



PERSONA

Alice

SCENARIO

Energized and Stay Mentally Sharp

USER EXPECTATIONS

Easy ordering and pickup between classes

PHASE 1	PHASE 2	PHASE 3	PHASE 4
Wakes Up Early and Feels Tired	Finds a Close Cafe	Drinks Coffee During Morning Lecture	Mentally Logs The Coffee As a Good Productivity Booster
<b>DOING</b> Reaches for his phone and checks near by cafes.	Places a mobile order while packing her bag	Sipping while taking notes on her laptop.	Recommends it to classmates and saves it for next time.
<b>THINKING</b> “I need something strong to keep me awake all day.”	“This should hit quickly and help me focus.”	“I’m awake, I can focus, this is working.”	“I’ll drink this again for finals.”
<b>SAYING</b> “I can’t fall asleep in class again.”	“Cold brew never lets me down.”	“I’m actually absorbing this today.”	“It got me through class.”

INSIGHTS

- Students prioritize convenience, cost, and effective.
- High caffeine drinks are desirable, but the crash and jitters are concerns.
- Mobile ordering must be accurate and timely.

INTERNAL OWNERSHIP

- Marketing: Develop promotions for student-friendly bundles.
- Product Team: Explore focus-enhancing blends or add-ons.
- Operations: Improve mobile order experience near campuses.