

FREE TOOL REPORT

AI Buyer Persona Generator

Prepared for Ground Floor Coffee

AI Buyer Persona Generator



Lina (19-22)
The Between-Classes Undergrad

“ I need a solid coffee and a seat with an outlet that I can get to in ten minutes between classes.

Sophomore computer science student living in a dorm two blocks from campus who moves between lectures, labs and club meetings.

✓ **GOALS**

- Grab a strong, affordable coffee quickly between classes.
- Find a reliable spot to do 30–90 minutes of coding or read problem sets with outlet access.
- Meet friends after class in a relaxed, social space.

✗ **PAIN POINTS**

- Long morning and midday lines that make her late to class.
- Few available seats with outlets close to peak times.
- Chain coffee that tastes bad or feels overpriced for students.

PREFERRED CHANNELS

Instagram posts and Stories from the café

Physical flyers/club recommendations on campus bulletin boards

Word of mouth from classmates and dormmates



Marcus (25-32)
The Focused Grad Student/Researcher

“ I need a quiet table with reliable Wi Fi and outlets where I can write for hours without being kicked out.

PhD candidate who teaches one course, conducts research in the department, and schedules longer blocks of writing and meetings off campus.

✓ **GOALS**

- Secure a quiet corner with stable Wi Fi and power to write for 2–4 hours.
- Host a small meeting with 2–4 students in a comfortable environment.
- Buy high-quality coffee and a pastry that's not too sweet while staying productive.

✗ **PAIN POINTS**

- Unpredictable noise levels and no small private table for group work.
- Spotty Wi Fi or crowded outlets that interrupt focused writing sessions.
- Limited menu of savory or less-sugary baked options for long work sessions.

PREFERRED CHANNELS

Google Maps and Yelp reviews for practical details (Wi Fi, outlets, hours)

Department Slack or graduate student listserv recommendations

Word of mouth from colleagues and other grads



Sofia (30-39)
The Neighborhood Remote Worker & Parent

“ I want a dependable morning stop where I can get a decent coffee, feed my kid something not junky, and maybe get forty minutes of work done.

Lives off-campus nearby, works part-time remotely, has a toddler, and treats the café as both a work spot and community hub.

✓ **GOALS**

- Grab a quick, high-quality coffee and a reasonably healthy pastry to start the morning.
- Bring her toddler for a short social outing while she gets a bit of work done.
- Connect with neighbors or other parents in a comfortable community space.

✗ **PAIN POINTS**

- Few clearly kid-friendly seating areas or space to park a stroller.
- Pastry options are often too sweet or don't include healthier choices.
- Inconsistent opening hours that make morning routines stressful.

PREFERRED CHANNELS

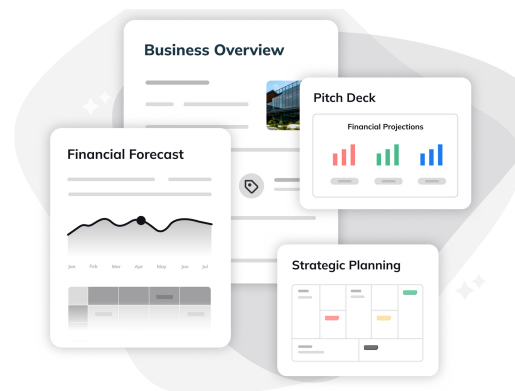
Neighborhood Facebook group and Nextdoor posts

Email newsletter for weekly hours/menu updates and events

Google Maps for hours and directions

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Mariia Yevlash

Student, Sumy State University - Ukraine



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