

Attribute	Segment 1	Segment 2	Segment 3
Segment Name	Busy Commuters	Weekend Families	Tourists
Demographic			
Age	25–40	30–45	20-55
Gender Identity	Mixed	Mixed	Mixed
Income	Medium to High	Medium	Medium to high
Education	University or professional qualifications	Mixed	Mixed
Occupation	Office workers, corporate staff, professionals	Mid-level professionals, teachers, retail staff	Various
Marital Status	Single or married, no or young children	Married or in long-term partnership	Mixed
Family Size	1–3	3–5	1–4
Geographic			
Location	Central London	Central London or nearby residential reas	Visitors from the UK and abroad
Population Density	High	High	N/A (temporary visitors)
Location Impact on Buying Habits	High – most visits happen during weekday mornings before 9:30	They travel into the city for leisure on weekends	Visit based on proximity to tourist attractions
Psychographic			
Lifestyle	Time-poor, career-driven, urban	Family-focused, social	On-the-go, convenience-focused
Personality	Practical, efficiency-focused	Relaxed, community-driven	Curious, social
Values & Beliefs	Speed, convenience, quality	Comfort, quality time, value for money	Experience-driven, quality
Interests/Hobbies	Fitness, networking, tech	Family outings, casual dining	Sightseeing, shopping, local culture
Openness to Change (1-5)	4 – willing to try new places	3 - Neutral	5 – highly willing to try new places

Behavioural			
Buying Frequency	4–5 times per week	1–2 times per week	One-time or short-term visits
Usage Rate	Heavy	Medium	Medium
Loyalty	Medium – switch if queues are long	High if family-friendly	Low (visit once, then move on)
Triggers for Purchase	Fast service, loyalty discounts, mobile ordering	Family discounts, weekend promotions	Location, visibility, quick service
Pain Points	Long queues, limited quick food options	Limited seating, noisy environment	Long queues, unclear menus, language barriers
Main Problem/Need	Need fast and reliable coffee and food	Need a comfortable space for family visits	Need fast, easy-to-order coffee near attractions
Desired Benefits	Speed, quality, loyalty perks	Family-friendly menu, space, atmosphere	Convenience, clear pricing, quick service
Channels & Devices			
Preferred Channels	Google Maps, Instagram, mobile push notifications	Facebook, local community groups	Google Maps, TripAdvisor, Instagram
Devices Used	Mobile	Mobile	Mobile
Scoring			
Market Size (1-5)	5 - Large weekday foot traffic from nearby offices and transport hubs.	3 - Smaller segment than commuters, but steady weekend traffic.	4 - Strong tourist flow in central London, but seasonal peaks and troughs exist.
Ease of Reach (1-5)	5 - Easy to target through local ads, Google Maps, and high visibility.	4 - Reachable through local Facebook groups and family promotions.	4 - Easy to target with Google Maps, TripAdvisor, and visible signage.
Profitability/Fit (1-5)	5 - Frequent purchases (4–5 times/week) create high lifetime value.	4 - Higher average spend per visit (food + drinks) but lower frequency.	4 - Tourists often pay full price and purchase extras (pastries, bottled drinks).
Competition (1-5)	2 - Central London has many coffee options, but faster service and loyalty programs can provide a small advantage.	2 - Competition is high, but few cafés actively cater to families, creating some differentiation potential.	2 - High, but strong visibility on Google Maps and tourist-friendly features (multi-language menus) can help stand out.
Strategic Fit (1-5)	5 - Perfectly aligns with shop's goal to grow weekday sales.	4 - Important for diversifying weekend revenue.	4 - Good secondary focus once commuter sales are stable.
Total Score	22	17	18