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# OBJECTIVES & KPIS

## Gain Brand Awareness by February 4th, 2024

KPI 1: Gain 250 followers on Instagram.

KPI 2: Gain 3,000 views across all TikTok videos.

KPI 3: Gain 1,000 views on an Instagram Reel.

KPI 4: Gain 50 views from Google Maps to Website.

KPI 5: Gain 50 views on Yelp to Website.

## Gain Customer Engagement by March 1st, 2024

KPI 1: Response rate of 60 comments per Instagram Post.

KPI 2: Response rate of 800 likes on an Instagram Reel per month.

KPI 3: Response rate of 40 comments on each TikTok video per week.

KPI 4: Response rate of 40 comments on each TikTok video per week.

KPI 5: Response rate of 100 likes on a TikTok video per month.

## Obtain 150 Sales by May 30th, 2024

KPI 1: Conversion rate of 40 sales from cakes Instagram Bio link to website.

KPI 2: Conversion rate of 60 sales of cookies sold by the dozen from TikTok bio link.

KPI 3: Conversion rate of 50 sales from donuts a day from Facebook promo code.

KPI 4: Conversion rate of 30 sales of cupcakes through Yelp link to website.

KPI 5: Conversion rate of 80 sales of cake pops Google Map link to website.

# QUESTIONS

## Demographics Questions

- 1. What is your gender?**
  - A. Male
  - B. Female
  - C. Non-binary
  - D. Other: \_ (Please specify)
- 2. How old are you?**
  - A. 18-21
  - B. 22-25
  - C. 26-30
  - D. 31+
- 3. What best represents your ethnicity?**
  - A. Caucasian
  - B. Black or African American
  - C. Asian
  - D. Hispanic or Latino
  - E. Native Hawaiian or Other Pacific Islander
  - F. Native American or Alaskan Native
  - G. Multiracial or Biracial
  - H. Other: \_ (Please specify)
- 4. What is your cultural background?**
  - A. Open Ended
- 5. What is your education level?**
  - A. No Diploma
  - B. High School Diploma
  - C. Undergraduate
  - D. Graduate
- 6. What is your relationship status?**
  - A. Single
  - B. Partnership
  - C. Married
- 7. What is your current employment status?**
  - A. Full-time
  - B. Part-time
  - C. Unemployed
- 8. What is your current living status?**
  - A. Living alone
  - B. Living with a partner
  - C. Living with family
  - D. Living with roommates
- 9. What location do you currently live in?**
  - A. Open Ended
- 10. How do you commute to places?**
  - A. Open Ended

## Interview Questions

1. Tell me about yourself.
2. What are your hobbies?
3. Describe what you usually do in a day.
4. Describe the social media platforms that you use the most and why.
5. What does your screen time look like, and what social media has the most screen time
6. When searching for a bakery to visit, what platform do you use the most, and why?
7. Describe a time that you enjoyed a baked good the most and why?
8. What motivates you to go into a bakery, and why?
9. Describe what kind of environment you prefer in a bakery.
10. What factors influence your decision to visit a bakery? And why?
11. Describe how you discover new bakeries or pastry shops to try out.
12. Describe your favorite place to eat pastries.
13. Can you explain what influences your decision to visit a bakery alone or with others?
14. Describe your thought process when ordering at a bakery.
15. What prevents you from buying baked goods?
16. Describe what influences your decision to try something new.
17. What does your diet consist of?
18. Can you describe if there are any specific ingredients in food, such as gluten or nuts, you avoid and why?
19. What are your thoughts on vegan/gluten free baked goods?
20. Describe the last time you purchased baked goods.
21. On average, how many times do you buy a pastry per week? Why?
22. Can you describe to us your thought process when deciding to purchase a baked good?
23. If you bought a pastry for someone, what would it be? And why?
24. Describe how you prefer your baked goods to be presented or served.
25. What time of day would you usually eat baked goods, and why?
26. If there are any, describe the baked goods from different cultures that you enjoy the most and why.
27. Can the freshness of the baked goods influence your decision to purchase them? Why?
28. Can you describe your opinions on classic baked goods and unique baked goods?
29. Can you describe your thought process when deciding whether to bake at home or buy baked goods?
30. Can you describe your thought process when you see a promotion for a bakery?
31. In what way would you want to be contacted, and why?





# 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 studying engineering technology. 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



## Needs

- Cozy environment
- Friendly service
- Allergy-friendly food

## Wants

- Bright colors
- To-go ordering
- Special offers

## 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.

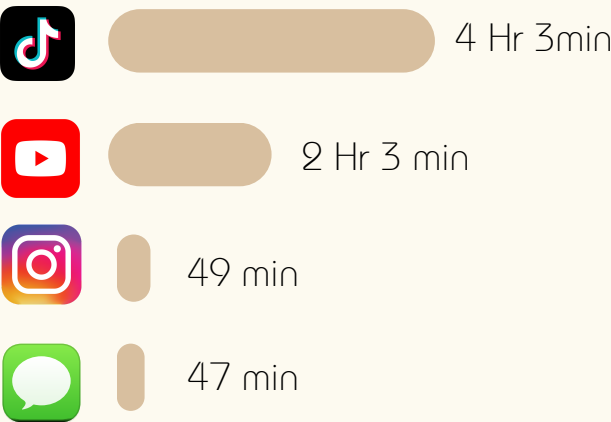
## Shopping Habits

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

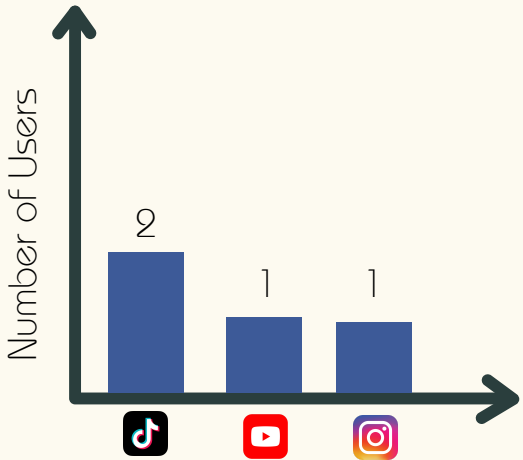
## Hobbies

- Art
- Cooking
- Going to new places

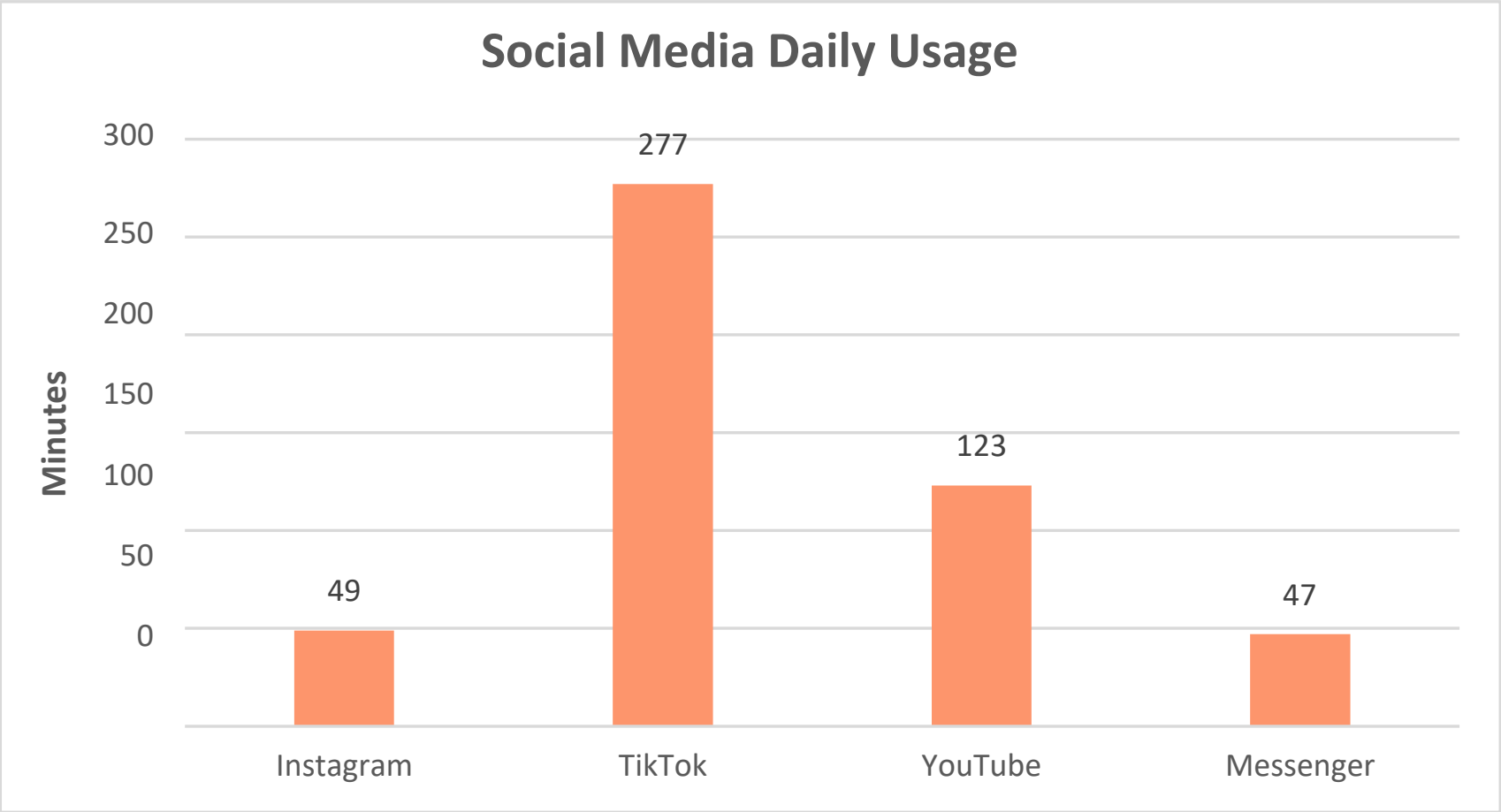
## Social Media Usage/Day



## Preferred Social media



# PERSONA 1 - DATA



Name	Instagram	TikTok	YouTube	Messenger
Tristyn-Tiffany C.	21 min	3 hr 51 min	9 min	8 min
Hennesie	1 hr 49 min	14 hr 10 min	7 hr 3 min	2 hr 18 min
Kaylen	0 min	27 min	41 min	0 min
Jacob G.	1 hr 9 min	0 min	20 min	45 min
Average Time	49 min	4 hr 37 min	2 hr 3 min	37 min



# EZIKIEL GARCIA

Persona Based on 4 people

♂ Male

🎂 24

🎓 Undergraduate

🌐 Hispanic

📍 Beaumont, TX

💍 Single

## About

I'm Ezikiel 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

## Needs

- Fresh ingredients
- Free WiFi
- Healthy options

## Wants

- Classic flavors
- Cozy environment
- Low prices

## Challenges

- Ezikiel 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.

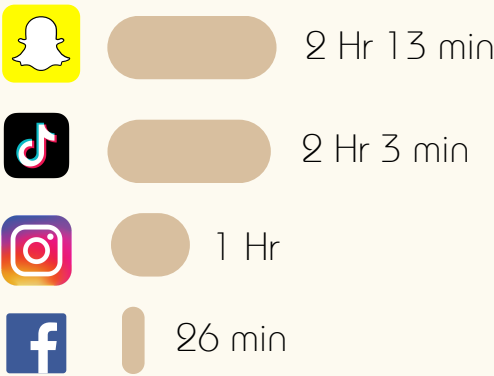
## Shopping Habits

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

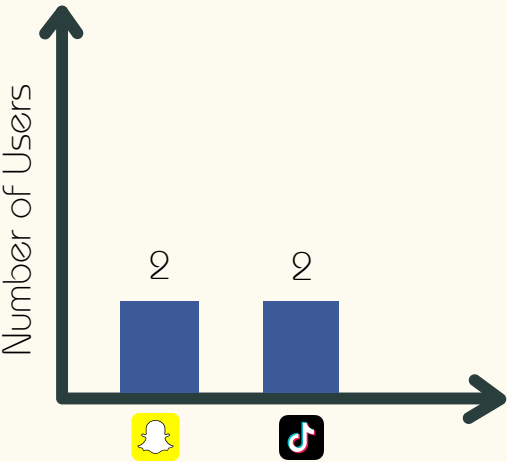
## Hobbies

- Cooking
- Hunting
- Playing Basketball

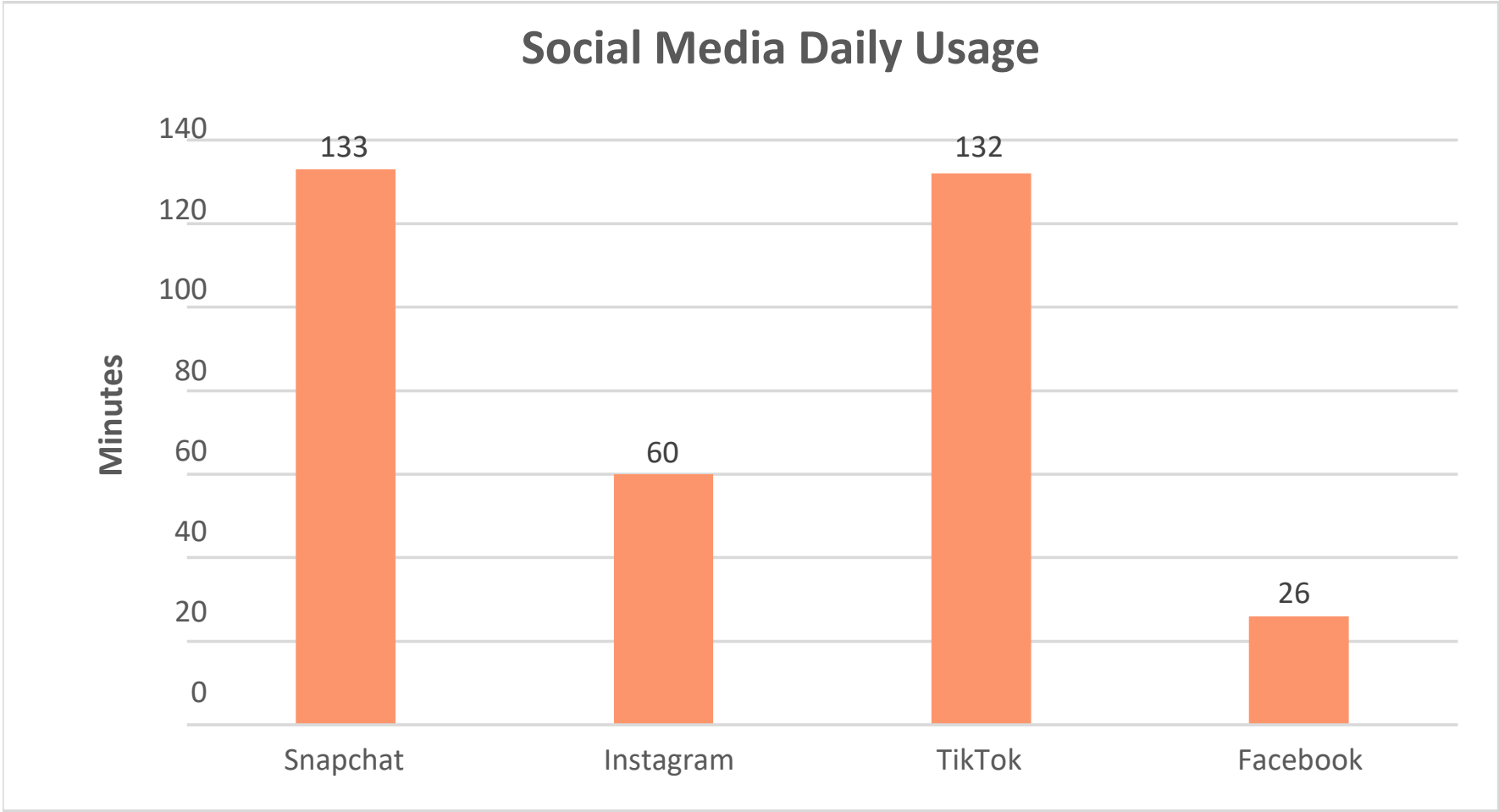
## Social Media Usage/Day



## Preferred Social media



# PERSONA 2 - DATA



Name	Snapchat	Instagram	TikTok	Facebook
Jessica D.	2 hr 42 min	1 hr 2 min	17 min	0 min
Joshua B.	40 min	33 min	27 min	18 min
Samantha M.	49 min	0 min	1 hr 9 min	16 min
Franky A.	4 hr 43 min	2 hr 28 min	6 hr 57 min	1 hr 11 min
Average Time	2h 13 min	1 hr	2 hr 12 min	26 min



# PERSONA DEMOGRAPHIC DATA

Name	Gender	Age	Ethnicity	Cultural Background	Education	Relationship Status	Employment Status	Living Status	Location	Commute Method
Tristyn-Tiffany C.	Non-binary	22-25	Asian	Filipino American	Graduate	Partnership	Unemployed	Living with roommates	Irvine, California	Car
Hennesie	Female	22-25	Hispanic or Latino	Mexican	Undergraduate	Partnership	Unemployed	Living with roommates	Houston, Texas	Car
Kaylen	Female	18-21	Hispanic or Latino	Mexican	Undergraduate	Single	Unemployed	Living with family	Houston, Texas	Car
Jacob G.	Male	18-21	Hispanic or Latino	Mexican	Undergraduate	Partnership	Unemployed	Living with roommates	Beaumont, Texas	Car
Jessica D.	Female	22-25	Asian	Indian American	Undergraduate	Single	Part-time	Living with family	Mesquite, Texas	Car
Joshua B.	Male	22-25	Caucasian	White American	High School Diploma	Partnership	Full-time	Living alone	Round Rock, Texas	Car
Samantha M.	Female	18-21	Asian	Pakistani	High School Diploma	Single	Unemployed	Living with family	Leander, Texas	Car
Franky A.	Male	22-25	Hispanic or Latino	Mexican	Undergraduate	Single	Part-time	Living with roommates	Beaumont, Texas	Car

# NON-PERSONA DEMOGRAPHIC DATA

Name	Gender	Age	Ethnicity	Cultural Background	Education	Relationship Status	Employment Status	Living Status	Location	Commute Method
Phoebe R.	Female	22-25	Hispanic or Latino	Latin American	Undergraduate	Partnership	Part-time	Living with family	Chattanooga, Tennessee	Car
Peyton	Female	22-25	Caucasian		High School Diploma	Partnership	Full-time	Living with family	Houston, Texas	Car
Bunke	Female	18-21	Black or African American		Undergraduate	Single	Unemployed	Living with roommates	Houston, Texas	Car
Noor	Female	18-21	Middle Eastern		Undergraduate	Single	Unemployed	Living with roommates	Houston, Texas	Car
Shahad A.	Female	22-25	Middle Eastern	Middle Eastern	Undergraduate	Single	Full-time	Living with family	Pflugerville, Texas	Car
Ryan L.	Male	18-21	Asian	Chinese	Undergraduate	Single	Part-time	Living with family	Vidor, Texas	Car

# PERSONA INTERVIEW DATA

Name	1. Tell me about yourself.	2. What are your hobbies?	3. Describe what you usually do in a day.	4. Describe the social media platforms that you use the most and why.	5. What does your screentime look like, and what social media has the most screentime?	6. When searching for a bakery to visit, what platform do you use the most, and why?	7. Describe a time that you enjoyed a baked good the most and why?	8. What motivates you to go into a bakery, and why?	9. Describe what kind of environment you prefer in a bakery.	10. What factors influence your decision to visit a bakery? And why?
Tristyn-Tiffany C.	I am a graphic designer and illustrator who grew up in California.	I like to draw, cook, and explore new places to eat.	I start by letting my dog go to the bathroom outside, grab a small item for breakfast, and go to the gym. Afterwards, I typically try to answer back emails and take care of any bills as soon as possible. I'll make myself a quick lunch and do chores while there is still day light. Then I normally walk my dog when it cook down in the day. At night I like to cook dinner and eat with my housemates. Before bed, I take a shower and wind down with some games and chatting online with my friends.	TikTok. Most of my friends use it and it's really to pick up and put down whenever I need a distraction.	I mainly use TikTok, MahjongSoul, Discord, and Chrome. TikTok is the highest with 3 hours and 51 minutes.	Yelp. It shows how far they are and it's easier to filter out specific things compared to other platforms	I went to Oakland, CA with my friends which is normally pretty far for me, but they insisted it was really good. We went to an Asian-owned bakery called Bake Sun and even though we got there before open there was already a line forming. All the baked goods were not only super unique, but very fun to look at and were super tasty. I believe I had an okonomiyaki danish, an ube bun, and a latte. These are items you can't really get very easily so it made the experience feel even more special.	I'll go if my friends recommend it, if I see good reviews on Yelp, or if I find a video about it on IG Reels/TikTok.	I like places where I can sit down and take pictures of the things I got.	If there is anything unique or special about the bakery I'd be more inclined to go. There are a lot of food spots where I live so I don't want to waste my time or money going somewhere that isn't particularly different from other places.
Hennesle	I'm a senior at University of Houston who is majoring in Psychology.	Reading, cooking, and watching movies.		I used Twitter/X and Instagram the most.			Macaroons, they're not super sweet so you can eat them without getting a sugar rush.		I like very bright and vibrant bakeries with a very soft aesthetic. I think it's because they're very welcoming and the workers are very nice and helpful.	
Kaylen	I'm a sophomore who majors in Supply-Chain Management.	Animating, drawing, working out, and trying out new places with friends in the Downtown area.		I use Instagram and TikTok the most.	After viewing screentime analytics, it says I have 14 hours a week, with TikTok being the one with the most screentime.		Chocolate chip cookies. They're just so decadent and have the perfect balance of sweetness.			
Jacob G.	I'm a student at Lamar University studying Mechanical Engineering. I also like cars, computers and working on stuff.	Cars and computers.	Play video games, call my girlfriend, do homework, go to class, repeat.	Instagram and Snapchat. Instagram is funny and Snapchat is just to talk to people.	Instagram, Snapchat, Google, and YouTube.	Pinterest or Instagram.	When my girlfriend made me banana bread and I liked it because she made it.	My girlfriend because she likes trying sweets.	Nice and chill.	If the bakery is aesthetic and has a variety of baked goods.
Jessica D.	I'm Jessica Dayal, a 24-year-old currently living in Dallas. I'm pursuing a degree in healthcare management at UT Dallas, where I'm diving deep into the intricacies of healthcare systems and administration.	I enjoy reading books, practicing yoga for relaxation, and cooking.	A typical day for me starts with attending classes or studying at the university library. After that, I usually spend some time alone, either reading or doing yoga to clear my mind. In the evenings, I might cook myself a healthy meal and relax with a good book or movie.	I'm not very active on social media, but I do have a small circle of friends on Facebook whom I occasionally keep in touch with. I prefer platforms that allow me to connect with people I already know rather than engaging with strangers.	My screen time is relatively low compared to most people, and I don't spend much time on social media. However, when I do use it, I find myself checking Facebook, and Youtube.	When looking for a baker, I usually rely on Google or Yelp reviews to find reputable bakeries in the area. I appreciate the honest feedback from other customers and use it to inform my decision.	I can't recall a specific instance, but I remember enjoying homemade cookies during a quiet evening at home. The warmth and comfort they provided were exactly what I needed after a long day.	The idea of treating myself to something sweet motivates me to go into a bakery. It's a small indulgence that brings a bit of joy to my day.	I prefer a calm and peaceful environment in a bakery, somewhere with cozy seating and soft background music. I like places where I can relax and enjoy my pastry without feeling rushed or overwhelmed by crowds.	When choosing between a bakery chain and a local bakery, I tend to lean towards local bakeries. I appreciate the personal touch and attention to detail they offer, as well as the sense of supporting small businesses in the community.
Joshua B.	Hey, I'm Joshua Bayer, born and raised right here in Austin, Texas. I'm a true Austinie through and through, always up for exploring the city and finding new adventures.	I'm an outgoing guy who loves staying active. You can often find me hiking around Austin, playing basketball with friends, and bar hopping.	My days are pretty varied, I work through 6am to 6pm on Weekends but my days usually involve some form of outdoor activity, whether it's going for a run alone or meeting up with friends. In the evening time, I might grab dinner with friends or catch a movie.	I'm not big on social media, but I do use Snapchat and texting.	My screen time is pretty low overall, but when I do use social media, Snapchat tends to get the most screen time.	When looking for a baker, I usually rely on word-of-mouth recommendations from friends or family. I trust their opinions and know they'll steer me in the right direction.	One time that stands out is when I tried a freshly baked cinnamon roll from a local bakery. It was warm and delicious.	I'm motivated to go into a bakery by the promise of good taste and the opportunity to support local businesses.	I prefer a laid-back and welcoming environment in a bakery, somewhere I can relax with friends and enjoy good conversation over a pastry and a cup of coffee.	I tend to lean towards local bakeries over chains because I like supporting small businesses and appreciate the unique flavors and offerings they bring to the table.
Samantha M.	Hello! I'm Samantha Mana, a 21-year-old living in Austin, Texas. I'm currently studying at UT Austin, and I come from a mixed American and South Asian background.	I have a few hobbies that I really enjoy. I love painting, especially landscapes and abstract art. I also enjoy reading, particularly fiction and poetry.	My typical day usually starts with attending classes at the university. After that, I might spend some time studying or working on assignments. In the evenings, I like to unwind by either painting, reading, or trying out new recipes in the kitchen. And on weekends, I often explore the city with friends or family, trying out different restaurants or attending cultural events.	I enjoy using social media platforms like Instagram and Pinterest. I love how visual these platforms are, and they're great for discovering new baking inspiration, from intricate cake designs to innovative flavor combinations.	My screen time tends to be highest on Instagram, mainly because I use it for both personal and baking-related content. I love scrolling through my feed to see what other bakers are creating and to get ideas for my own baking experiments.	When looking for a baker, I typically rely on Instagram or Google. Instagram is great for finding local bakers and seeing examples of their work, while Google helps me find reviews and customer feedback.	One of the most memorable times I enjoyed baked goods was when I tried a homemade mango cheesecake during a family gathering. It was the perfect combination of creamy and tangy, and it brought back nostalgic memories of summers spent in South Asia.	I'm motivated to go into a bakery by the promise of freshly baked goods and the opportunity to indulge in something delicious. There's something special about the smell of freshly baked bread or pastries that always draws me in.	I prefer a cozy and inviting environment in a bakery, somewhere with comfortable seating and a friendly atmosphere. Bonus points if they have a wide selection of baked goods to choose from!	When deciding between a bakery chain and a local bakery, I'm usually swayed by the quality and variety of their offerings. I tend to lean towards local bakeries because I appreciate the unique flavors and personal touch they often bring to their creations.
Franky A.	I'm a student at Lamar University studying Engineering.	Fishing hunting and working on broken things.	Wake up, go to class, go to work, go do homework, and then go to sleep.	Insta and Snap cause it helps me stay in people's business.	TikTok, Snapchat, Instagram, Facebook, and Twitter (X).	I don't look for a baker, I do the baking.	It was my mom's cheese cake and because she made it with love.	If I do go, it's because people recommended it.	Family type feeling.	People recommending it.

# PERSONA INTERVIEW DATA

11. Describe how you discover new bakeries or pastry shops to try out.	12. Describe your favorite place to eat pastries.	13. Can you explain what influences your decision to visit a bakery alone or with others?	14. Describe your thought process when ordering at a bakery.	15. What prevents you from buying baked goods?	16. Describe what influences your decision to try something new.	17. What does your diet consist of?	18. Can you describe if there are any specific ingredients in food, such as gluten or nuts, you avoid and why.	19. What are your thoughts on vegan/gluten free baked goods?	20. Describe the last time you purchased baked goods.	21. On average, how many times do you buy a pastry per week? Why?
Friends, Yelp, or social media.	Bake Sum, because they're very unique and family owned Asian business that I'm happy to support.	If I go to a bakery alone it's probably someplace I've been to a lot and trying to fill a sudden craving. Most of the time I go to bakeries with friends because I like sharing my experience with others.	I normally look for things that I can't order anywhere else. I'll also look for flavors I normally like to eat such as matcha, mocha, and ube.	The biggest thing that stops me are my allergies.	I normally try new things when I'm with other people so we can figure out if we like it or not as a group. Plus I can take some of their stuff if I end up not liking the new thing haha.	Rice with many meals. Spring mix is typically eaten at lunch. Lots of granola and chia for breakfast. When I don't feel like cooking I will typically air fry frozen foods.	I avoid nuts and fresh fruit because I would risk going to the hospital.	I don't normally seek out vegan/gluten free baked goods. I often have to avoid vegan baked goods because they typically use a lot of nuts instead of other ingredients that I can eat.	Bakery in Chicago while I was traveling. My friend had a google map food list for Chicago so I tried it since we were close by.	Maybe once every other week. I don't normally buy them to keep in my home since they tend to not have the best nutritional value for day-to-day eating. I will typically grab coffee either by myself or with others and grab a pastry while I'm there.
Instagram Reels, they're always some very interesting ones of businesses posting or people reviewing them.							No, I do not avoid any specific ingredients.	They look very delicious, and the transparent packaging helps you actually see the baked good inside and makes you want to eat it.		I am not usually a sweets person, but my significant other enjoys eating baked goods often, so since I started dating them I eat baked good very often. I would say maybe around twice a week.
	85 Degrees, Las Arandas, and Farmer's Markets.	I like local bakeries. For example, 85 degrees in Chinatown, Las Arandas, and when I have time I enjoy coming to farmer's markets.	I usually try to find promotions or deals. For example, I was going to buy one cookie today but since it said 2 for 10, I decided to buy 2.				No, I do not have any dietary restrictions.	I recently got into trying to eat food from vegan products just because I enjoy trying different foods and think it's fun. I am not afraid to try new things at all.		I usually have around 5 pastries per week just because I love eating sweets and enjoy trying new places.
My girlfriend finds them online for us to go to.	My girlfriend's house.	With others because I don't like going alone.					Nope, unless it's fish related because I don't like fish.	They are a healthier option.		Once a week.
I discover new bakeries through Google Maps and their reviews.	My favorite place to eat pastries is a quaint little bakery tucked away in a quiet corner of the city. They have the most delicious scones and muffins, and I love escaping there for a peaceful morning treat.	I prefer to visit bakeries alone most of the time. It gives me the opportunity to enjoy my pastry in my own comfort zone.	When ordering at a bakery, I tend to stick to familiar favorites rather than trying something new. I like knowing what to expect and find comfort in the familiarity of certain flavors and textures.	Budget constraints and dietary considerations sometimes prevent me from buying baked goods. I try to be mindful of my spending and opt for healthier options whenever possible.	I'm open to trying something new if it aligns with my dietary preferences and tastes. However, I tend to be cautious and selective when it comes to trying unfamiliar foods or flavors.	My diet consists mainly of whole foods and plant-based options, with occasional treats like pastries or desserts.	I don't avoid specific ingredients in food, but I try to make conscious choices that align with my values and beliefs.	I've tried vegan and gluten-free baked goods before, and I appreciate the effort to accommodate different dietary preferences. Some of them can be surprisingly delicious, and I'm always open to exploring new options.	The last time I purchased a baked good was a few days ago the Egg Tart from 85C.	I buy a pastry once every couple of weeks or so, depending on my cravings and schedule.
I discover new bakeries through recommendations from friends or by stumbling upon them while exploring different neighborhoods in Austin.	My favorite place to eat pastries is a local café in downtown that serves the most amazing croissants.	I enjoy visiting bakeries with friends most of the time.	When ordering at a bakery, I usually go for whatever catches my eye or sounds the most delicious. I'm all about indulging my cravings at the moment.	Nothing really prevents me from buying baked goods, I'm always down for a sweet treat!	When it comes to trying new things, especially when it comes to food. If something looks interesting or unique, I'll give it a try.	My diet is pretty lean, but I definitely have a cheat day in a week.	I don't avoid specific ingredients, but I do try to make healthy choices most of the time.	I've tried vegan and gluten-free baked goods before, and some of them are surprisingly delicious.	The last time I purchased a baked good was yesterday when I grabbed a chocolate chip cookie from a local bakery on my way home from the gym.	Like once a month depends how active I've been and how much I've been craving something sweet.
I discover new bakeries or pastry shops through a combination of word-of-mouth recommendations, online reviews, and social media. If I see a bakery with a particularly enticing Instagram feed or read positive reviews online, I'll definitely add it to my list of places to try.	My favorite place to eat pastries is Tous les Jours. They have the most incredible pastries and cakes, and their attention to detail in both flavor and presentation is unmatched.	I enjoy visiting bakeries both alone and with others, but I think there's something special about sharing the experience with friends or family. It's fun to sample different treats together and discuss our favorites.	When ordering at a bakery, I usually take my time to peruse the options and consider what I'm in the mood for. I'll often ask the staff for recommendations or inquire about their specialties before making a decision.	The main thing that prevents me from buying baked goods is if I'm trying to stick to a specific dietary restriction or if I'm simply not in the mood for something sweet.	I'm always open to trying something new, especially if it's a unique flavor combination or a creative twist on a classic recipe. I love experimenting with different flavors and textures, so I'm constantly on the lookout for new and exciting baked goods to try.	My diet consists of a balance of fruits, vegetables, proteins, and carbs, but I definitely have a sweet tooth! Baked goods are one of my weaknesses, and I try to enjoy them in moderation.	I don't actively avoid specific ingredients in food, but I do try to be mindful of my dietary choices and opt for healthier alternatives when possible.	Yes, I've tried both vegan and gluten-free baked goods before. While I'm not strictly vegan or gluten-free, I think it's great that there are options available for people with dietary restrictions. Some of them can be really delicious!	The last time I purchased a baked good was just a couple of days ago when I stopped by a local bakery to pick up some fresh croissants for breakfast.	I probably buy a pastry once or twice a week, depending on how busy my schedule is and whether I have any special occasions coming up.
When people tell me it's good.	My house.	I enjoy going with friends.					Nope, because I'm willing to eat a lot of things.	Not very interested in them, but would eat it if someone offered it to me.		Like once a month.

# PERSONA INTERVIEW DATA

22. Can you describe to us your thought process when deciding to purchase a baked good?	23. If you bought a pastry for someone, what would it be? And why?	24. Describe how you prefer your baked goods to be presented or served.	25. What time of day would you usually eat baked goods, and why?	26. If there are any, describe the baked goods from different cultures that you enjoy the most and why.	27. Can the freshness of the baked goods influence your decision to purchase them? Why?	28. Can you describe your opinions on classic baked goods and unique baked goods?	29. Can you describe your thought process when deciding whether to bake at home or buy baked goods?	30. Can you describe your thought process when you see a promotion for a bakery?	31. In what way would you want to be contacted, and why?
I try to see if I want anything new or seasonal. If they don't appeal to me I'll order something I know I will like.	I would probably get something unique if I bought someone a pastry. I think it would be more meaningful if I got them something they normally can't get day to day.	If it's a sit down place I would like it on a little plate so I can take a picture.	Morning, because most bakeries and cafes close past 2PM.	I typically get a lot of Asian fusion baked goods. A lot of these places have baked goods from all sorts of asian cultures. They're the flavors I grew up with so I feel very nostalgic for places like these.	Yes. The quality of the item can change the longer it's been out. I would choose a fresh baked good over one thats been sitting out. Fresh baked goods tend to be warmer, fluffier, and have stronger flavors compared to ones that have been sitting out.	Both are good. I like trying new things though so I typically go for unique baked goods.	I never bake at home because it's a very long and tedious process.	Where is it, and do other people think it's good?	I'd rather not be contacted directly by bakeries it feels too personal. I'd rather just see them on my social media feeds.
I think of the price first, but it doesn't affect me, especially if it things like vegan since they use more fresh ingredients.									
		Able to eat to go.			Freshness does affect my decision because I don't want to eat anything that's hard.				
Price is somewhat important to me when choosing a pastry, but quality and taste are more significant factors in my decision-making process.	I will buy something that I like, hopefully they will like it too.	In a nice and elegant way.	I usually eat baked goods in the afternoon or evening.	I enjoy exploring baked goods from different cultures, as they offer a glimpse into the culinary traditions and flavors of various regions.	The freshness of baked goods is important to me, and I prefer to buy from bakeries that use fresh ingredients.	I appreciate both classic and unique baked goods, but I tend to gravitate towards classic flavors and recipes that evoke a sense of nostalgia and comfort.	While I enjoy baking at home occasionally, I prefer buying baked goods from a bakery for the convenience and expertise they offer.	Promotions may influence my purchase decisions to some extent, especially if they offer discounts on my favorite items or if it's a bakery I am waiting to try.	I prefer to be contacted me through email or text message.
Price is definitely a factor for me when choosing a pastry, but I'm willing to pay a little for something really good.	If I were buying a pastry for someone else, I'd probably go for something classic like a chocolate croissant or a slice of cake. You can't go wrong with the classics.	I prefer my baked goods to be served fresh and warm whenever possible.	I usually eat baked goods mid-morning or mid-afternoon.	I enjoy exploring baked goods from different cultures because it's a tasty way to learn about different culinary traditions and flavors.	The freshness of baked goods is definitely important to me—I want to enjoy them at their peak deliciousness!	I appreciate both classic and unique baked goods, but I think there's something special about a classic recipe executed to perfection.	I prefer buying baked goods from a bakery because it's convenient and supports local businesses.	Promotions can sometimes influence my purchase decisions, especially if it means I can try something new at a discounted price.	I prefer to be contacted by text message. It's quick, convenient, and gets straight to the point.
Price is definitely a consideration for me when choosing a pastry, but it's not the only factor. I'm willing to pay a bit more for high-quality ingredients and expert craftsmanship, especially if it's a special treat.	If I were buying a pastry for someone else, I would choose something that I know they love or something that looks particularly impressive. I think a beautifully decorated cake or a box of assorted pastries makes a great gift for any occasion.	I prefer my baked goods to be presented or served in a way that highlights their beauty and craftsmanship. Whether it's a carefully arranged platter of petit fours or a beautifully decorated cake, presentation is key.	I usually eat a baked good in the morning or afternoon, as a midday treat or a snack. There's something comforting about starting or ending the day with a sweet indulgence.	I love exploring baked goods from different cultures, especially those with rich histories and unique flavor profiles. Some of my favorites include Indian sweets like Gulab jamun, Rabri and French pastries like macarons.	The freshness of baked goods definitely affects my decision to purchase them. I prefer to buy from bakeries that bake everything fresh daily and use high-quality ingredients.	I enjoy both classic baked goods and unique creations, but I think there's something special about a classic recipe executed perfectly. That being said, I'm always intrigued by innovative flavor combinations and creative twists on traditional favorites.	While I enjoy baking at home as a creative outlet, there's something special about buying baked goods from a bakery. It's a treat to be able to sample expertly crafted pastries and desserts made by skilled bakers.	Promotions can definitely influence my purchase decisions, especially if it's a bakery I've been wanting to try or if they're offering a special deal on one of their signature items.	I prefer to be contacted through email.
		On a fancy plate with coffee.			The fresher the better.				



# NON-PERSONA INTERVIEW DATA

Name	1. Tell me about yourself.	2. What are your hobbies?	3. Describe what you usually do in a day.	4. Describe the social media platforms that you use the most and why.	5. What does your screentime look like, and what social media has the most screentime?	6. When searching for a bakery to visit, what platform do you use the most, and why?	7. Describe a time that you enjoyed a baked good the most and why?	8. What motivates you to go into a bakery, and why?	9. Describe what kind of environment you prefer in a bakery.	10. What factors influence your decision to visit a bakery? And why?
Phoebe R.	I'm a senior at my university and am on my last semester. I work part-time at an advertising internship and sell art commissions on the side for money. I used to work at an optician's clinic for nearly two years.	My hobbies are drawing, sewing, jewelry making. Just about anything I can do with my hands.	I usually work on art commissions, attend classes, work on assignments, run errands at the store, spend time with my friends and family, do chores, feed my fish, play video games. It's any assortment of those things in a day.	Discord because it's my main way to talk with my friends and it's a great source of community interactions and for finding memes. Second most is Youtube, which I use for the community and for something to listen to while I work or draw. My third most used platform is Lemmy, an open source federated social media that I use for news, community, and also for memes.	My screen time is 4 hours of social media usage a day, and it's mostly Discord or Youtube. Youtube is used the most. I spend around 4 hours (all at once) every other day on it, while Discord is second and I use it every day for 1-3 hours throughout the day.	I would use Youtube the most. This is because of the large cooking community on that platform, and because there would be video recipe instructions.	A time I enjoyed a baked good most was when I had first tried baked goods my great-uncle made for his bakery.	The only thing that would motivate me to go into a bakery was if it was a dedicated gluten free facility. Just having gluten free options can still lead to cross contamination. A allergen friendly facility would be a wonderful thing to see in my small city.	I prefer a cozy, welcoming environment.	The factors would be if they were a gluten-free/allergen friendly facility and if they had a close location. But I wouldn't visit a bakery chain outside of those conditions as local bakeries tend to have those qualities I look for.
Peyton		Watching movies, cooking, exploring new places.		I use TikTok and Instagram the most.			Chocolate chip cookies, they're semi-sweet and you can have them any time after a meal.		I enjoy eating at southern bakeries, especially since I grew up around them so to me they feel like home.	
Bunke	I'm a freshman who majors in Bio-Chem.	Fashion, photography, and thrifting and selling clothes.		The apps I use the most are Instagram and TikTok.	It's very high.		Cookies. I really enjoy trying new cookies because they're just a perfect size for a dessert.		I enjoy going to Korean bakeries like 89 Degrees and Paris Baguette. I like the setup they have because all of the bakeries are just laid out in front of you, and you get to grab a tray and get your own baked goods. Also, the pastries attract your attention because they're displayed aesthetically. Even if the pastries don't taste great but look great, I'll eat it. The packaging definitely matters.	
Noor	I'm a senior who majors in Sociology and Economics.	Writing, listening to music, and being outdoors.		Twitter/X, everything is curated for you and everything is mostly the people you follow so it isn't random things. Also, it's very funny, and it's the first platform that has things that go viral.			Cookies, a good cookie just goes a long way and makes me happy.		I like this bakery named Tiny that's located in Rice Village, and it's usually the place I enjoy going to because it's so welcoming and also has the perfect size cookies with the perfect amount of sweetness and I like eating it with a glass of milk. I also like the neighborhood it's in because it's so fancy and the ambiance of the place is so classic and has a simple menu. It's also a perfect grab and go.	
Shahad A.	Hi there, I'm Shahad Abbas, a 22-year-old originally from Iraq, now residing in Austin, Texas. I'm currently a student at Austin Community College, pursuing my academic goals and exploring new opportunities.	My hobbies include photography, writing poetry, and exploring different cuisines. I love capturing moments. Exploring new places allows me to immerse myself in different cultures and flavors.	A typical day for me starts with attending classes at ACC, where After classes, I might spend time studying at the library or catching up with friends over coffee. In the evenings, I enjoy going for walks around the city or trying out new restaurants with friends.	I enjoy using social media platforms like Instagram and TikTok. Instagram allows me to stay updated on friends and family and connect with people who share similar interests. TikTok, on the other hand, is a fun way for me to discover new trends, recipes, and creative content.	I find myself spending the most time on TikTok. It's addictive scrolling through the videos, and I often lose track of time while watching them.	When looking for a baker, I usually rely on Yelp or Google reviews to find the best-rated bakeries in the area. I appreciate hearing about other people's experiences and recommendations before making a decision.	One memorable experience was when I tried a traditional Iraqi pastry called kleicha for the first time. It brought back nostalgic memories of home and family gatherings, and the taste was simply unforgettable.	The craving for sweets motivates me to visit bakeries.	I prefer a cozy and welcoming environment in a bakery, somewhere with comfortable seating and friendly staff. I enjoy places where I can sit and enjoy my pastry while soaking in the ambiance.	When choosing between a bakery chain and a local bakery, I'm more inclined to visit local bakeries. I appreciate the authenticity and uniqueness they offer, and I enjoy supporting small businesses in the community.
Ryan L.	I'm a student at Lamar University studying Mechanical Engineering.	Soccer and hangout with my guy friends.	Go to class and do homework.	TikTok and Instagram because of all the funny reels.	YouTube, Snapchat, and Instagram are my highest.	Instagram.	Crumble cookie because chocolate chip cookies are so good.	I usually go to bakery chains because they usually have what I like.	Peaceful and coffee shop like environment.	When it has a clean and friendly environment.

# NON-PERSONA INTERVIEW DATA

11. Describe how you discover new bakeries or pastry shops to try out.	12. Describe your favorite place to eat pastries.	13. Can you explain what influences your decision to visit a bakery alone or with others?	14. Describe your thought process when ordering at a bakery.	15. What prevents you from buying baked goods?	16. Describe what influences your decision to try something new.	17. What does your diet consist of?	18. Can you describe if there are any specific ingredients in food, such as gluten or nuts, you avoid and why.	19. What are your thoughts on vegan/gluten free baked goods?	20. Describe the last time you purchased baked goods.	21. On average, how many times do you buy a pastry per week? Why?
I discover new bakeries by word of mouth or through the search bar in Google Maps.	My favorite place to eat pastries was a small shop I visited in Knoxville called Donut Theory.	I prefer to visit bakeries with others. I would only go alone if I was going down that road anyway. Usually, bakeries I can eat at are far away downtown and can take up to an hour to drive there. It doesn't make it worth it to go all that distance just to get something for myself.	I first check if there's a menu of some kind online to verify if the facility is allergen-friendly. If I find something I like, I make sure to choose that when I order in the store if there is not an online pick up option.	What would prevent me is my food restrictions and the distance of the bakery.	I'm influenced by what other people suggest to me, what I hear online, and what strangely makes me curious.	My diet is high-fat and high-protein. I try to get as much fiber as I can while being low on carbohydrates and sugars, such as meat and cheese and gluten-free pancakes at every breakfast, and meat and vegetables for dinner.	I avoid gluten (because of food restrictions). I avoid lard, margarine, shortening, and other unhealthy ingredients. This is because unhealthy fats disgust me and I would rather have a dairy-based fat.	I haven't tried vegan food before because wheat can easily be involved, though I wouldn't be opposed to trying vegan, gluten free baked goods. I eat baked goods constantly, usually that I bake myself. I wasn't born with celiac disease and I can say that the texture and often flavor of gluten-free baked goods is worse than foods cooked with regular flour, but I have gotten used to it since I have no choice but to eat gluten free.	The last time I purchased a baked good was when I drove to a bakery to buy scones and muffins for my parents. I picked a few flavors they would like, paid, and left.	I rarely buy a pastry. I would average it to 0 times a week.
TikTok has been a big influence, especially since it helps me find gluten free options for my brother. Since my brother has Celiac, it can be difficult to find pastries he can eat, and I don't want to poison him so I try to find the safest options. TikTok is very transparent with information and it gives a point of view from consumers, not just business owners.							I have lactose-intolerance.	My brother is gluten free and doesn't really get to eat a lot of delicious baked goods, so I try to look for gluten free baked goods that he can actually eat.		Probably like once a day, I enjoy eating baked goods after a meal, and always have some stashed or go and buy one to eat as dessert.
			If I have tried it already and think it's good or if it looks appealing, then I'll buy the baked good.				No, I don't have dietary restrictions.	I just enjoy trying new things, I am not really picky or on a particular diet.		About once a week. I enjoy eating them but try not to eat too much.
							No, I don't have any.	I am not vegan, but I try to avoid gelatin for religious reasons which vegan pastries don't have so I do try to eat some vegan pastries that might have gelatin.		About 4 times a week, but I do try to limit it because they're not good for me but I have a huge sweet tooth.
I discover new bakeries or pastry shops through, Tik Tok videos and recommendations from friends and family.	My favorite place to eat pastries is Big Dash in Dallas that specializes in Middle Eastern Sweets. Their Namona are are to die for.	I enjoy visiting bakeries with friends or family, as it's a shared experience that allows us to bond over our love for delicious treats and good conversation.	When ordering at a bakery, I like to take my time exploring the menu and considering all my options. I'll often ask the staff for recommendations or try something new based on their suggestions.	Sometimes, budget constraints or dietary restrictions prevent me from buying baked goods. I try to be mindful of my spending and make healthier choices when possible.	I'm always open to trying something new, especially if it's a unique flavor or pastry that I haven't experienced before. I love expanding my culinary horizons and discovering hidden gems.	My diet consists of a balance of fresh fruits, vegetables, proteins, and carbs, but I do enjoy indulging in sweet treats occasionally.	I only eat Halal Diet Foods.	I've tried vegan and gluten-free baked goods before, and I think they're a great option for people with dietary restrictions.	The last time I purchased a baked good was last week at Mosaic's Cafe to pick up some cookies for a study session with friends.	On average, I buy a pastry once or twice a week, depending on my cravings and schedule.
Instagram Reels.	89 Café.	With another person because it's normally a date.					No, I'm not picky.	I don't think they taste good.		Once every week.

# NON-PERSONA INTERVIEW DATA

22. Can you describe to us your thought process when deciding to purchase a baked good?	23. If you bought a pastry for someone, what would it be? And why?	24. Describe how you prefer your baked goods to be presented or served.	25. What time of day would you usually eat baked goods, and why?	26. If there are any, describe the baked goods from different cultures that you enjoy the most and why.	27. Can the freshness of the baked goods influence your decision to purchase them? Why?	28. Can you describe your opinions on classic baked goods and unique baked goods?	29. Can you describe your thought process when deciding whether to bake at home or buy baked goods?	30. Can you describe your thought process when you see a promotion for a bakery?	31. In what way would you want to be contacted, and why?
I think of the price first because I know that gluten free pastries are more expensive than the regular counterparts, but I'm prepared pay the higher price.	If I bought a pastry for someone, and didn't know what they liked, it would be a blueberry muffin. Usually those are hard for someone to hate.	I would prefer they were presented in cardboard or paper containers so the packaging could be recycled.	I usually eat baked goods in the morning because they can be eaten warm for breakfast.	I enjoy baked goods from Chilean cuisine, as it is comforting and nostalgic to me. That includes empanadas, chiles rellenos (stuffed peppers), alfajores (butter cookie sandwiched around dulce de leche and rolled in shredded coconut), brazos de reina (Swiss role), and marraquetas (chilean bread).	If the baked good are fresh, I'm more likely to purchase them because they will have a better aroma, texture, and flavor.	I prefer classic baked goods because it is what I'm used to. Although I won't turn down trying unique baked goods.	I enjoy baking at home because I can ensure no gluten cross-contamination, and I can control the ratio of ingredients. I like less sugar and more fiber in my baking.	Promotions can influence the purchases I make because they will bring the products to my attention.	I would prefer to be contacted by email, because then I have a lesser chance of missing the new mail notification, and it gives me time to respond.
								If a product has a really good deal, then I am more inclined to purchase the product, more if there wasn't a deal on it.	
The price is the first think I think of. I don't mind paying for a more expensive pastry, but I would probably not get it as often unless I really want something sweet. But, if the product is very good and I heard a lot of positive feedback of the product then I'll buy it.								Yes, if there is a promotion I am definitely buying more of the product, especially if it's cheaper than buying 1 of the products.	
Price is somewhat important to me when choosing a pastry, but I'm willing to spend on something that looks especially delicious or unique.	If I were buying a pastry for someone else, I would choose Cheesecake Factory, Toast Le Jour or something that looks visually appealing. And 85 Degrees.	I prefer my baked goods to be presented neatly and attractively, whether it's on a decorative platter or in a beautifully designed box.	I usually eat baked goods in the afternoon or evening, as a sweet treat to unwind after a long day or as a pick-me-up during study sessions.	I enjoy exploring baked goods from different cultures mainly middle eastern, Hispanic and Asian, as they offer a glimpse into the culinary traditions and flavors of various regions. It's a delicious way to learn about different cultures and customs.	The freshness of baked goods definitely influences my decision to purchase them. I prefer to buy from bakeries that use fresh, and flavorful ingredients.	I appreciate both classic and unique baked goods, but I'm always drawn to creations that offer a creative twist on traditional recipes. It's exciting to try something new and unexpected.	While I enjoy baking at home as a hobby, there's something special about buying baked goods from a bakery because sometimes it consumes a lot of time to bake in a busy schedule.	I've been wanting to try or if they're offering a special deal on one of their signature items.	I prefer to be contacted via email or direct message on social media, as it's convenient. It's also a great way for businesses to share updates or promotions with their customers.
		I would like it a in a very organized box.			The freshness decides everything because it's better fresh.				Through Instagram because I use that app a lot.