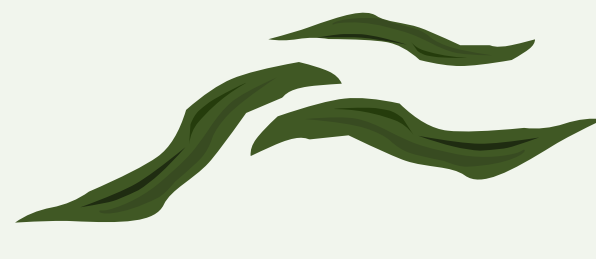


June



Access & Enjoy

Age 25
Occupation Teacher
Location Jetmore, KS
Gender Female



Motivations

June loves to call Kansas home but also loves to travel and enjoy new flavors. The opportunity to travel to China during college really opened her eyes to a whole new culture. Drinking tea in a traditional setting is her most vivid memory of getting acquainted with everyday life in Asia. The aromas and surprisingly radiant flavors of the teas she tried were unforgettable, and she wants to be able to order the varieties she remembers online, as well as try out new ones.

Goals

- Search for specific tea varieties based on region, type, name, etc
- Offer affordable, flat-rate, or free shipping
- Ample description, photos, reviews, and prep instructions

Frustrations

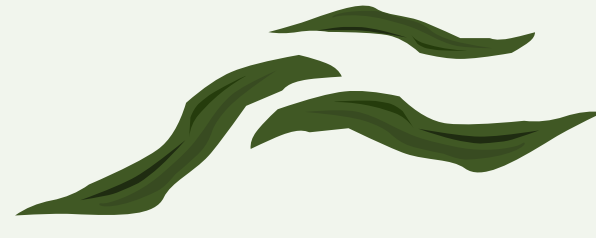
- Irrksome order changing, return process
- Difficulty contacting customer service
- Having to spend \$50+ to get free shipping

BIO

Born and raised in small town western Kansas, June is proud of her unique and remote home while still curious about the wider world. This curiosity led her to a successful time at Kansas State University and a career broadening minds as a high school history and civics teacher. June's early days as a teacher are proving challenging, but her daily tea keeps her sharp and grounded. When not encouraging (and disciplining) her students, she enjoys four-wheeling and singing in the choir at church.

"I studied abroad in China, and want to find a way to get the kinds of tea I enjoyed there shipped all the way to my home in Kansas."

Jerry



Search & Simplify

Age 31
Occupation Designer
Location Chicago
Gender Male



Motivations

Jerry has been increasingly interested in tea since he was in high school. Only in the past few years has he really started to appreciate the finer qualities of green tea. He would like an any easy shopping experience for ordering his current standby, bancha, and possibly trying out new varieties. He wants to have a sense of the quality of tea ordered, clearly seeing exact details on its origin, method of preparation, flavor qualities, and crisp, color images of the leaves themselves.

Goals

- Search simply and clearly
- Pay smoothly with PayPal
- Browse for new varieties and read all about details

Frustrations

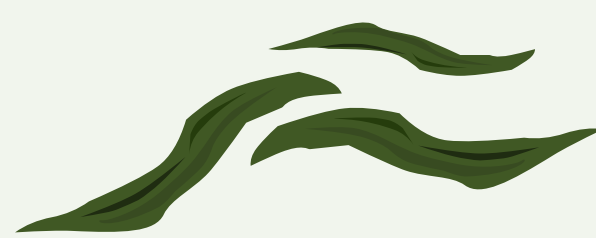
- Cluttered and unintuitive search process
- Poor photos, lack of detail on product page
- Complex checkouts requiring sign up

BIO

Jerry grew up in the southeast surrounded by art and aesthetics, naturally gravitating towards a career in design. Constantly in search of more ways to refine his senses, food and drink are an excellent outlet. Interesting as the various alcohols are, their side effects are far to dulling. Tea, and also coffee to some extent, stimulates endless flavor curiosity, while also healthy and energizing. He just has to get all the prep details exactly right. The mysterious pu-erh is Jerry's next exploration.

"I want a straightforward way to shop for the exact kind of tea I want."

Samuel



Stock up & Reorder

Age 53
Occupation IT Manager
Location Burbank, CA
Gender Male



Motivations

Given the rigors of his work managing IT for a film production company, Samuel is a daily coffee and tea drinker who needs to stay stocked. He saves plenty of time thanks to online shopping. Anything to minimize unnecessary trips in Los Angeles traffic. Samuel is looking for a way to easily order and reorder his preferred varieties of coffee and tea, perhaps even with a bulk discount or subscription arrangement. He's not overly picky about the products themselves, but knows what he likes.

Goals

- Easily place a large, mixed order
- Save address, payment info for future orders
- Good discounts, incentives for repeat customers

Frustrations

- Difficulty changing order / getting assistance
- Prohibitive shipping costs
- Ugly, sprawling, overly complex forms

BIO

Samuel has worked in IT for thirty years now and is glad to have transitioned to more of a management role. He doesn't miss the tedium of many kinds of routine technical work and is thoroughly challenged and engaged keeping his team productive and the company as a whole running smoothly. When he isn't working overtime to help a show get done in time, Samuel likes to spend time riding his motorcycle and hiking around the majestic mountains and forests north of town.

"Doing my job well depends on staying caffeinated! Ordering coffee and tea online is definitely the way to never run out."