



Marrie Blanchet

Age: 23

Education: Bachelor's degree

Hometown: Nante, France

Family: Boyfriend

Occupation: Legal assistant

"I just want to pick up my coffee order ASAP and correctly for my office's morning meeting"

Goals

- Order coffee and food
- Get correct items
- Pick up while they are hot
- Need to know when they are ready

Frustrations

- Don't know when my order is ready
- Get wrong items
- Long queue when ordering and paying

Marrie just started her first job at a big law firm. They have a morning meeting at 9:30 everyday, and she has to bring 12 coffees and some breads before they start the meeting. Marrie wants to organise the order quickly and correctly. And also, she needs to bring them to office while they are hot.



Ted Pratt

Age: 39

Education: Master's degree

Hometown: Seattle, WA, USA

Family: Married, 1 child

Occupation: Data scientist

“Going to a good coffeeshop in the middle of the day boosts up my productivity ”

Goals

- Get quality coffee
- Strong Wifi connection
- Comfortable seating with a table
- Ordering without waiting in a long line

Frustrations

- Wifi is not reliable
- Seat and table are not available sometime
- Don't know if there is a seat for me
- Work is interrupted when the line is long

Ted is a data scientist.. He works from home three times a week. He likes to go to a coffee shop to have a good coffee and change his environment for better focus. But he can't find a good place when the line is long to order or there is no seat available. He wants to find a place to meet his needs.