



*“With my busy schedule, it’s great that I can order my favorite drinks online and have them ready for pick-up”*

### Goals

- I want an easy way to consistently order my favorite teas whenever I have a break in my schedule.

### Frustrations

- My biggest obstacle is finding a tea shop that lets you order online.

**Name:** Melissa

**Age:** 27

**Education:** Masters in Business

**Hometown:** Orlando, FL

**Family:** Married mother of 2

**Occupation:** Business Consultant

Melissa recently switched from coffee to caffeinated teas as a healthier option. She travels around town often as business consultant and finds it can make her late to wait in line at a tea shop. She wants an easier and faster way to order her afternoon pick-me-up.