

Jan (The Developer)

SOURCE OF ENERGY

INTROVERT |  | EXTROVERT

GATHERING INFORMATION

SENSING |  | INTUITION

DECISION MAKING

THINKING |  | FEELING

RELATE TO THE EXTERNAL WORLD

JUDGMENT |  | PERCEPTION



"I enjoy browsing the Nespresso website and spending some time reading the recipes and descriptions of some of their new products."

AGE 32 | **GENDER Male** | **MBTI TYPE ISFP** | **STATUS Single**

OCCUPATION Web Developer | **LOCATION Brno (CZ)** 

ATTRIBUTES

Jan is a coffee enthusiast who loves discovering new flavours and trying out new ideas for recipes. He works as a Web Developer for a technology company in Prague and likes to spend his Saturday mornings listening to his favourite podcasts while sipping some new recipes of coffee he usually discovers at the Nespresso website.

GOALS

Jan's main goals on the Nespresso website is to browse through the capsules, read their descriptions and order new flavours he can try out his new ideas for recipes. He also enjoys reading the recipes available on the website and try to recreate them at his home.

KEYWORDS

Specialist / Sensitive / Intellectual / Gentle / Geek / Reader / Loyal / Tech-Savvy

DEVICES



MacBook Pro
iPhone X
iPad Pro

FAVORITE BRANDS



SOCIAL MEDIA



Karolin (The Assistant)

SOURCE OF ENERGY

INTROVERT | ———+○— | EXTROVERT

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JUDGMENT | —○+——— | PERCEPTION



"I often feel confused with so many products being offered on the home page. I just want a straight way to go to the available capsules so I can order them for my coworkers."

AGE 44 | **GENDER Female** | **MBTI TYPE ESFJ** | **STATUS Married**

OCCUPATION Administrative Assistant | **LOCATION Berlin (GE)** 🇩🇪

ATTRIBUTES

Karolin is an Administrative Assistant for a big enterprise company based in Berlin. She is a married woman and the mother of two children. She has a very fast-paced life managing her tasks at work and also taking care of her sons. She does yoga three times a week, since she feels that usually helps her dealing with daily stress.

GOALS

One of Karolin's many tasks at work is to order the weekly demand of Nespresso coffee for her entire office. She is not a coffee enthusiast herself but she loves being able to provide some quality coffee for when her coworkers are willing to have a coffee break to release the work tension.

KEYWORDS

Responsible / Peaceful / Caring / Flexible / Empathic / Spiritual / Curious / Optimist

DEVICES



MacBook Pro

iPhone 6S

Amazon Kindle

FAVORITE BRANDS



SOCIAL MEDIA



Sean (The Manager)

SOURCE OF ENERGY

INTROVERT | ———— | ○ | ———— | EXTROVERT

GATHERING INFORMATION

SENSING | ———— | ○ | ———— | INTUITION

DECISION MAKING

THINKING | ———— | ○ | ———— | FEELING

RELATE TO THE EXTERNAL WORLD

JUDGMENT | ———— | ○ | ———— | PERCEPTION



“Honestly, I just wish I had the option to type the coffee I’m used to buy so I could add it straight to my shopping basket and place my order.”

AGE 37 | GENDER Male | MBTI TYPE ESTJ | STATUS Married

OCCUPATION Manager | LOCATION Prague (CZ) 🇨🇪

ATTRIBUTES

Sean is a London-born project manager working for a big advertising company in Prague. His routine is very stressful and fast-paced. He usually has many decisions to make throughout his working day and one of the ways he deals with the stress is by having some coffee with his wife after dinner at his home.

GOALS

Sean used to buy his Nespresso capsules at a boutique but with his fast-paced routine, he decided to use the website. He is not interested in exploring new flavours or promotional campaigns, he just want to order his usual flavours in a direct and painless manner.

KEYWORDS

Decisive / Busy / Driven / Pragmatic / Leader / Bold / Dedicated / Responsible

DEVICES



MacBook Pro
iPhone X
iPad Pro

FAVORITE BRANDS



SOCIAL MEDIA

