# User Story Overview

For the purposes of this website I will be separating the users into categories based on their experience with the concept of coworking spaces, from no knowledge to involved. I decided to use this metric for the first draft since the focus of the website is for marketing purposes, so matching users in this way allows us to directly tackle the design of the site from the direction of making them interested in using the service. Using such a general metric instead of using more specific metrics, such as user profession, also allows us to avoid alienating certain users since coworking spaces can attract various kinds of freelancers. Once more information is acquired from Mitch, and it becomes apparent these assumptions are wrong, narrowing the focus to more specific marketing would be a much simpler task than generalizing.

# No knowledge users

These users will have no knowledge of the concept of coworking and will be using the site to learn about the topic, and after that, trying to learn if the concept/service can be useful to their work. It’s safe to assume these users are the least invested into using the site, which means unclear links or ambiguous wording could turn them away. These users will mostly use links from the main page that will likely answer their questions, such as FAQs and about us pages.

# Knowledgeable but not involved

These users will be knowledgeable about the concept, and may have used coworking services in other places, but aren’t aware of the services and people specific to Mitch’s business. These knowledgeable users will have little use for general info pages, but will be using resources to learn about specifics of the business, such as what kind of users are expected and what services the business provides. These users will access the FAQ and about us pages first to get an idea of the business, but then they will move to pages such as getting involved, services, and contact us to answer more specific questions.

# Involved

These are users who have been to the location and are already taking part in the business but want to know much more specific details such as certain department heads and upcoming events; involved users also want to know about how to use specialized services and how to gain more from the business. These users have little interest in reading about the general info of coworking or what makes the business special, they want to know how to use the services provided and what extra benefits they can receive. These users will likely use login services and web pages such as services, events, and contact us.