

PERSONAS



Getrude McFuzz (Quick Fix)

- Needs a space that's convenient to visit and easily accessible.
- Needs to be able to order food and drink easily and quickly, and being able to decide what to order ahead of time.
- Needs good service that will provide positive interactions to a rushed customer.

Pop Looc (Lounger)

- Needs a reliable space where I can have a place to sit and study.
- Needs a comfortable atmosphere where I can lounge for long periods of time without having to leave.



Sam Iam (Refined Coffee Drinker)

- Needs to be able to order a very specific drink that tastes good and is personalised to my preferences.
- Needs to interact with friendly workers who know a lot about the coffee they are making.
- Needs to know what the atmosphere is like so I know if I can hang out there.