

WINE NEWBIE/ON-THE-GO BUYER

MAYA

AGE 24

GENDER FEMALE

LOCATION PORTLAND, OR

INDUSTRY MARKETING



“The way the store is organized doesn't make it easy to “filter” for the taste you want without some level of wine knowledge.”



MOTIVATIONS

Maya is much less concerned about the fine details of wine. She simply wants to be assured she'll will like what she buys. She often chooses wine based off of price and the label artwork—and never knows if she's going to like it. It can be confusing.

GOALS

- Find an affordable bottle of wine she'll enjoy the taste of
- Discover other types of wines to drink
- Understand the difference between wine types

FRUSTRATIONS

- Hard to filter wines based on taste without an extensive understanding of wine flavors
- Too many options to choose from, would prefer only 1-5
- Wants wine on the fly

BIO

Maya is just starting out in her marketing career. She's social, loves friends, travel, and discovering new bands. Her favorite thing about drinking wine is exploring new flavors, relaxation, taking the edge off after a tense day (now and then).