



scratch baking

PERSONAS

Scratch Baking

01

Our Personas' Names



**REGULAR
RACHEL**



**SPECIAL ORDER
SARAH**



Persona 1

Regular Rachel

Regular Rachel: Who?



02

Background

- Senior project manager at a consulting firm
- Commuted to New York City daily for 19 years to work in the finance industry, but joined independent consulting firm 5 years ago and now works remotely at home except for occasional travel for client meetings
- Married with 2 kids ages 16 and 19

03

Demographics

- Identifies as female
- Age 52
- Annual household income of \$200,000
- Suburban

04

Identifiers

- Relaxed demeanor, but enjoys organization and keeping busy
- Subscribes to and reads Scratch newsletter
- Follows Scratch on Facebook and also regularly uses Pinterest for home decor and gardening inspiration

Regular Rachel: What?



05

Goals

- Eat breakfast and lunch every work day to stay energized throughout busy schedule
- Spend eating out budget as much as possible at locally-owned and operated businesses

06

Challenges

- Making time to prep and cook workday meals
- Finding takeout places that offer a range of menu items (coffee, snacks, healthy breakfast and lunch options)

07

What can we do

- Minimize time commitment for workday meals through online ordering, curbside pickup and delivery options
- Add variety to meal offerings through daily menu specials and seasonal product introductions

Regular Rachel: Why?



08

Quotes

- "My work schedule is jam packed. If I don't have an easy option for lunch I'm bad and just skip it."
- "Some days I'm really ambitious and eat healthy, other days I'm Cookie Monster and need to indulge cravings."
- "Dunkin's an easy morning solution, but I always feel guilty going there. I worked in finance, I know most of my money spent there isn't going to stay here and help my town."

09

Common Objections

- I'm worried it will take too long to go and pick up my order or I won't be able to step away from work some days.
- I'm not an early riser and all the good stuff will be sold out by the time I get around to eating.

Regular Rachel: How?



10

Marketing Message

- Convenient and delicious local breakfast and lunch solution

11

Elevator Pitch

- We're Milford's one stop bakeshop with an enticing menu of house-made, artisanal breakfast, lunch, and dessert items ready at the curb or at your door with just a few clicks.



Persona 2

Special Order
Sarah

Special Order Sarah: Who?



02

Background

- Part-time pediatric nurse at a hospital
- Worked full time as a nurse after finishing college until her daughter was born with health complications. She cut back to part-time to stay home to help with her daughter's development while her partner works full-time outside their home. She hopes to return as a full-time nurse once her daughter enters school.
- Married with 1 child age 3

03

Demographics

- Identifies as female
- Age 31
- Annual household income of \$95,000
- Suburban

04

Identifiers

- Quiet demeanor, but vocally passionate in her work as a caregiver at work and at home
- Opts for customer service via live chat or messaging app
- Uses Twitter and Instagram daily, pins cooking/baking recipes and children's activity ideas on Pinterest

Special Order Sarah: What?



05

Goals

- Discover and buy food made from quality, natural, and/or organic ingredients
- Find inspiration and advice as a baking hobbyist

06

Challenges

- Daughter has allergies to certain food additives
- No one in family or social circles likes or is interested in baking

07

What can we do

- Publicize ingredients of all products and offer custom ordering to accommodate food allergies and preferences
- Offer recipes and guidance based on experiences as seasoned, professional, from-scratch bakers

Special Order Sarah: Why?



08

Quotes

- "My daughter's allergies can make it hard to find things like birthday cakes like the rest of the kids have that she can eat. Not every place is willing or able to help."
- "I wouldn't say I'm a great baker, but it's been a good stress reliever for me in the past so I'd love to get back to doing it more and make things for my family and friends."
- "There's so much out there about baking it's overwhelming plus a lot of it is too fancy and intimidating to me. It'd be nice to see more stuff that's down to earth and relatable."

09

Common Objections

- I have to email or call to place a special order. I wish there was an online form I could fill out or a way I could just message about an order.
- I wonder if the quality will be worth the price.

Special Order Sarah: How?



10

Marketing Message

- Baked goods made from scratch to order from only the best ingredients

11

Elevator Pitch

- We're a bakeshop in a small city with a big heart that takes pride in knowing every ingredient in our treats and working closely with our customers to make sure you can taste our love in every bite.