

Sasha E.

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|-------------------|-----------------|
| Age | 35 |
| Occupation | Entrepreneur |
| Location | Lower East Side |
| Gender | Female |
| Tier | 1 |

Motivations

Sasha is the co-founder of a small 3 person startup that needs a dedicated work space where they can collaborate 3-4 times week. They cannot afford to rent a full office themselves, and while they've been meeting in cafes or Sasha's apartment this is always a very ad hoc and last minute process. Sasha wants a space where they can confidently bring investors and potentially have an intern work next summer. The culture and atmosphere will be important to her for aesthetic/credibility reasons. Location is less of an issue as long as it's in Manhattan and easily accessible from a subway line.

Goals

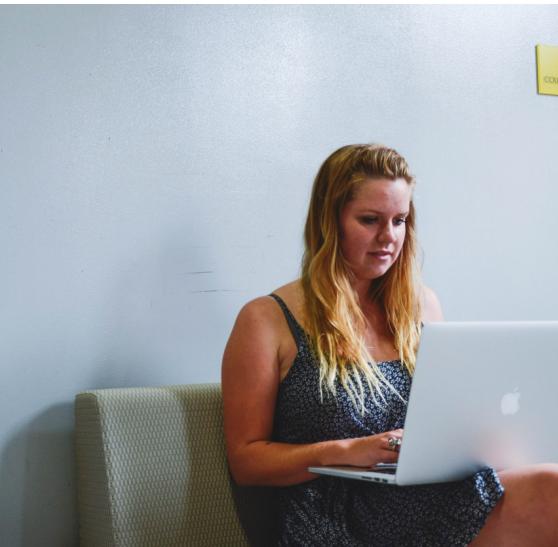
- Find space where her team can meet and collaborate regularly
- Able to host potential investors for meetings, recruit new hires/team members
- Provide some of the basic office functions (dedicated work area) until they can afford their own office

Frustrations

- Have had to scramble to find room in some shared environments
- Difficulty finding space for investor meetings (has caused embarrassment)
- Cannot yet afford a full office for themselves, too many of them to work out of an apartment comfortably

Bio

Sasha is a former consultant who left her job 8 months ago to start a company with her best friend and business partner. They recently hired a CTO, and with three of them they officially can't get away with meeting in Sasha's one-bedroom apartment on the LES anymore. Sasha wants to scale her company over the next few years, but realistically she knows she'll be in a coworking space for at least a year.



"It would be great to have a place to leave some of our documents and supplies overnight, without having to carry them everywhere."

Regular user

Adrian B

| | |
|-------------------|-----------------|
| Age | 42 |
| Occupation | Web Developer |
| Location | Upper West Side |
| Gender | Male |
| Tier | 1 |



"I don't think I'd use it everyday, but it would be nice to go a couple times a week."

Motivations

Adrian usually works out of his home. It can be very hard to stay motivated in the same environment day in and day out, and on days when his kids are home from school it can also be distracting. Adrian likes the flexibility of his work schedule, and he'd like to find a work-space close to home so that he can choose where to work based on his schedule that day. While he rarely has client meetings outside client offices, he does sometimes take on projects where he collaborates with designer or other teammate, and a coworking space might be useful for that. He can afford something reasonable, but doesn't want to spend anything too outrageous (though he wouldn't mind the odd complimentary coffee).

Goals

- To work around others regularly to stay motivated
- Find a place close enough to home to avoid commuting and keep schedule flexibility
- Have the option to collaborate with others when needed

Frustrations

- Sometimes doesn't leave apartment all day, tough to stay motivated
- Misses some of the perks of office life (coffee, cleanup)
- Space in New York is very expensive, hard to justify incurring additional expenses

Bio

Adrian is a web-developer who began working at home part time when he first child was born 8 years ago. Now that his kids are both in school he has increased his workload to a full pipeline, and he usually has two or three client projects going at a time. It's enough work that he doesn't have as much time during the day for home distractions (like doing laundry or the dishes) but he also now makes enough that he thinks can afford a modest coworking expense.

Taylor M

| | |
|-------------------|----------|
| Age | 26 |
| Occupation | Writer |
| Location | Bushwick |
| Gender | Female |
| Tier | 2 |



"Who knows? I probably can't afford this. But it would be nice to know what my options are."

Motivations

Most writers work from home and Taylor doesn't mind being alone most of the day, but she shares an apartment with three other roommates and sometimes it is too loud and busy to get work done. Occasionally when she's on a deadline she'll go to a cafe or the local library, but both options can have slow wifi and limited seating. She wishes she knew more writers and could talk to them about how they manage it. She also has a lot of W-9s and other forms to fill out working for multiple employers, and wishes she had a place to scan these safely (taking pictures on her iPhone has backfired).

Goals

- Find an affordable backup to working out of home on occasion
- Access to networking opportunities
- Access to a printer/scanning service or basic office supplies

Frustrations

- No reliable backup to home office in case of distractions
- Writing is isolating, hard to find other writers/freelancers to talk to
- Very hard to find coworking spaces that seem worth the financial investment or don't require a large upfront financial commitment

Bio

Taylor is a freelance writer who splits her time between two primary publications but also is constantly pitching new ideas to new websites. The pay is not great and she is trying to scrounge up a little extra money at the end of the month before rent is due. She would never be able to afford to go to a coworking space regularly, but she might pay for it during less lean times or if she was facing a big deadline or contending with an usually distracting home situation.