

Maria Torres

29 • WRITER • PROUD COLORADO NATIVE

MOTIVATIONS & GOALS

- Maria is looking for a small, local coffee shop to add to her collection of remote workspaces.
- As a small business owner, Maria likes to scope out all potential locations online before she makes a visit in person.
- Maria is seeking a quiet environment with polite staff who won't glare if she stays for a while.

PAIN POINTS

- Since she works remotely, Maria gets frustrated when a business doesn't offer free WiFi.
- Maria dislikes when she shows up to work and finds the local business is hosting an event they didn't advertise online.
- As an eco-conscious consumer, Maria wants access to a coffee shop's menu virtually.



“ To find my inspiration as a writer, I need a bold cup of coffee and a quiet, minimalist environment. ”

BIO

Maria is a 29-year-old remote freelance writer from Denver. She always has her cell phone and laptop at the ready, though she much prefers using her laptop for research.