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LIZETH GONZALES

Persona Based on 4 People

♀♂ Female

🌐 Hispanic

🎂 21

📍 Houston, TX

🎓 Undergraduate

💍 Partnership

About

I am currently a student at the University of Houston. I grew up designing and illustrating, so I decided to pursue my passion for that in college by majoring in Digital Media. I enjoy going to bakeries to grab a snack before my classes.

Favorite Bakery



Preferred Communication



Email

Needs

- Cozy environment
- Friendly service
- Allergy-friendly food

Challenges

- Lizeth hates waiting in long lines since she always has a class to attend.
- She does not enjoy eating stale and old baked goods.
- She also dislikes high-priced baked goods that are not freshly made.

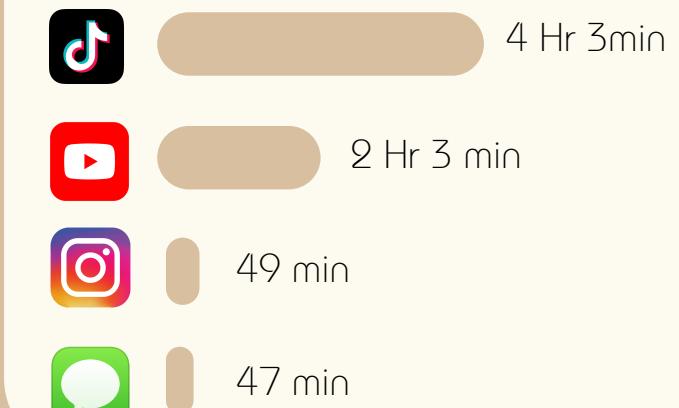
Shopping Habits

- Likes trying unique baked goods often.
- Enjoys local bakeries
- Prefers ordering to-go

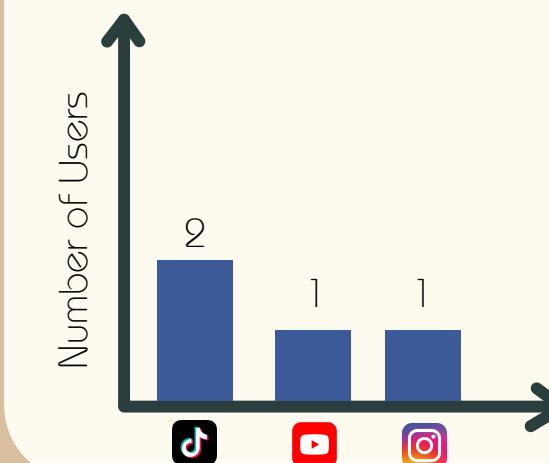
Wants

- Bright colors
- To-go ordering
- Special offers

Social Media Usage/Day



Preferred Social Media





EZIKIEL GARCIA

♂ Male

🌐 Hispanic

🎂 24

📍 Beaumont, TX

🎓 Undergraduate

💍 Single

Needs

- Fresh ingredients
- Free WiFi
- Healthy options

Wants

- Classic flavors
- Cozy environment
- Low prices

Challenges

- Ezriel hates bakeries that are dark and gloomy, and do not have enough lighting.
- Dislikes chain bakeries, since they get overcrowded due to popularity.
- He also dislikes when bakeries don't have online ordering.

Shopping Habits

- Enjoys eating baked goods while working on school work.
- Likes trying new places with friends.
- Values quality of bake goods.

Hobbies

- Cooking
- Hunting
- Playing Basketball

About

I'm Ezriel and I'm a student at Lamar University studying Engineering. I'm majoring in Mechanical Engineering because I enjoy working on cars and designing custom parts. I like going to bakeries with friends to eat pastries while studying for tests and working on assignments.

Favorite Bakery

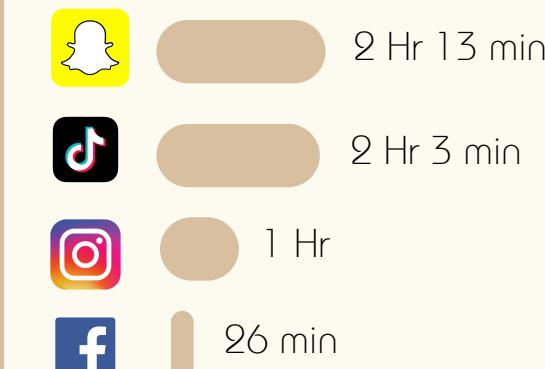


Preferred Communication

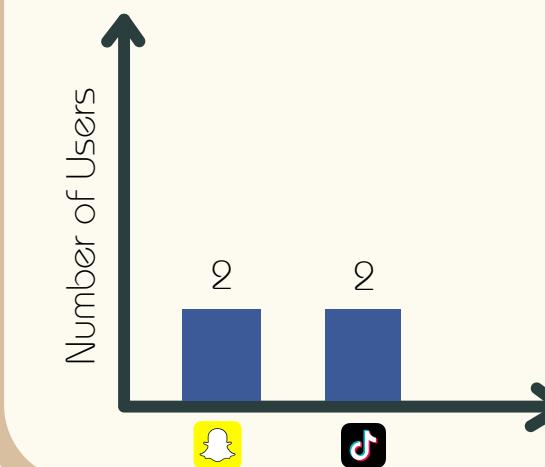
💬 Messages

Persona Based on 4 People

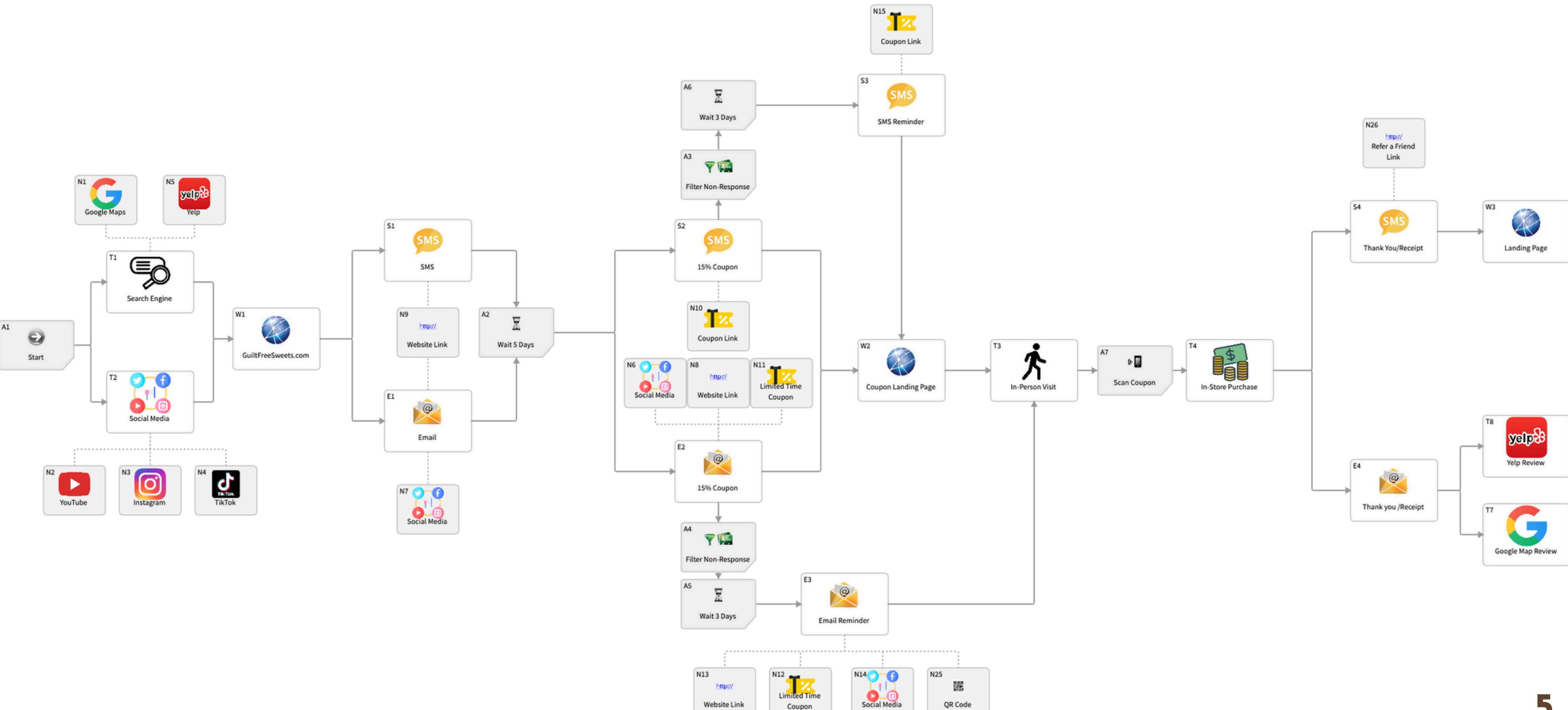
Social Media Usage/Day



Preferred Social Media



XMPIE WORKFLOW

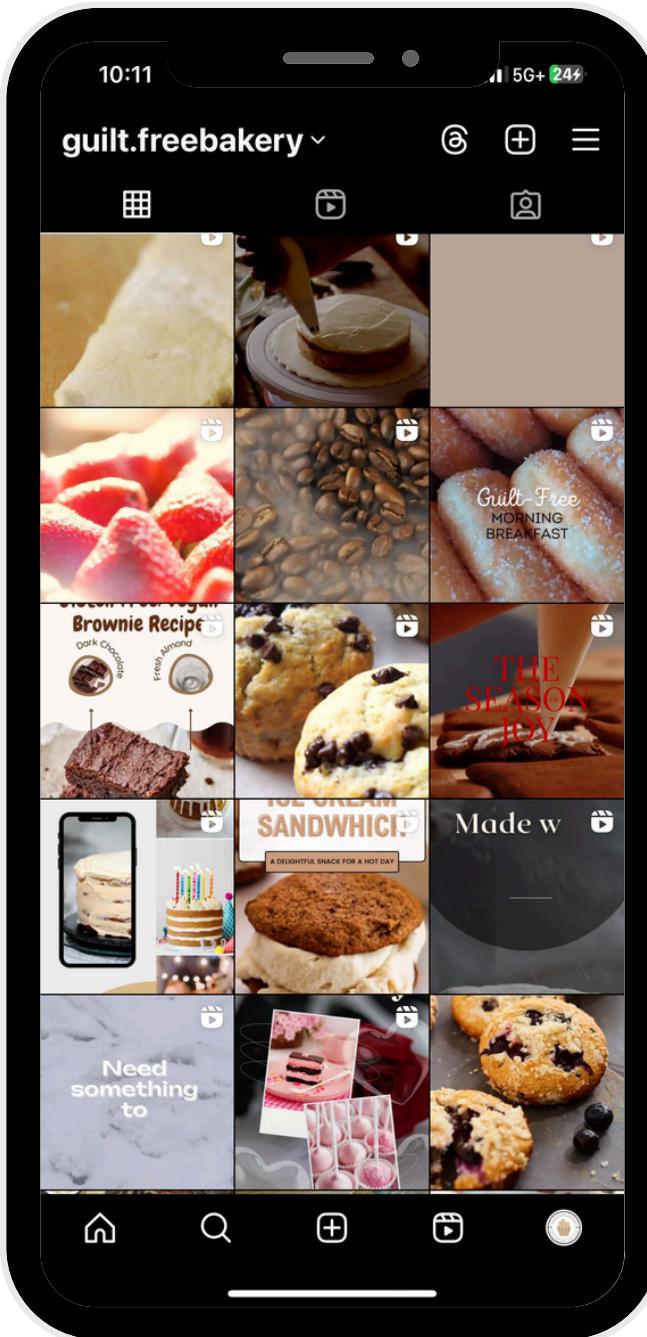
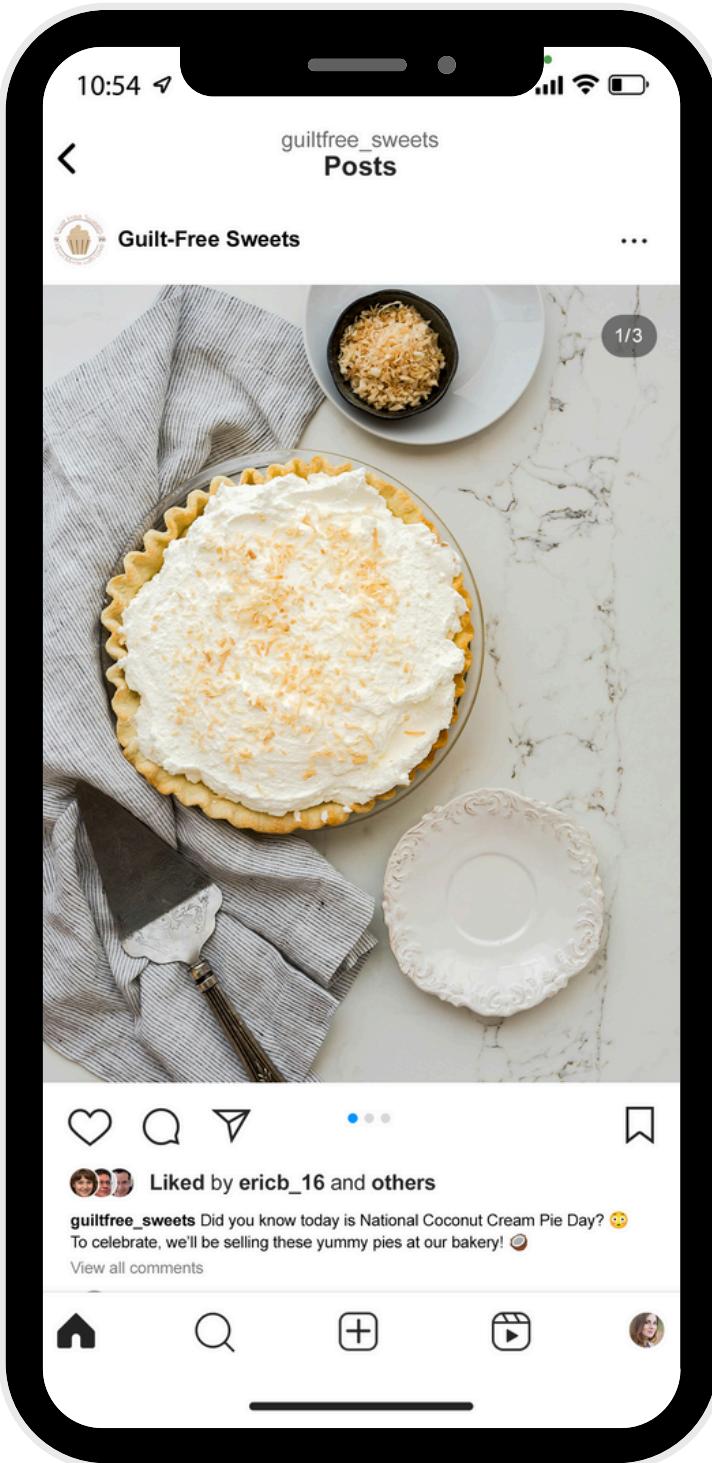
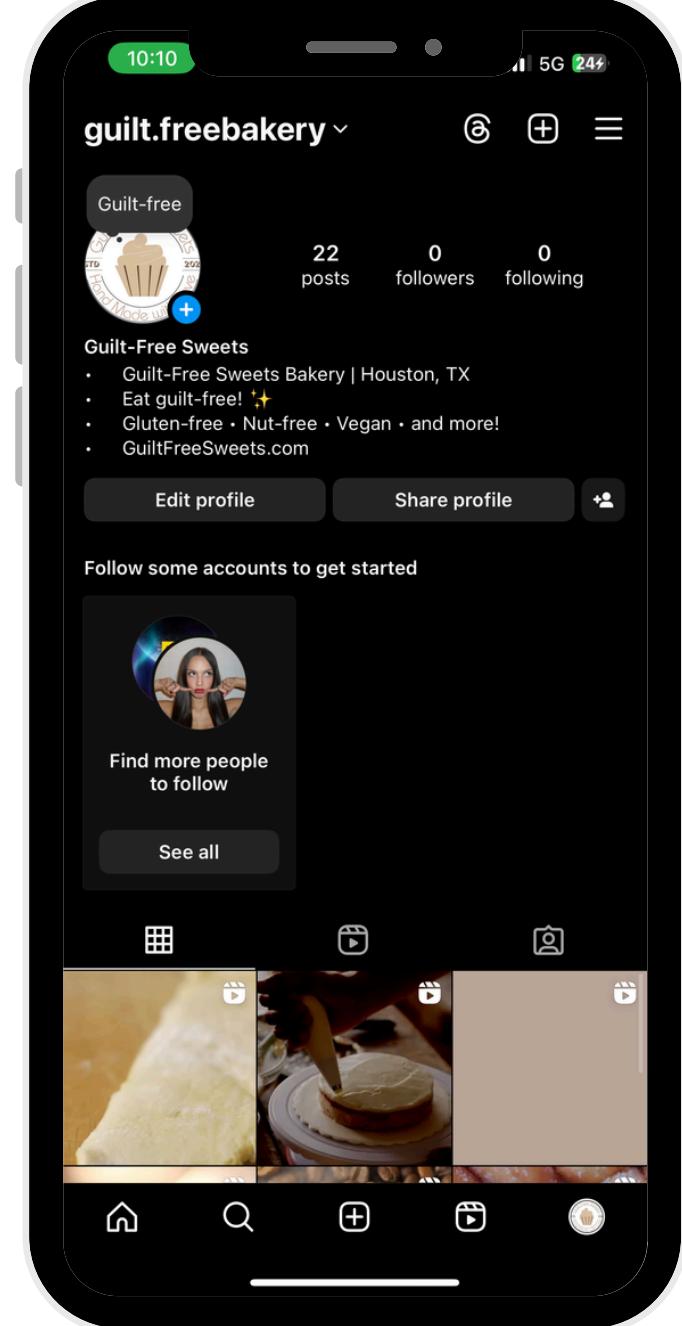


SOCIAL MEDIA CONTENT CALENDAR

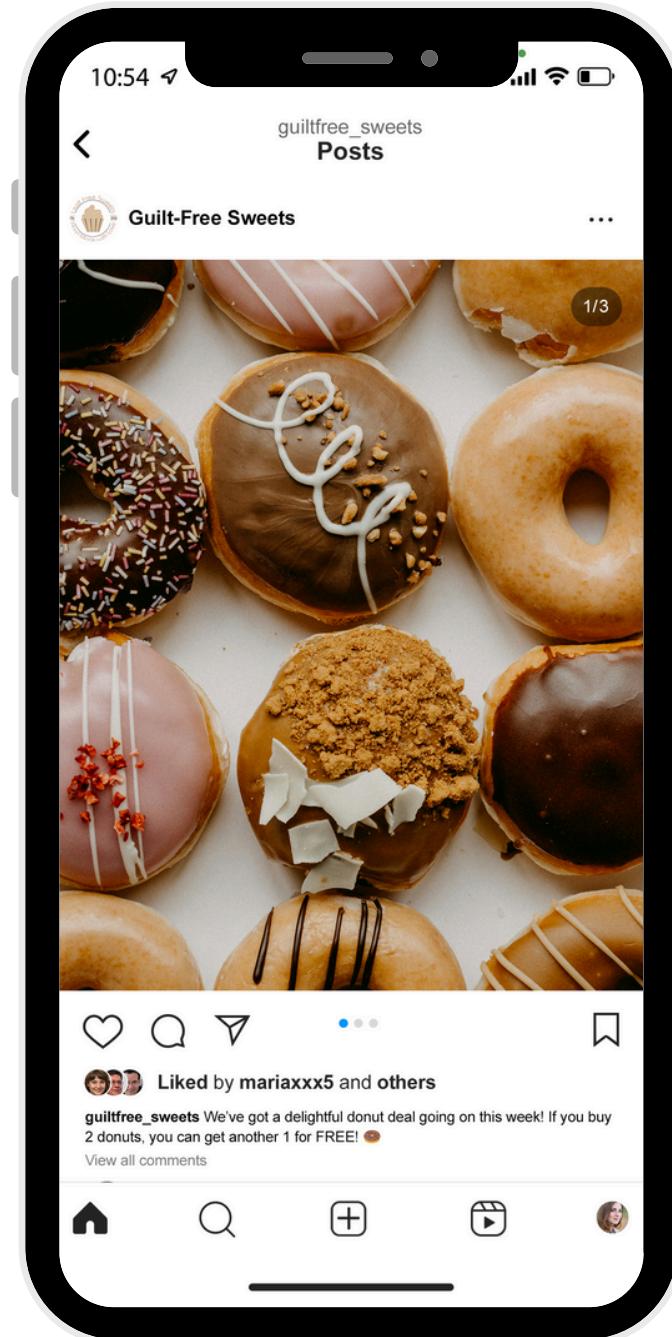
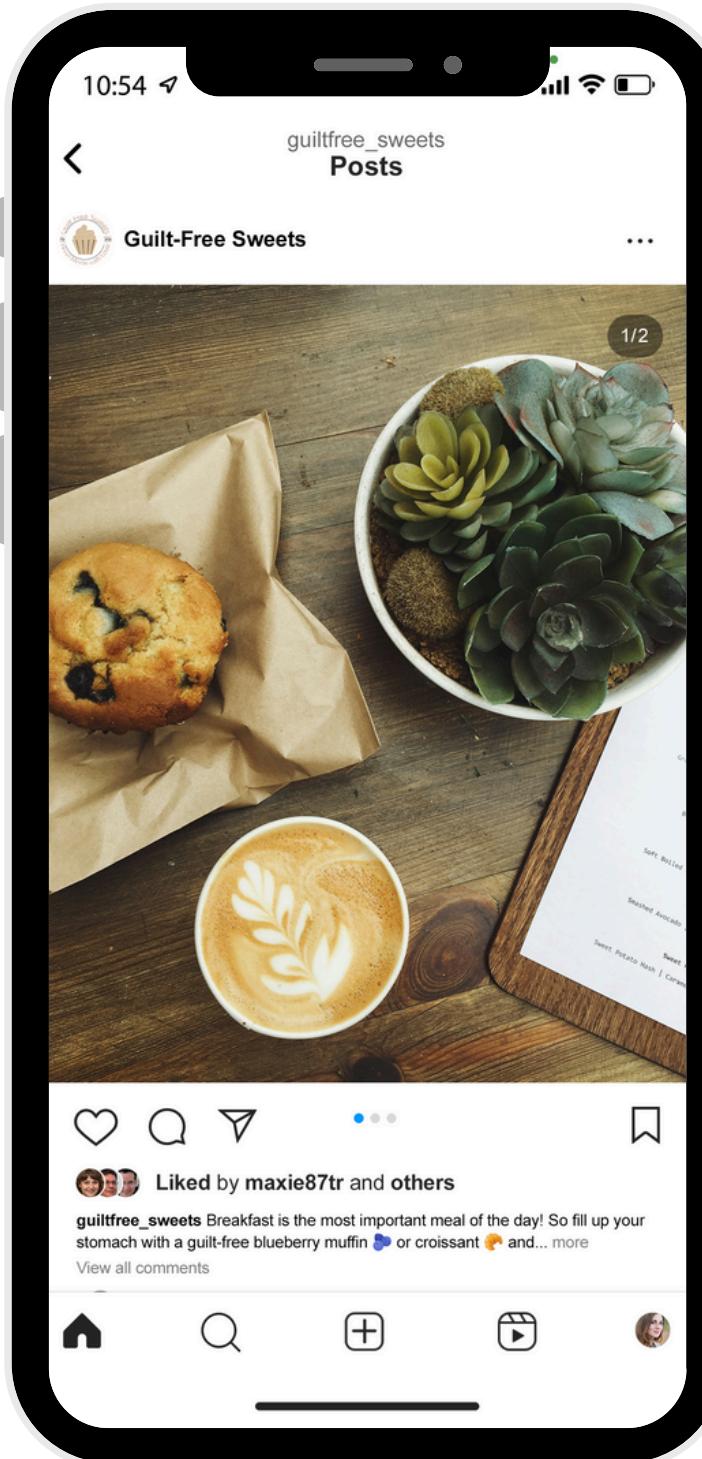
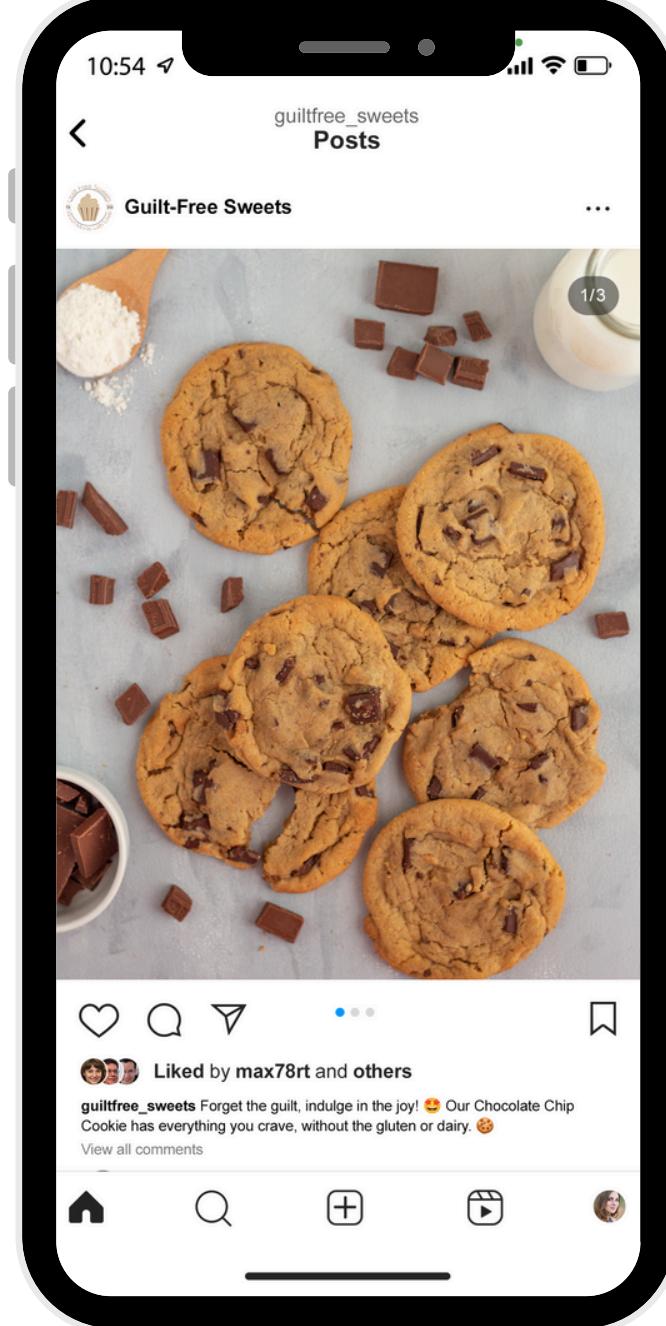
Date	Time	Platform	Description	Hashtags	Poster
Monday 5/1/2024	7:00 AM	Instagram	Image: Photo advertising a blueberry muffin with a latte.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #glutenfree #glutenfreebakery #blueberrymuffins #muffins	Isabelle
Tuesday 5/2/2024	10:00 AM	TikTok	Reel: A short clip of someone baking chocolate muffins.	#vegan #veganbakery #glutenfree #glutenfreebakery #chocolatemuffins #muffins	Isabelle
Wednesday 5/3/2024	3:00 PM	YouTube	Reel: A short clip displaying the fresh ingredients we use in our desserts.	None	Elizabeth
	11:00 AM	TikTok	Reel: A short clip of someone baking gingerbread cookies.	#vegan #veganbakery #glutenfree #glutenfreebakery #gingerbread #cookies	Elizabeth
Friday 5/5/2024	7:00 AM	Instagram	Image: Photo of chocolate chip cookies.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #glutenfree #glutenfreebakery #chocolatechipcookies	Isabelle
Saturday 5/6/2024	3:30 PM	YouTube	Reel: A short clip showing all the cakes the bakery sells.	None	Elizabeth
Monday 5/8/2024	8:00 AM	Instagram	Image: Photo of a coconut cream pie on a table.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery #coconutcreampie #nationalcoconutcreampie	Isabelle
Tuesday 5/9/2024	9:00 AM	Instagram	Reel: A short clip showing someone baking chocolate chip cookies with the ingredients in the captions.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #glutenfree #glutenfreebakery #chocolatechipcookies	Elizabeth
	2:30 PM	TikTok	Reel: A short clip displaying a short process of our strawberry cake.	#strawberries #cake #guiltfree #bakery	Elizabeth
Thursday 5/11/2024	9:00 AM	Instagram	Reel: A short clip showing baked goods, drinks, and people inside the bakery.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery	Isabelle

Friday 5/12/2024	8:00 AM	Instagram	Image: Photo of a floral cake and cupcakes with flower decorations around it.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery #mothersday #cake	Isabelle
Saturday 5/13/2024	4:00 PM	YouTube	Reel: A short of our delicious freshly baked donuts.	None	Elizabeth
Monday 5/15/2024	7:00 AM	Instagram	Image: Photo of chocolate eclairs on a stand.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery #eclair	Elizabeth
Wednesday 5/17/2024	8:00 AM	Instagram	Image: Photo of various donuts lined up.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery #donut	Elizabeth
	3:00 PM	YouTube	Reel: A short clip of the process of our iced coffee being made.	None	Isabelle
Thursday 5/18/2024	4:00 PM	TikTok	Reel: A short clip about our bakery.	#bakedgoods #coffee #guiltfree	Elizabeth
Friday 5/19/2024	5:00 PM	YouTube	Reel: A short clip showcasing our bakery.	None	Isabelle
Saturday 5/20/2024	3:00 PM	YouTube	Image: Photo of a YouTube community poll with four options asking what they should upload next.	None	Elizabeth
Tuesday 5/23/2024	7:00 AM	Instagram	Image: Photo of someone eating a slice of cake with coffee.	#vegan #veganfood #vegancafe #veganbakery #veganrestaurant #houstonvegan #veganhouston #glutenfree #glutenfreebakery #cake	Isabelle
	11:30 PM	TikTok	Reel: A short clip of our flaky croissants.	#croissants #flaky #warm #guiltfree	Isabelle

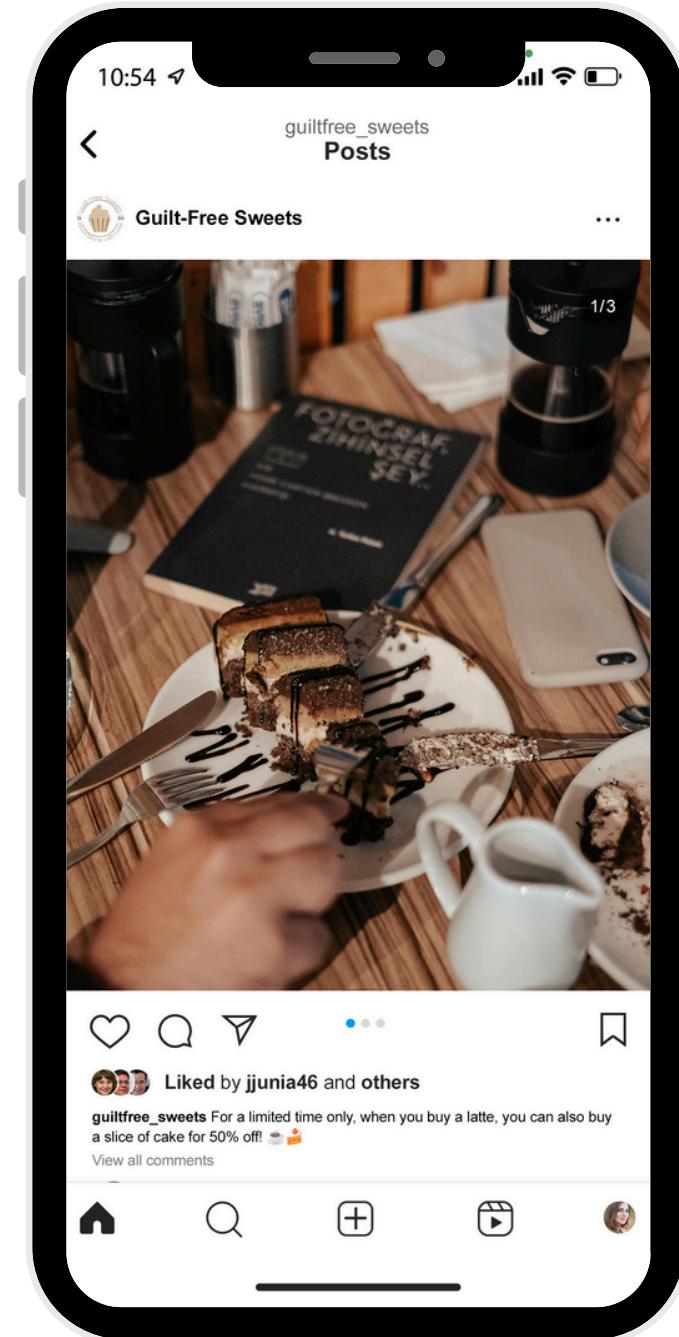
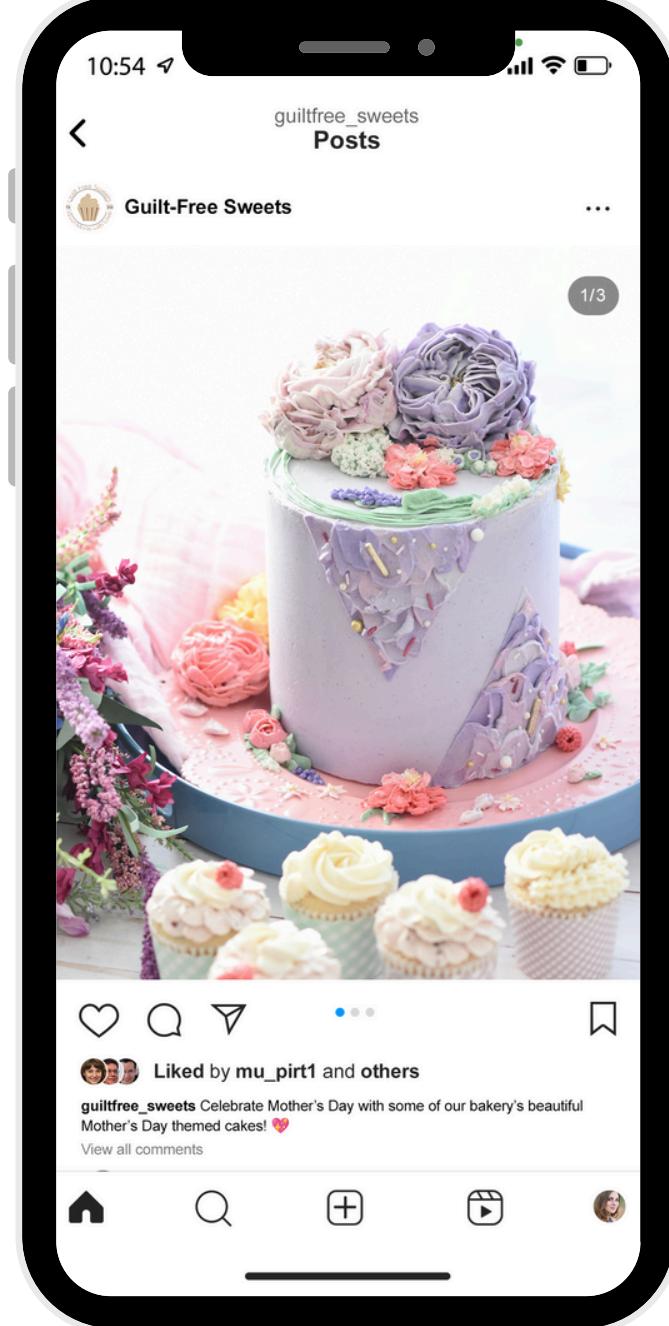
SOCIAL MEDIA POSTS - INSTAGRAM PHOTOS



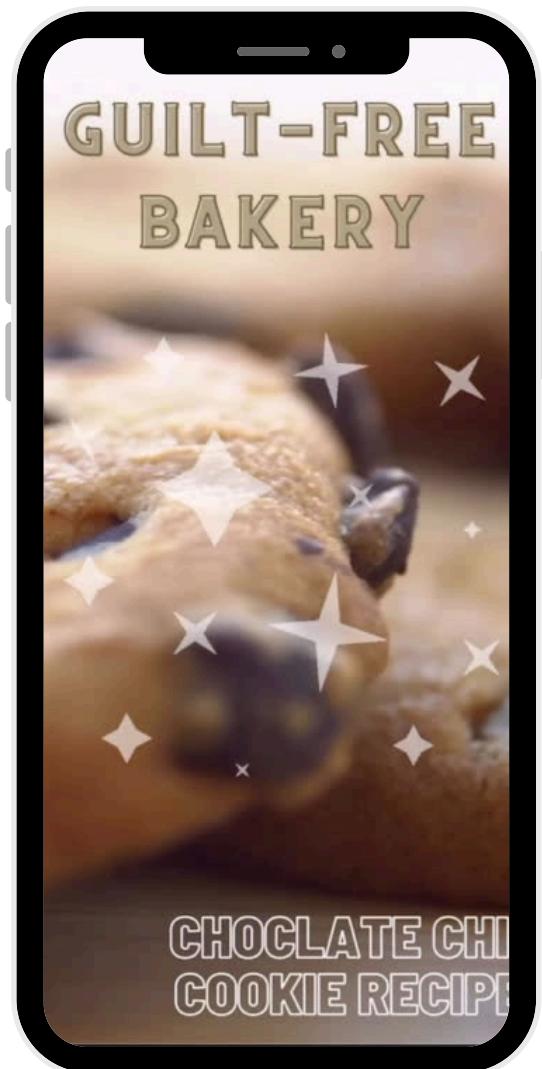
SOCIAL MEDIA POSTS - INSTAGRAM PHOTOS



SOCIAL MEDIA POSTS - INSTAGRAM PHOTOS

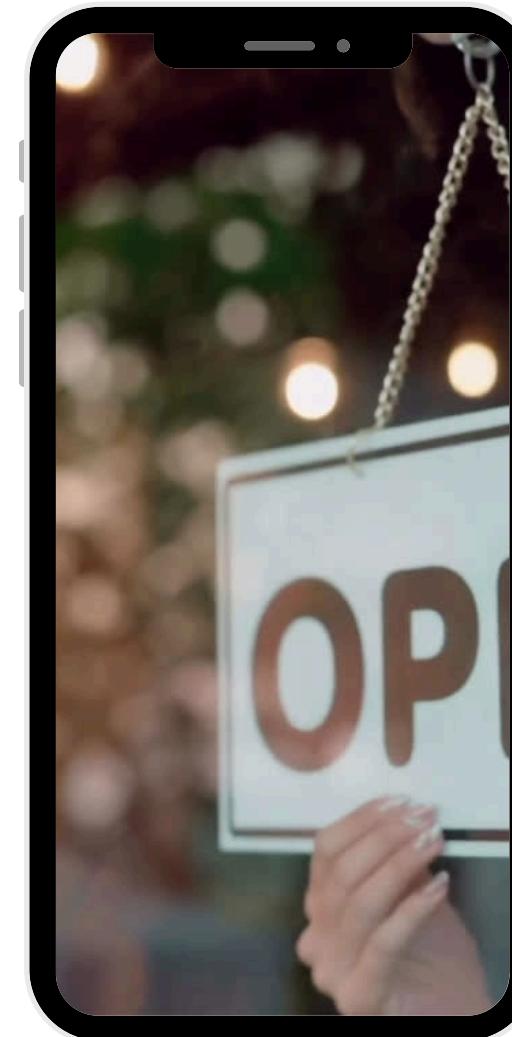


SOCIAL MEDIA POSTS - INSTAGRAM REELS



Calling all home bakers! Want to recreate our famous Chocolate Chip at home? We're sharing the secrets! This recipe is perfect for a cozy night in and is surprisingly easy to make! 🍪

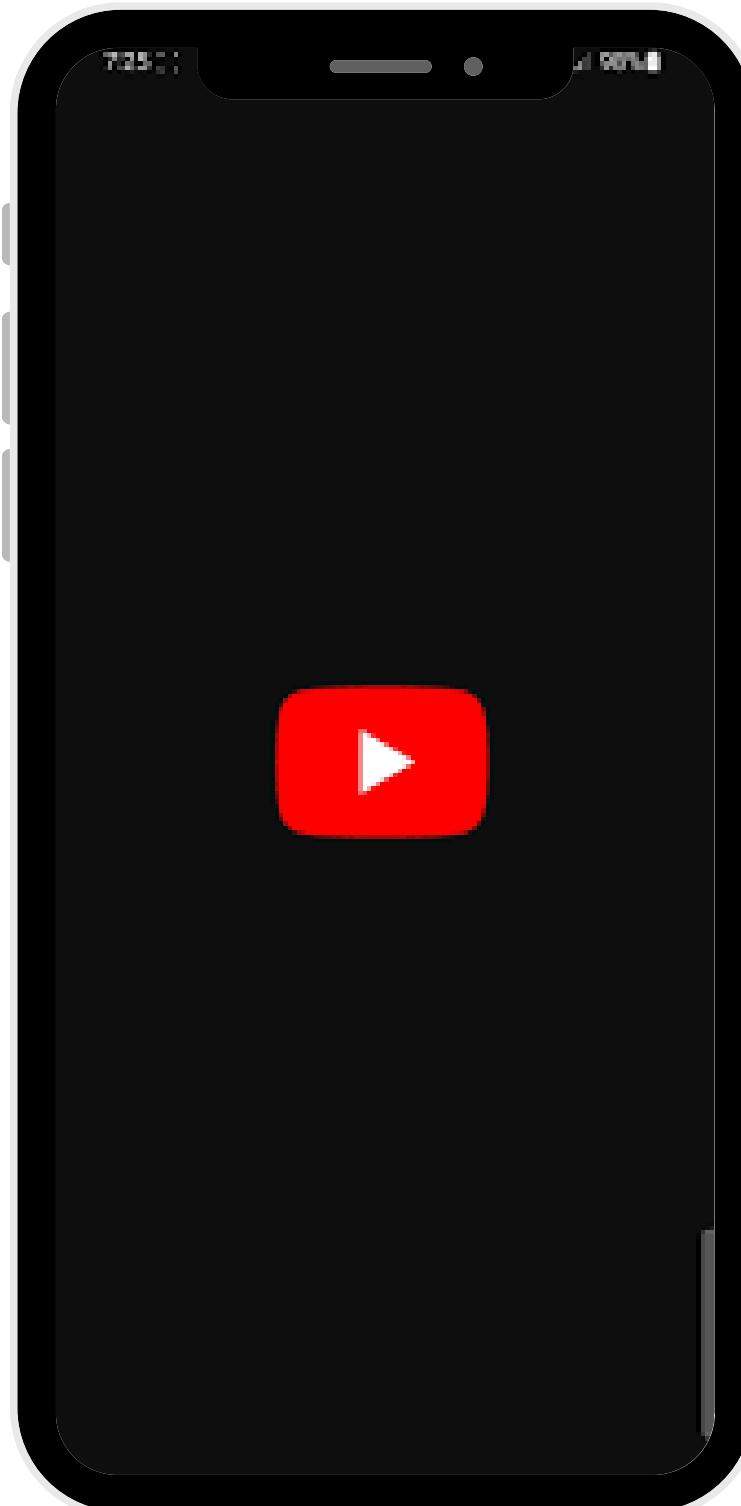
<https://www.instagram.com/p/C5PoMzGtqvS/>



Need a place to do some work? Come to our bakery and grab a bite! Where the Wi-Fi is free, and the baked goods are Guilt-Free. 😊

<https://www.instagram.com/p/C5PoTH5Nr4I/>

SOCIAL MEDIA POSTS - YOUTUBE POLL



A screenshot of a YouTube poll post. The post is from a channel named "Guilt-Free Sweets" (indicated by a small profile picture of a cupcake) and was posted 5 hours ago. The question is "Hello! 🙌 Which baking tutorial should we upload next? 🥰". It has received 27 votes. There are four options listed, each with a radio button:

- Chocolate Coconut Cream Bars
- Chocolate Chip Cookie Ice Cream
- Apple Pie
- Lemon Meringue Pie

Below the poll, there are standard YouTube interaction icons: a thumbs up icon with the number 102, a thumbs down icon, a share icon, and a comment icon with the number 23.

SOCIAL MEDIA POSTS - YOUTUBE SHORTS



Guilt-Free Sweets

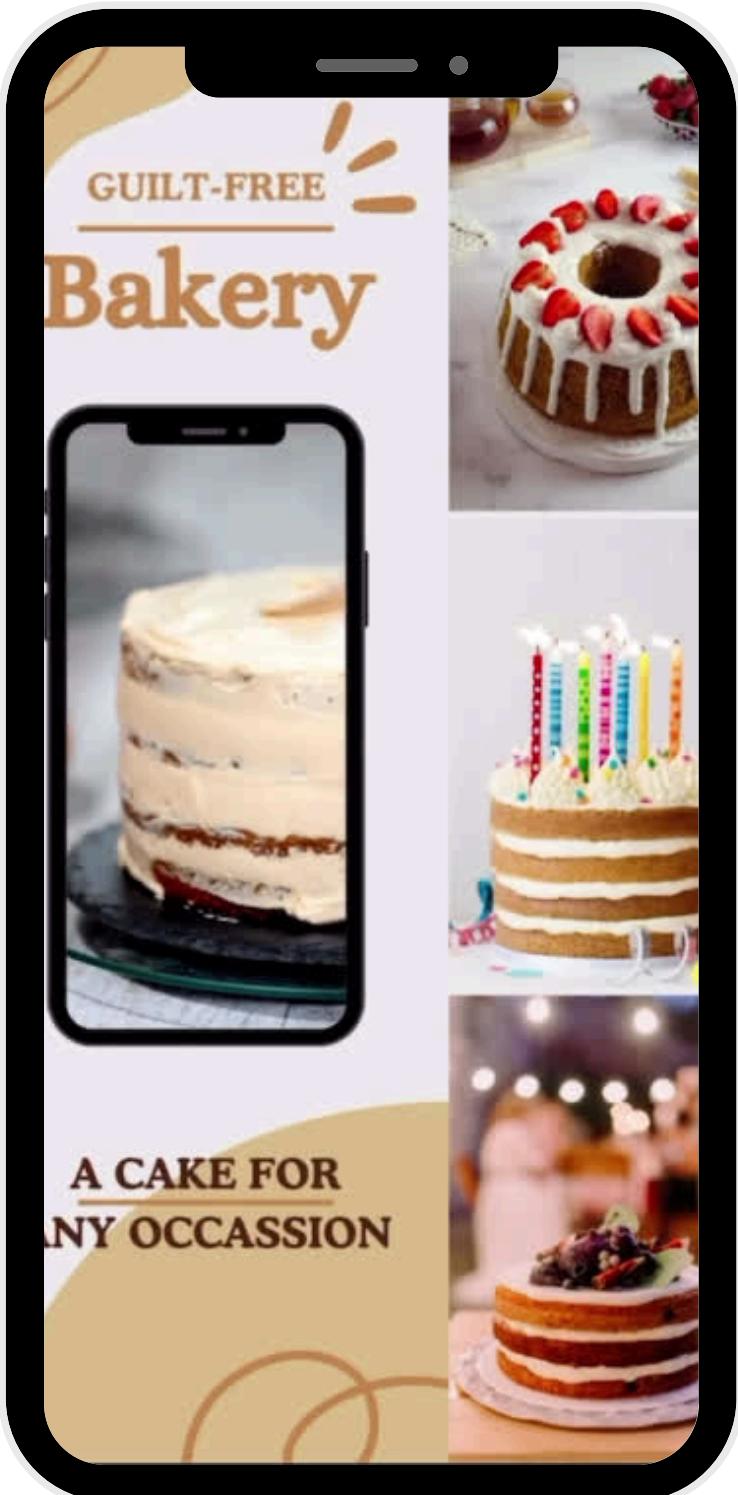
Guilt-free Sweets offers a variety of Vegan/GF baked goods, and of course, has everything else you need.



<https://www.instagram.com/p/C6F49MiLb4r/>

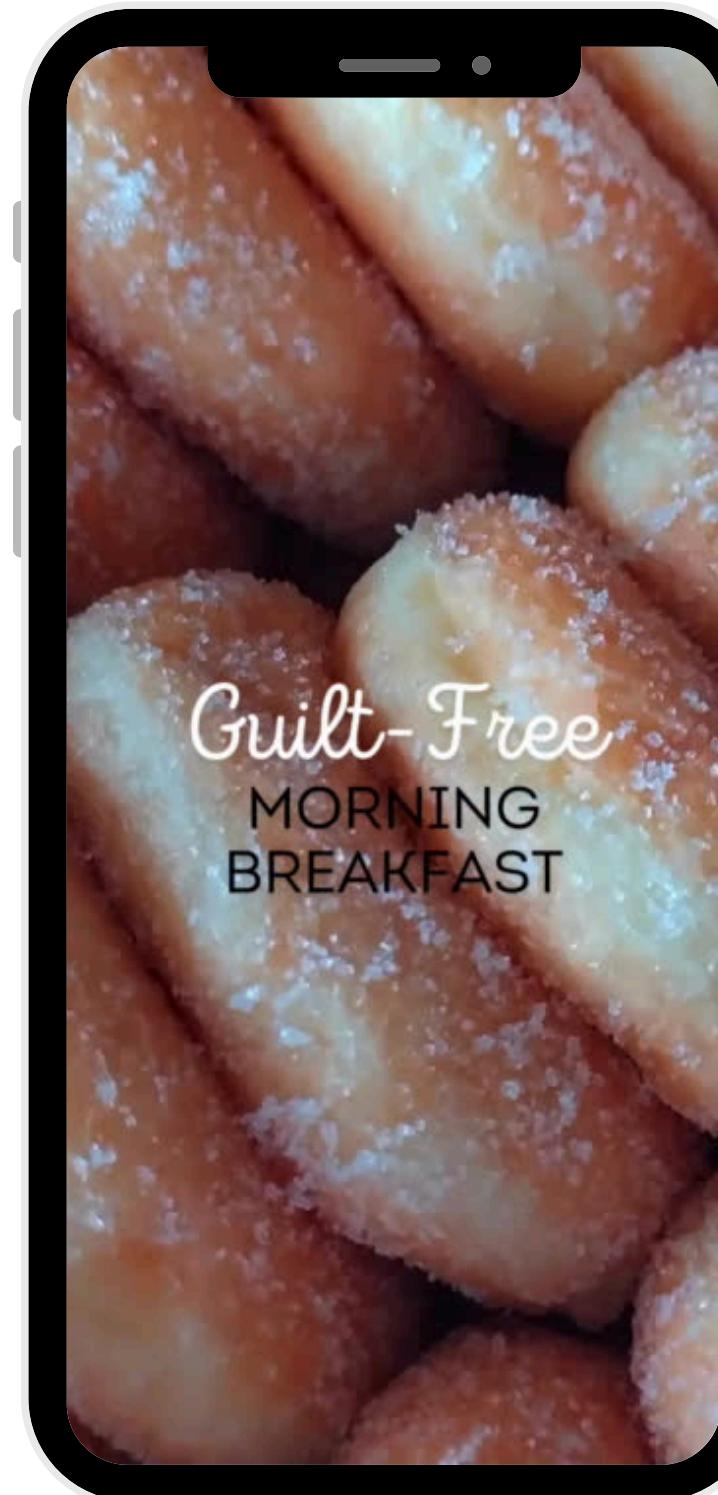


SOCIAL MEDIA POSTS - YOUTUBE SHORTS



Guilt-Free Sweets
Have an event coming up! Stop by Guilt-Free to pick up one of our cakes, perfect for an occasion. 🎂🍰

https://www.instagram.com/p/C5pMA_Nux2p/



Guilt-Free Sweets
Need a quick breakfast? Guilt-Free has donuts and coffee ready for you. ☕🍩

<https://www.instagram.com/p/C6F4NZ6r6ob/>



SOCIAL MEDIA POSTS - YOUTUBE SHORTS



Guilt-Free Sweets

Wake up! Stop by our bakery for a refreshing iced coffee for an extra burst of energy. ☕⚡

<https://www.instagram.com/p/C6F4XjRr-AX/>



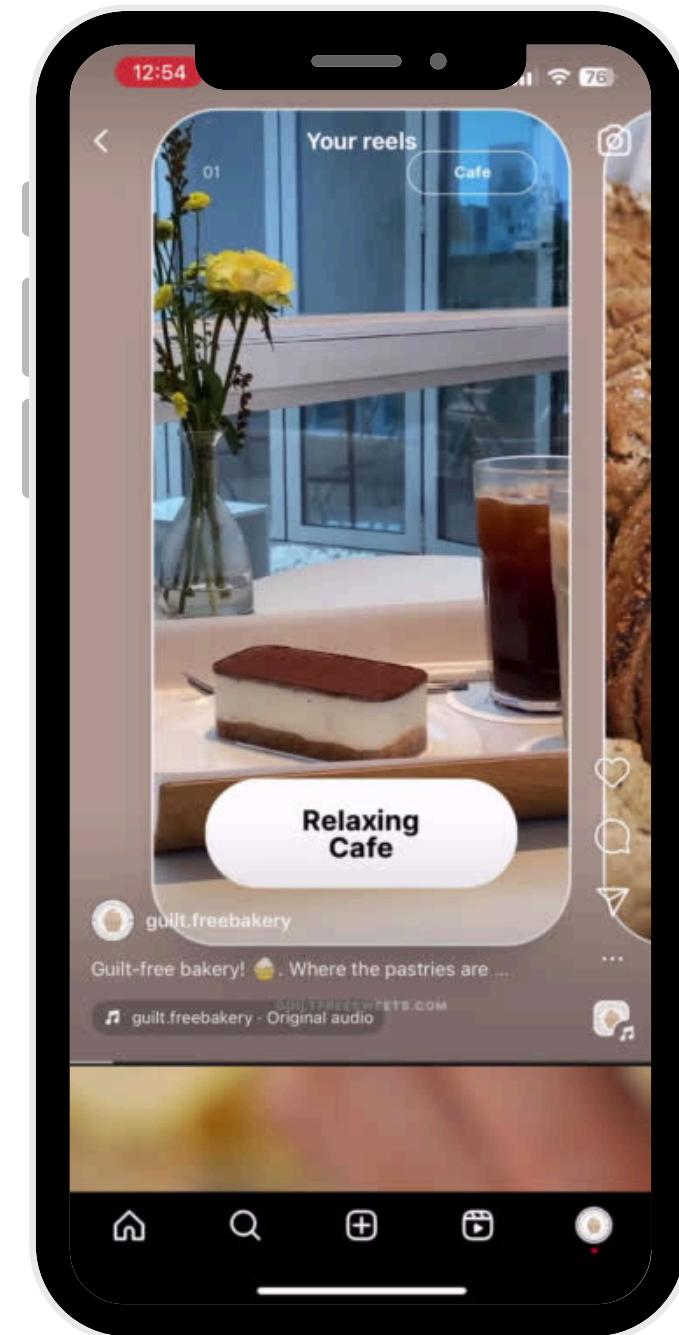
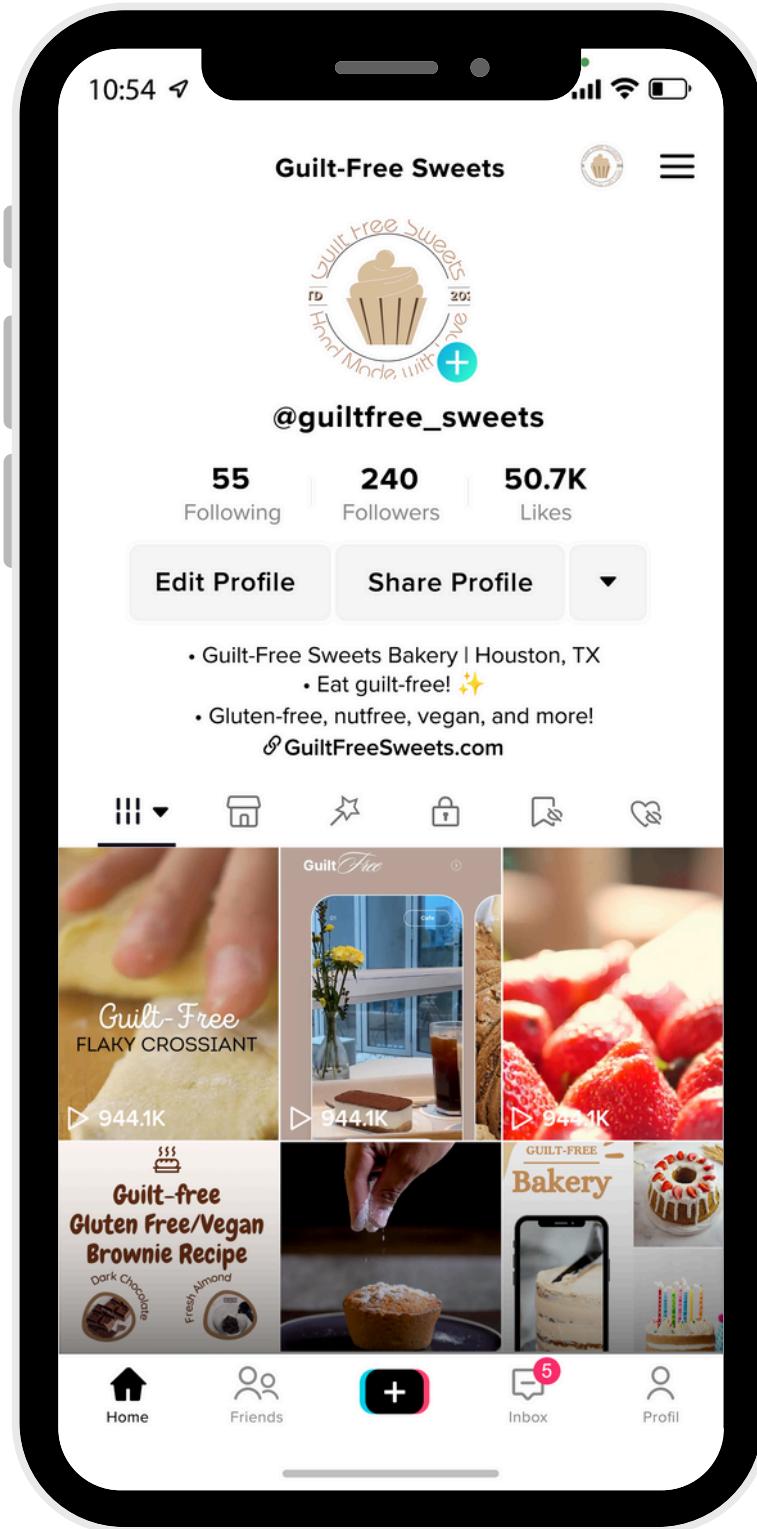
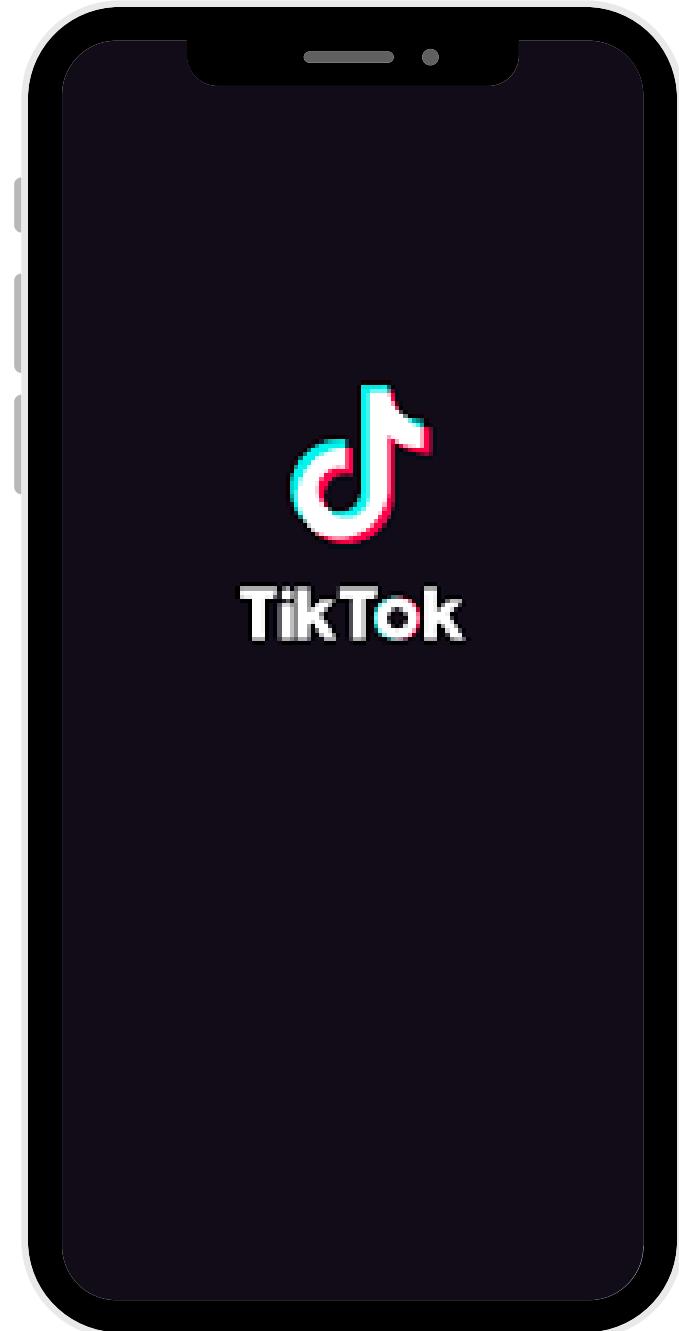
Guilt-Free Sweets

Guilt-Free desserts are made with only the best high-quality ingredients.

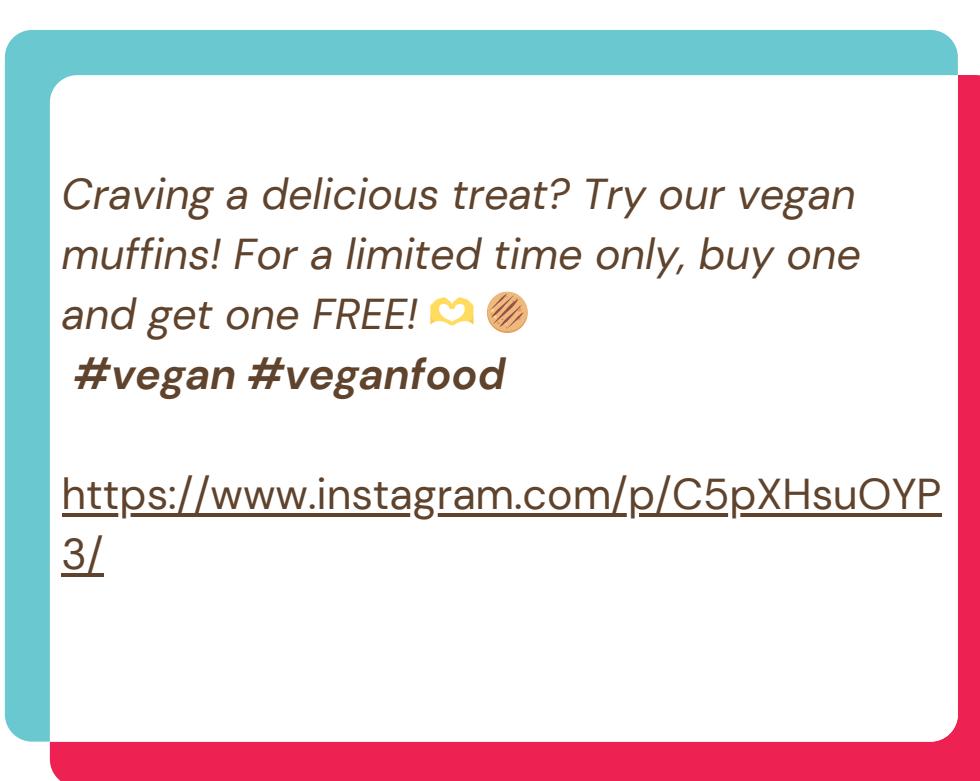
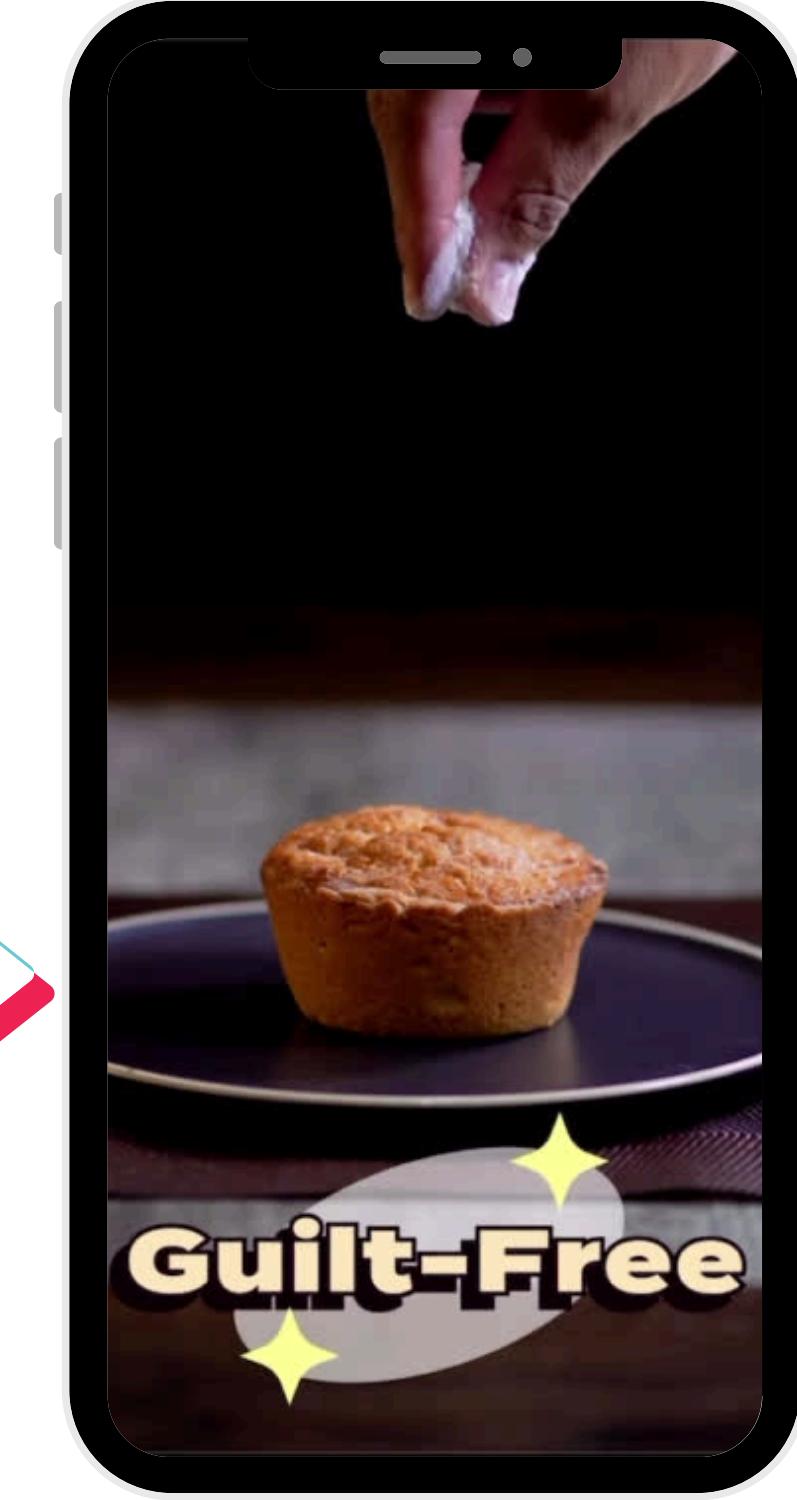
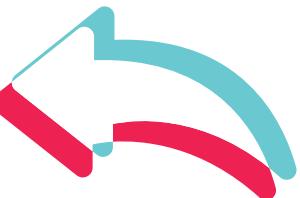
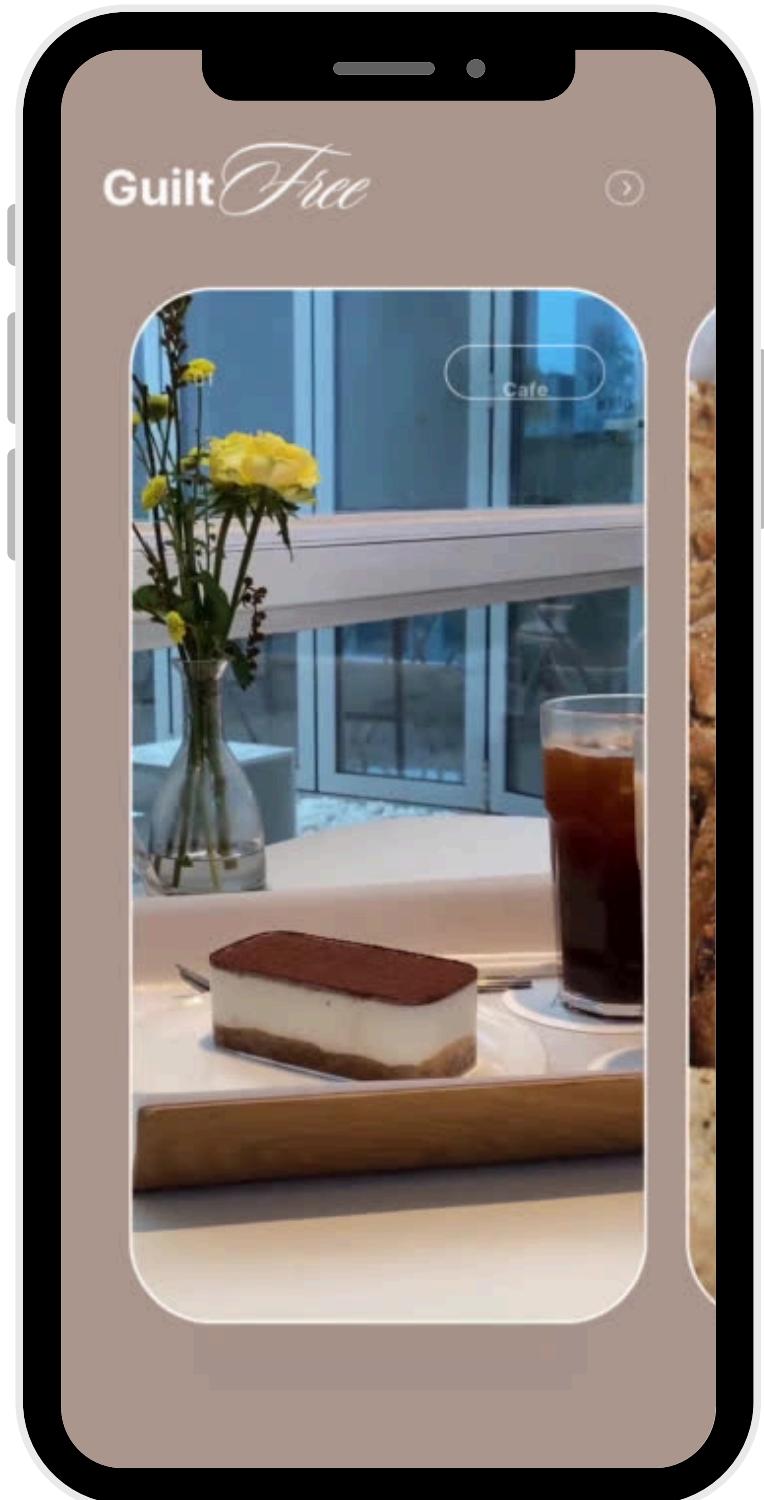
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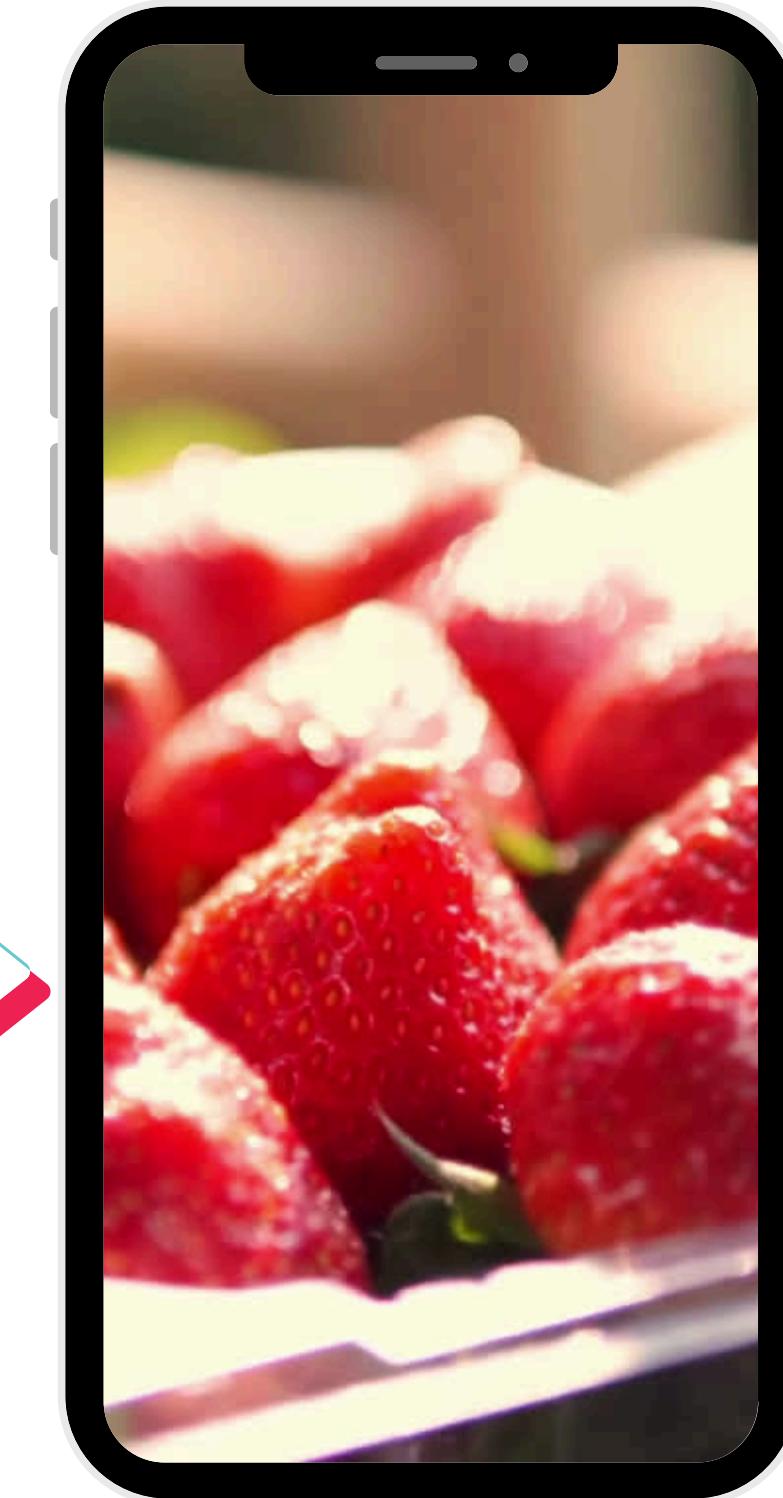
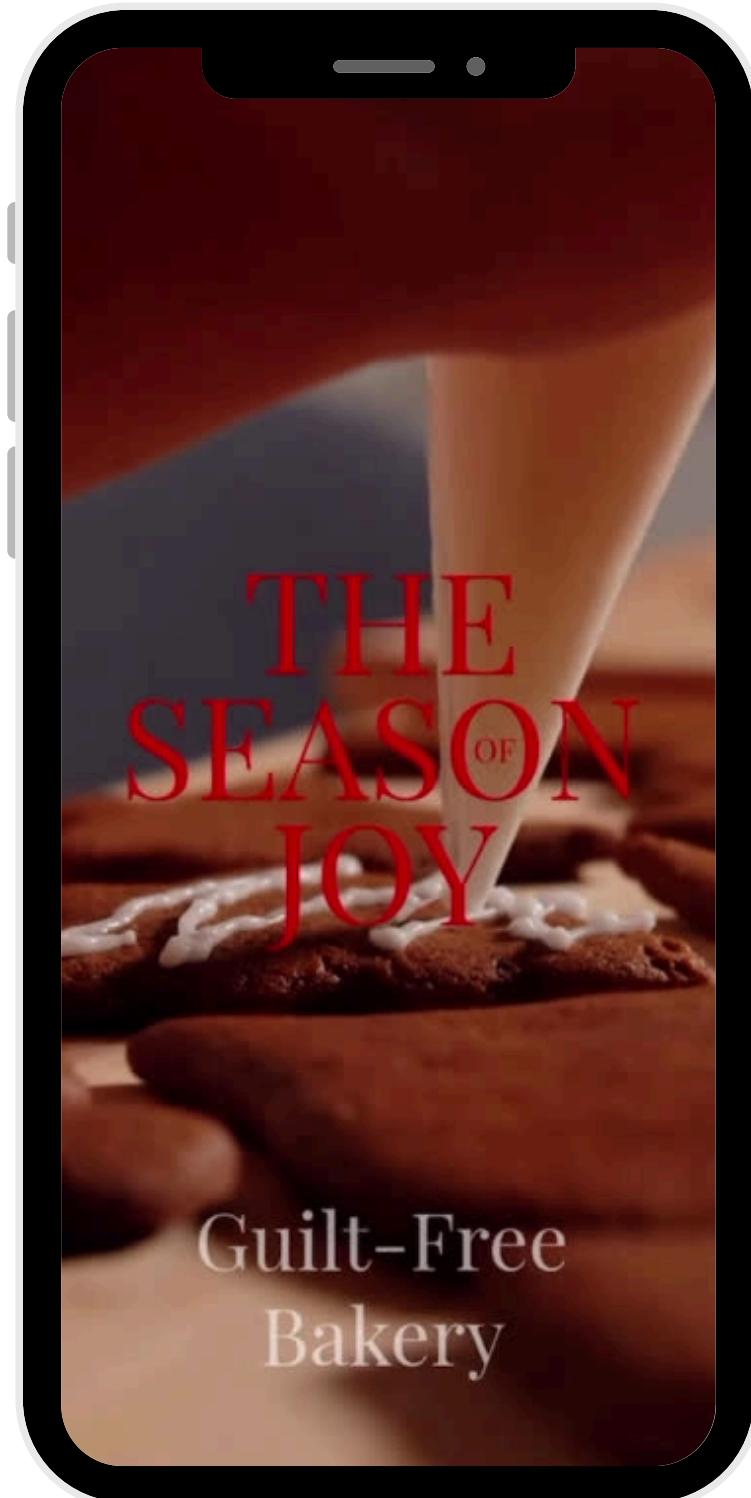
SOCIAL MEDIA POSTS - TIKTOK VIDEOS



SOCIAL MEDIA POSTS - TIKTOK VIDEOS



SOCIAL MEDIA POSTS - TIKTOK VIDEOS



SOCIAL MEDIA POSTS - TIKTOK VIDEOS



Guilt-Free
FLAKY CROSSIANT

🇫🇷 Can't go to France for a flaky croissant?
Stop by Guilt-Free Bakery instead. 🥐
#glutenfree #veganfood #croissant

<https://www.instagram.com/p/C6F5sf6LLiU/>