

User Personas - types of brewery patrons



Name: Robert Algeirs Age: 39

Ethnicity: Caucasian
Occupation: Verizon Sales Representative
Hobbies: Poker, Fantasy Football, Home Brewing
Children: 1, Stacy, girl, Three yrs old
Pets: Chauncy, Irish Setter, Seven yrs old
Relationship: Married for 5 years to Alexandra
Favorite Type of Beer: Chocolate Stout

Biography:

Robert works very hard and is a successful sales representative for Verizon Wireless business accounts division. In a normal week, he takes turns with his wife Alexandra, taking his daughter Stacy to day care. Being married with a child does not leave a lot of free time for relaxation and drinking with “the guys”, so Robert spends whatever time he has at home brewing small batches of beer. Every Friday, Robert goes to a local brewery after work with his co-workers to enjoy a beer and un-wind. He states “It’s just the perfect environment to forget about the office and have a great brew.”



Name: Oneil Barton Age: 28

Ethnicity: Caucasian
Occupation: Waiter at Whiskey River
Hobbies: Surfing, Drinking
Children: N/A
Pets: Steve, lab/pit mix, 2 years old
Relationship: In a relationship for 7 months
Favorite Type of Beer: India Pale Ale

Biography:

Oneil works about 6 days a week just to make ends meet as a waiter at Whiskey River, a local bar and grill. Luckily, he works nights, which allows him ample time during the day to go surfing and just relax at the beach with his friends, girl friend and dog Steve before he has to go into work. After he gets off work, he usually stops by a local brew pub on his way home for 1-2 beers. He states “I really like how quiet it is compared to work . I can just sit and talk with my friends, the beertender or whoever wants to meet me.”



Name: Jessica Serra Age: 23

Ethnicity: Hispanic
Occupation: Student, Senior at FSCJ
Hobbies: Running, Shopping, Cheerleading
Children: N/A
Pets: Trix, Tabby Cat, 9 years old
Relationship: Single
Favorite Type of Beer: Hefeweizen

Biography:

Jessica is finishing up her Bachelor’s degree in nursing through the Florida State college of Jacksonville and her time is rather tight between school, exercise and keeping her friendships healthy. When she does have a free moment to see her friends, she heads to the local brewery. She states “I can talk with my friends and just have fun without the rowdy nature of a normal bar, or the sexual vibe of a night club. Also, the brewery’s wide selection of beers lets me find something that isn’t hard to drink, but doesn’t taste like water.”

*Data extrapolated from patron and brewer interviews, observations and survey responses