

MOM MANDY

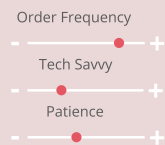


ABOUT

Mandy is a stay-at-home mom with three kids between the ages of 10 and 15. She lives in the suburbs with her husband and loves slow mornings with a cup of tea and her favorite daytime shows. Every Friday on the way to school, she takes her kids to A Sweet Affair Bakery — it's their family tradition and a highlight of the week.

“ I like seeing nice pictures of the same cupcakes my kids love! ”

TRAITS



DEMOGRAPHICS

Age: 40
Location: Walnut Creek, CA
Income: \$135,000
Status: Married

FAVORITES

BRANDS



NEEDS

- Simple Functionality
- Clear Page Layout
- Clear Company Values:
 - Family Owned
 - Family Operated
 - Baked Fresh Daily
 - No Preservatives
 - No Palm Oil
 - No Lard
- Enticing Menu
- Advance Ordering

- Organized
- Extrovert
- Compassionate
- Social
- Liberal
- Gen X
- Mother
- Proactive

DRIVER DAN

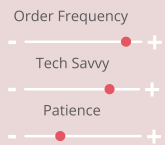


ABOUT

Dan is a delivery driver who grabs breakfast and coffee on his way to work each morning. Living in the suburbs while attending community college, he's highly motivated, detail-oriented, and always on a tight schedule. He prefers A Sweet Affair Bakery over large chains like Starbucks for its quick service and dependable quality.

“ I usually order on my way to work, so I'm in and out the door fast. ”

TRAITS



DEMOGRAPHICS

Age: 30
Location: Concord, CA
Income: \$30,000
Status: Single

FAVORITES

BRANDS



NEEDS

- Order Directly Off Menu
- Show All Available Items
- Clear Item Descriptions
- Advance Ordering
- Maybe Modern Design
- Enticing Menu

- Driver
- Millennial
- Hard Worker
- Friendly
- Conservative
- Extrovert
- Conscientious
- Active

STUDENT STEPH

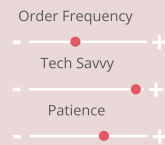


ABOUT

Steph is a college student studying Education at California State University, East Bay. She enjoys classic pastries and green tea with coconut milk while studying for exams at A Sweet Affair Bakery. Sometimes she meets friends there after class — often placing her order online beforehand so it's ready when she arrives.

“ I like doing homework at the cafe with a warm tea and pastry in-hand. ”

TRAITS



DEMOGRAPHICS

Age: 20
Location: Clayton, CA
Income: \$20,000
Status: Single

FAVORITES

BRANDS



NEEDS

- See All Available Cakes
- See All Frosting Designs
- See Pictures of Cake
- Clear Text Color & Font
- Logical User Flow

- Student
- Gen Z
- Viral Marketing
- Liberal
- Posts to Socials
- Creative
- Honor Roll
- Active