"Tell us about your experience finding a public place to do remote work from."

# Research Highlights



**"Wifi is definitely the most important thing for me...if I don't have to buy something to get a password, that's even better."**

- Maria

# Research Highlights



"I usually need to jump on the computer for a video chat - so, I need to make sure the WiFi is good, and that there isn't too much background noise."

- Andy

# Research Highlights



"I definitely look for places that aren't too crowded, especially if I'm trying to get a lot of work done in a short amount of time."

- Evelyn

# Research Highlights



"Wifi and bathrooms are the most important thing I look for, especially if I plan on working there for a full day

- Jane

# Research Highlights



"I like to know how crowded a place is- If I'm doing independent work, I don't want it to be super loud. If I'm meeting clients or coworkers there, I want to be sure we can get a place to sit and talk for a bit"

- James

# Research Highlights



"If a place has Wifi, outlets, and bathrooms- that's all I need. If I need to buy some food or coffee to stay there, I really don't mind. Bonus points if their coffee and food are actually good!"

- Claire

# Research Highlights



"I know a lot of places to go near me, but I'm often in other parts of the city and need a place nearby to post up for an hour or two between meetings."

- Rhonda

# Research Highlights



"I like to find places where other people go to work - they're usually more friendly towards me setting up my laptop and working. I like places that are used to people working there - I don't have to get nervous that I'll be asked to leave while I'm in the middle of my work"

- Beth

# Research Highlights



"I usually look at pictures of the place before I go, just to make sure there's enough room for me and my coworker to take a table without feeling guilty."
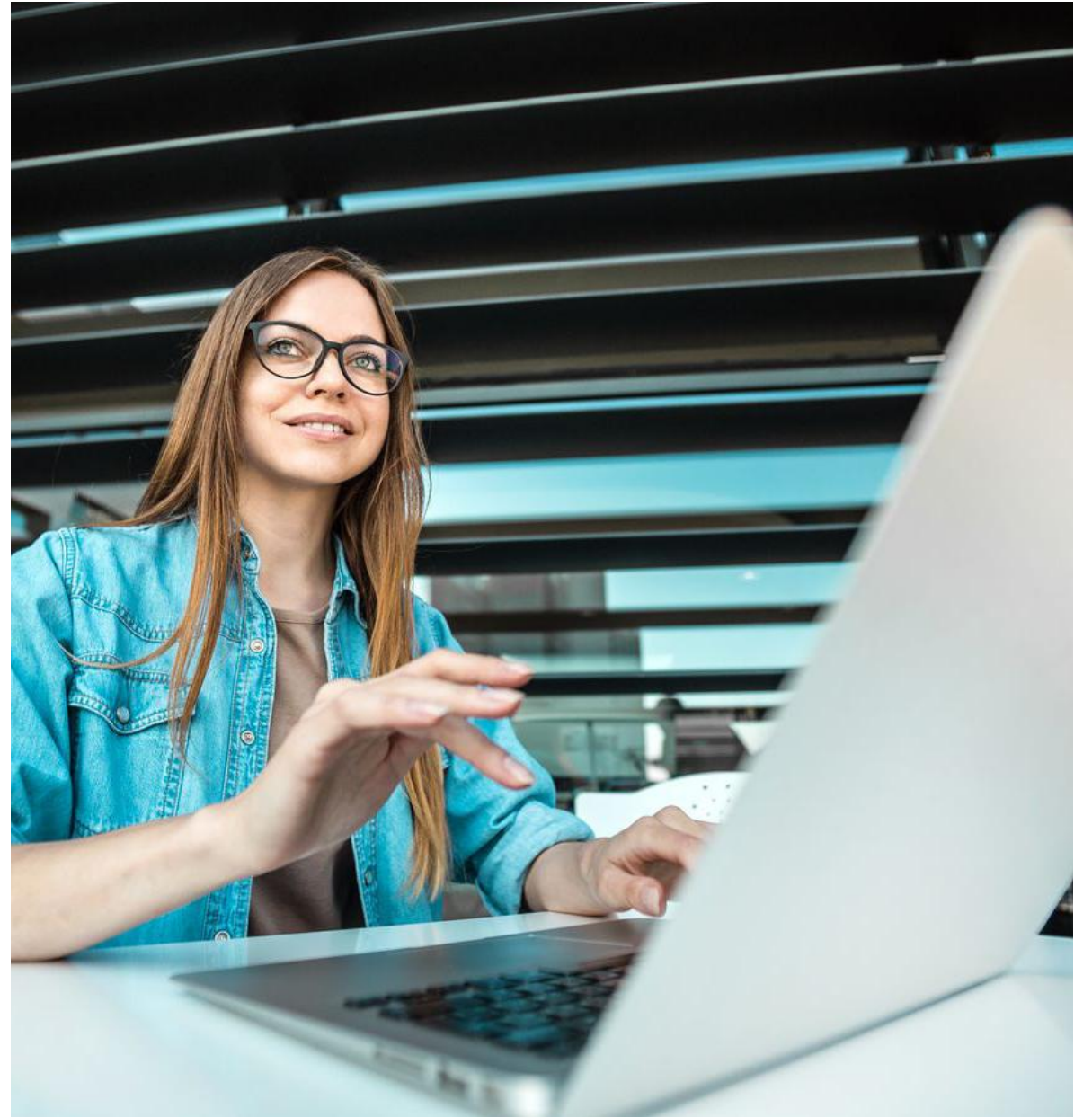
- Adam

# Nina

**32 Years Old**

**Freelance Copywriter**

**Boston, MA**

# Persona

# Behavior

- Nina works from home when she can, but spends at least 3 days a week traveling around the city for client meetings, and remote work.

- Nina often has a few hours between meetings, and tries to find places where she can sit down and get some work done, or take a phone call.

- Nina isn't always familiar with the part of the city she's in, so she spends a lot of time looking for a good place to "post up" and do some work.

**PostUp**

# Persona

# Frustrations

- Nina often spends more time looking for a place to work than actually working! She sees this as a big waste of time, and it can be really stressful if she has work she needs to get done.

- Nina will find a place to work and settle in, only to realize there's not a reliable wifi signal, no restrooms, or that she needs to spend money to stay there. She either has to go with it, or spend more time packing up and finding a new place.

**PostUp**

# Persona

## Goals

- Nina wants to spend less time finding public places to work from, and more time getting her work done!

- Nina wants to find places that have the basic amenities she needs to do her work, before she settles in to start working.

- Nina wants to find somewhere to work that isn't too crowded or noisy, in case she needs to meet someone, or take a phone call.