Target Audience Persona - Specialty Coffee Project

# Persona: Alaa – Head of Coffee Sourcing

\*\*Name:\*\* Alaa

\*\*Job Title:\*\* Head of Coffee Sourcing at a Specialty Coffee Roastery

\*\*Age:\*\* 38

\*\*Location:\*\* Dubai, UAE

\*\*Education:\*\* BSc in Agriculture, Certified Q-Grader

\*\*Experience:\*\* 12 years in coffee sourcing and quality control

## Goals:

* - Identify high-quality coffee sources with consistent flavor profiles.
* - Ensure traceability and transparency from farm to cup.
* - Make data-driven sourcing decisions based on cupping scores and production data.
* - Present clear and compelling quality reports to internal teams and clients.

## Challenges:

* - Overwhelmed by scattered and inconsistent data formats from producers.
* - Lack of time to manually evaluate each sample in depth.
* - Difficulty comparing coffees across origins and processing methods.
* - Pressure to justify purchasing decisions with objective quality metrics.

## Needs:

* - Clean, standardized, and visually accessible data.
* - Quick access to top-performing lots by score and attribute.
* - Insights that link processing method, altitude, and region to cup quality.
* - Data dashboards that facilitate internal reporting and client transparency.