

# Nisha, Consumer



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**Age:** 29

**Job:** Social media manager

**Background:**

Nisha drank whilst at Uni because everyone did. But since she's lost interest in alcohol. She never really liked the taste or the hangovers, the cost or the fact it's bad for you.

**Goals?**

Reduce calorie intake from drinking

**Pain points?**

Being able to socialise with friends at venues without feeling 'left out'.

**Why does she need CS?**

To introduce her to tasty, interesting drinks and where to find them.

# Bradley, Brand Manager



Bradley, Brand Manager

**Age:** 45

**Job:** Head of Sales

**Background:**

The driving force behind sales at a small alcohol-free spirit brand that is taking off with both national and independent stockists.

**Goals?**

Sell more of his product.

**Pain points?**

A lack of data/insight from consumers and on the competition to improve sales.

**Why does he need CS?**

To introduce his product to more consumers and venues.

# Vicky, Venue Manager



Vicky, Venue Manager

**Age:** 51

**Job:** Venue Manager, The Bull Pub

**Background:**

Busy manager at The Bull. Wishes there were more hours in the day, wants to see the pub prosper. More used to hands on running of the pub than strategic, data-based decision making.

**Goals?**

Boost profits of the pub.

**Pain points?**

A lack of time, money and specialism/interest in data to boost profits. The daily running of the pub comes first.

**Why does she need CS?**

To help get more patrons to The Bull.

# Jussi, Club Soda



Jussi, Club Soda

**Job:** Club Soda Cofounder

**Background:**

Cofounder at CS and responsible for many aspects of the business. Specifically for this project wants to ensure that the site is up to date for brands, venues and content, with data being used to help it evolve.

**Goals?**

To stop people feeling out of place for not drinking alcohol.

**Pain points?**

Laborious processes for keeping the site up to date and encouraging moderated user engagement.

**Why does he need CS?**

To turn his goals into a reality by empowering and building a community of people to change the norm.