**Marlen West**

**BACKGROUND:**

* Likes coffee
* Student
* spends a lot of time in coffee bar

**DEMOGRAPHICS:**

* Female ,23 years old
* Single, still dependent on parent’s income
* Lives in Glendale Arizona close to ASU’s campus

**IDENTIFIERS:**

* Buzz words: iced coffee, happy hour
* Gets coffee with friends or alone with or without a need for caffeine, outgoing
* Tech savvy

**Tylor Mark**

**Background:**

* Expert-level job
* master’s degree in business management
* Recent graduate
* Single

**Demographics:**

* Male, 30 years old
* Single income of $60,000
* Lives in established community

**Identifiers:**

* Business savvy
* Strong network of friends
* outgoing

**Stacey Troy**

**Background:**

Full-time college student.

Enjoys cheerleading and playing the guitar.

**Demographics:**

* Female
* Age: 18-22
* Single
* Urban
* Highest Level of Education: high school degree

**Identifiers:**

* Spends a lot of her time online via PC and tablet
* Prefers receiving emails over phone calls
* Actively involved on campus

**Goals:**

* Maintain a 3.6 GPA or above
* Obtain a summer internship
* Allocating time for school work, extracurricular activities, and family
* Keeping up with the latest trends How We Help.