



Creative Cannabis Consumer

Frequently consumes mid-dose of THC and CBD recreationally and medicinally

Bio

Izzy frequently consumes cannabis on a daily basis. She has a high stress role and is often traveling. After a long day of work, she enjoys the ritual of grinding flower and lighting up. She could drive to local dispensaries but the commute and traffic can add to her stress and finds mobile delivery apps to be convenient

Likes

- Tokyo Smoke site aesthetic
- Educational info

Frustrations

- Scrolling a lot
- Disorganized info; seems all over

Wants

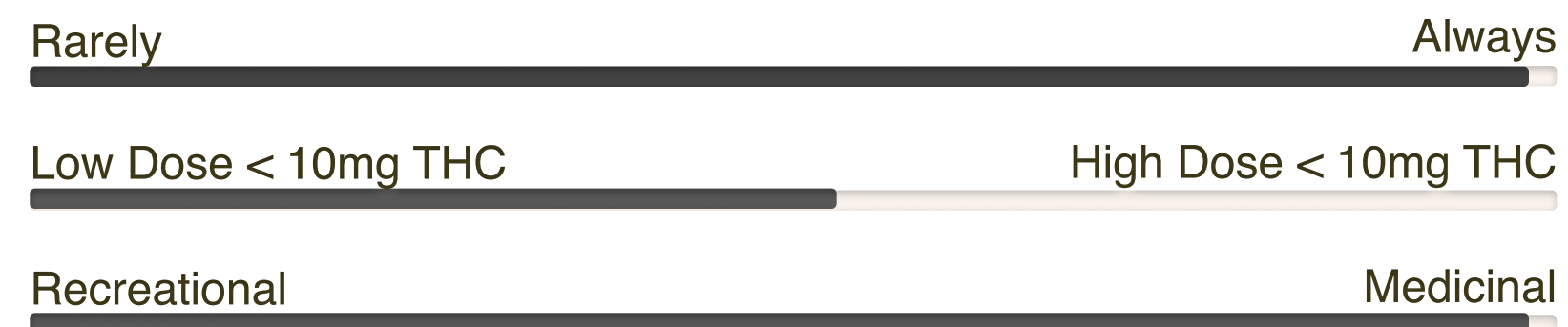
- General sort and filter
- Wider array of brands

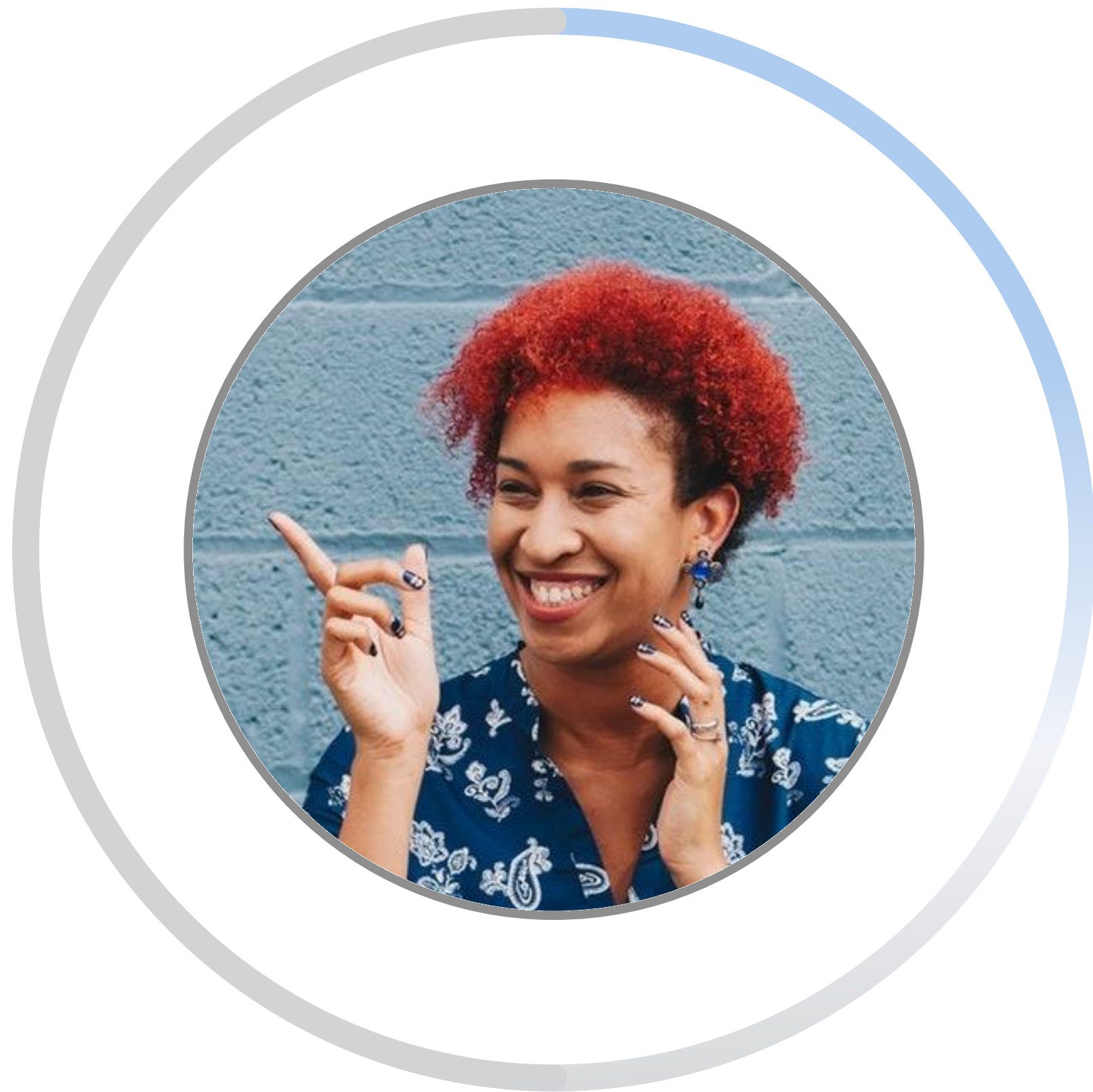
Motivations

- Reduces social anxiety
- Fosters creativity
- Relieve stress

IZZY (45) MARKETING EXECUTIVE | LOS ANGELES

Cannabis Use





Smoker Spread Thin

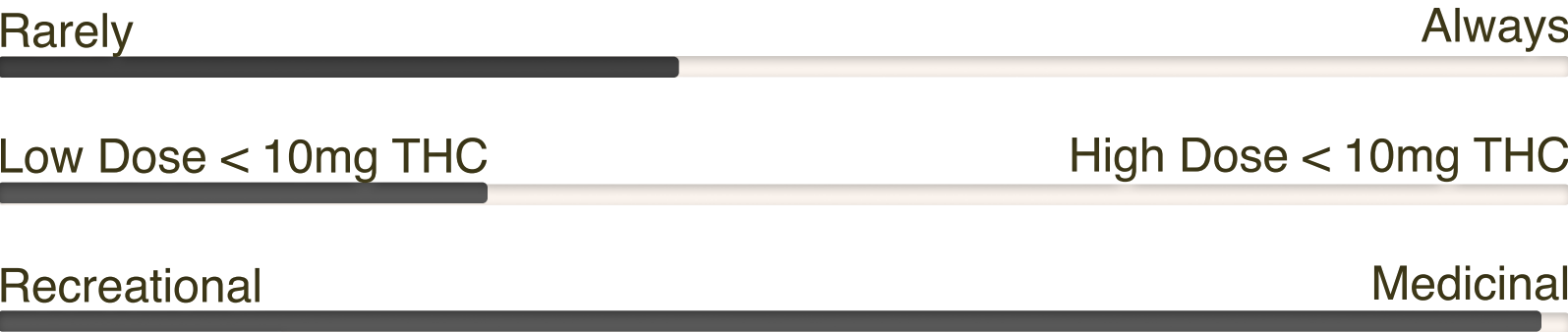
Occasional smoker who consumes often to relieve medical issues and has to be discreet due to active child at home

Bio

Jamie is a cannabis consumer motivated initially by medicinal purposes. She suffers from perimenopause and is trying to balance her profession and being a mom to a toddler. Life gets busy and stressful. Jamie likes to unwind with either a tincture form of cannabis or vape. Due to being a parent, she needs to be discreet and appreciates mobile delivery service with a an array of brands.

JAMIE (44) CAREER COACH I ALAMEDA

Cannabis Use



Likes

- Tokyo Smoke brand and colors
- Higher learning info is useful

Frustrations

- Content seems disarray
- Is this retail or educational site?

Wants

- Search field
- Social justice message
- Promotions and coupons

Motivations

- Alleviates perimenopause
- Stress reliever
- Inspires creativity