



“ For me, a cup of coffee pairs equally well with cracking the books or a great conversation. ”

BIO

Sam is a 23-year-old graduate student from Denver. He is always on the go and never leaves home without his cell phone and laptop. Sam prefers using his mobile device.

Samuel "Sam" Friedman

23 • STUDENT • COFFEE CONNOISSEUR

MOTIVATIONS & GOALS

- Sam is looking for a new coffee shop where he can study or hang out after class.
- As an informed consumer, Sam would like to be sure his coffee is ethically and sustainably sourced.
- Sam would like to meet like-minded coffee enthusiasts and feel like a part of a community.

PAIN POINTS

- Since he is a student, Sam has a hard time paying for WiFi because it's free on campus.
- Sam is always on the go; if he cannot access a business's website on his mobile, he is not likely to stop in for a visit.
- Sam misses the days where customer-loyalty programs were the norm for small coffee houses.