

Angela West  
Female  
45



Angela is certain of her likes and dislikes and this is reflected in her purchase choices. She shops local because she cares about her community. Surrounding herself with a supportive network of friends is key to her sense of belonging. She is conscious of her health and makes time for self-care. Meeting her daily water goal is important to her and she struggles because she finds water "so boring" and the alternatives typically have added sugars and caffeine (both of which she tries to avoid).

**Income:** \$50,000

**Goals and Needs:**

- Finding a variety of sugar-free drinks that are healthy
- Getting the most value for the money she spends

**Pain Points:**

- Not being able to modify online purchases
- Limited selections

**Brand Affinity:**

Tazo, Good Earth, Kevita, Trader Joe's, PCC

**Feelings about subscription services:**

Neutral (she is not opposed to them but does not seek them out).