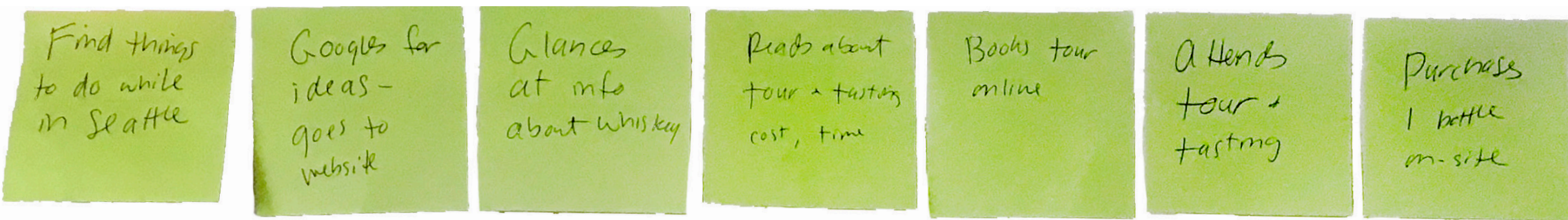
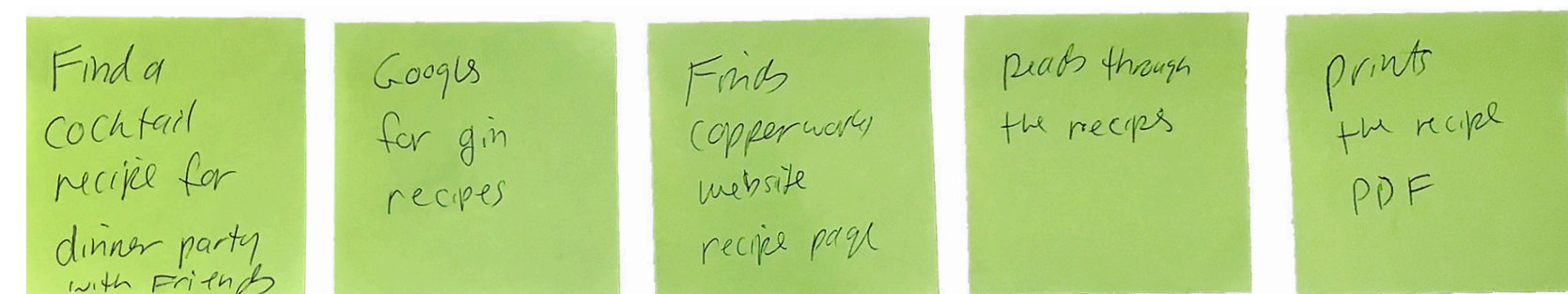


# USER STORIES

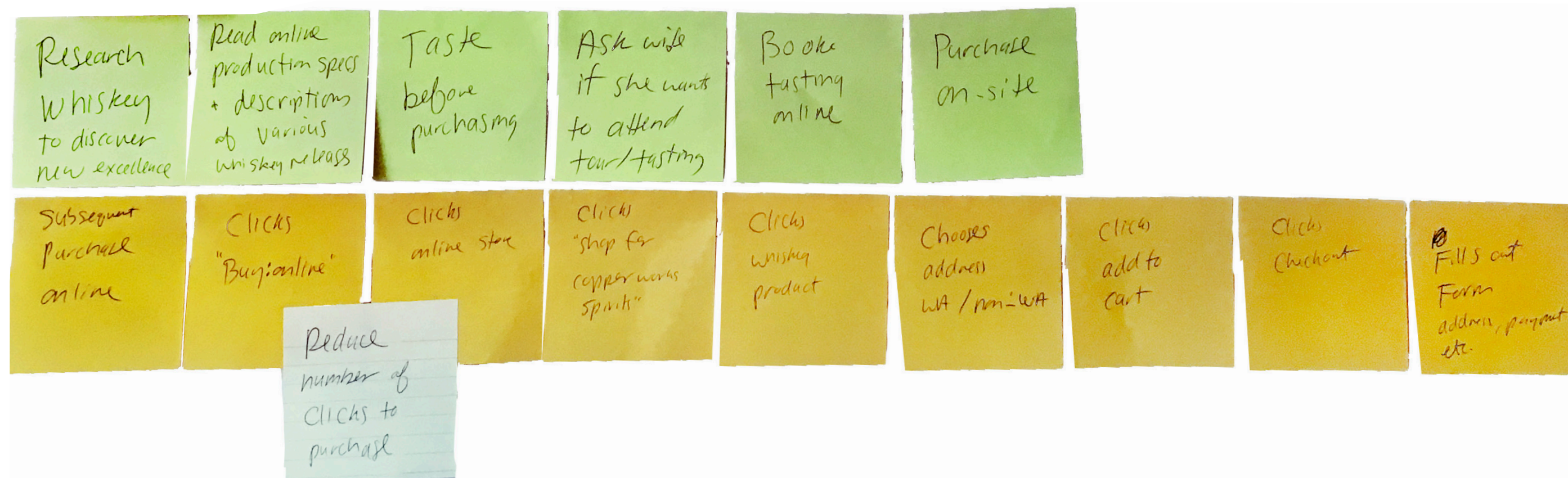
## TIM "The Tourist"



## FIONA "Friends Over for Cocktails"



## CHRISTOPHER "Whiskey Enthusiast"



## PERSONAS

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### **TIM** “The Tourist”



Age: 40  
Gender: Male  
Status: Single  
Income: \$110,000  
Location: Visiting Seattle from Boston  
Occupation: Software developer  
Education: MA, Computer Science

#### **WHISKEY USE & PURCHASING**

Drinks whiskey and other spirits once in a while, usually on the rocks. Usually buys as a drink in a restaurant or bar. Once or twice a year buys a bottle at a liquor store. Has not purchased online, but would if couldn't find it elsewhere.

#### **LIFESTYLE**

Enjoys travel, sampling the local fare, visiting craft breweries and wineries, movies, occasional theater. Likes to cook for small dinner parties. Goes out with a date or friends a couple times a month.

#### **GOALS**

Explore new locations, learn about the world.

#### **USER JOURNEY**

Researches location online beforehand to learn about possible places to visit. Bookmarks places of interest, then chooses what to do each day on the trip, based on current mood, weather and ease of travel. Tries to visit two places per day.

### **FIONA** “Friends Over for Cocktails”



Age: 28  
Gender: Female  
Status: Single  
Income: \$60,000  
Location: Lives in Fremont  
Occupation: HR administrator  
Education: BA, Business Administration

#### **WHISKEY USE & PURCHASING**

Drinks whiskey and spirits occasionally, usually in a cocktail but willing to experiment. Might purchase a bottle of whiskey while on a tasting but frequently just purchases in a drink at a restaurant or bar.

#### **LIFESTYLE**

Always looking for something to do with friends. Seeks out deals; looks for coupons. Goes out or has friends over most weekends.

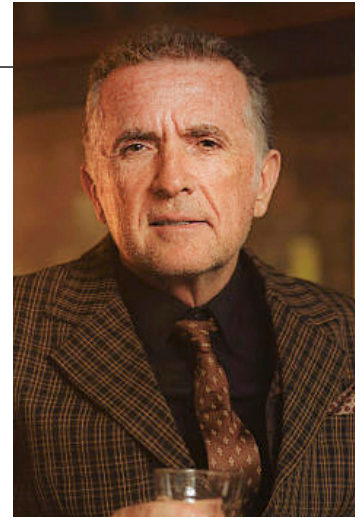
#### **GOALS**

Try new things, do fun things with friends, have dinner parties.

#### **USER JOURNEY**

Plans dinner and cocktail party for a few friends; searches for recipes and cocktail ideas online, prints out a few recipes, to decide later which ones she'll serve at the party.

### **CHRISTOPHER** “Whiskey Enthusiast”



Age: 60  
Gender: Male  
Status: Married, 2 Grown Kids  
Location: Lives in Laurelhurst  
Income: \$145,000  
Occupation: Senior manager at a bank  
Education: BA, Economics

#### **WHISKEY USE & PURCHASING**

Drinks only the finest whiskey, usually “neat.” Purchases a bottle every month or so, usually online or at a tasting. Hard to find what he wants in the local stores.

#### **LIFESTYLE**

Enjoys searching out the very best in food and drink. Travels some, looking forward to retiring. Stays home most nights.

#### **GOALS**

To be successful and sophisticated; to seek out and enjoy the very best.

#### **USER JOURNEY**

Reads magazines and online blogs to get ideas on food and drink to try. Keeps a list of ideas, and every couple of months goes with his wife to a restaurant or tasting room.