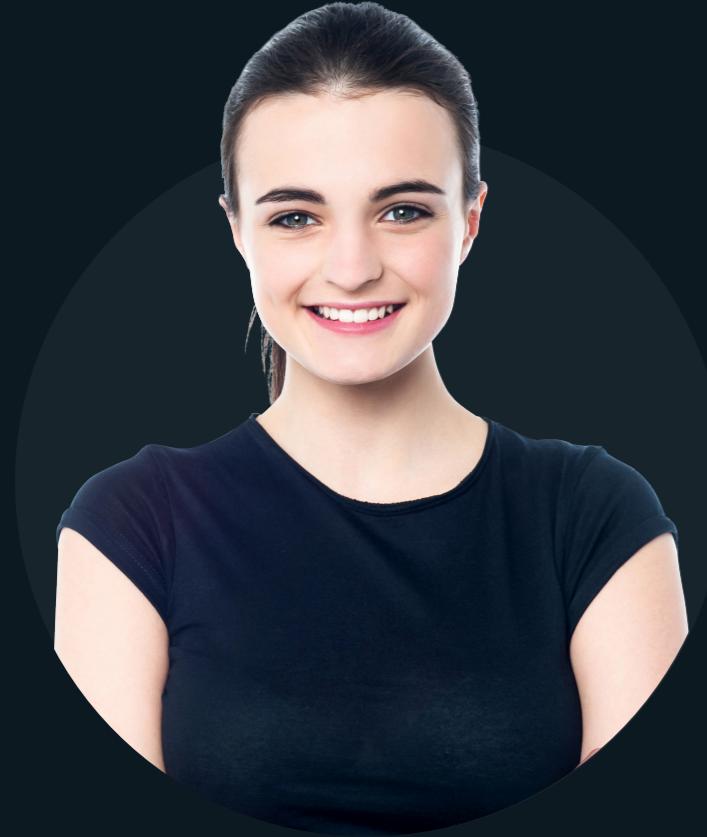
- Time to focus on work
- To start on morning ritual with the same good cup of joe
- To spend break times wrapping up work to finish early and be with family

### Frustrations

- Having to order the same coffee every morning
- Having to pick up coffee during break or late night office hours

Adam works a demanding job and has a limited time with family sometimes he spends most of his time working late. But always comes to work on time with a cup coffee on hand. Enjoys ordering one particular type through for pick-up. Adam is moderately tech savvy so ordering the same drink everyday can repetitive. The CoffeeHouse is just within walking distance but there is no time to pick up coffee during breaks.

# Persona 2: Sara Roman



## Sara Roman

<b>Age</b>	21
<b>Education</b>	Highschool graduate
<b>Location</b>	Chicago
<b>Family</b>	Single, lives with a female roomate
<b>Occupation</b>	Student

*"I love exploring new types of coffee - as long as it's more affordable than starbucks"*

### Goals

- To be the ultimate coffee aficionado
- To spend time with room mate during study sessions

### Frustrations

- Traveling can be costly to experience all the drinks in different cities
- There's no way to track the drinks i order and be rewarded for that

Sara is a huge fan of coffee and travel. She loves the idea of trying new special drinks at the CoffeeHouse but due to being a student has no money to travel. She hangs out with her roommate at the CoffeeHouse while doing her studies and stays for long hours ordering multiple drinks but lives quite far. is there is a special drink out there she is the first person to try it.