

## User Personas

Personas of location independent individuals

### Persona 1

#### FELIX

'The Extrovert'

Single, 33, Madrid, Spain



*"Would love a better way to build my own tribe"*

#### Goals

Works on a distributed team that doesn't get together often, wants more networking incentives to use local spaces and when he travels

#### Profession



#### Motivations

Space proximity



Connection type variety



Space amenities



Events



#### Deal Breakers

- No map feature
- Lack of variety of connections
- Limited listing details and images

### Persona 2

#### LISA

'The Professional Networker'

Single, 25, Chiang Mai, Thailand



*"I would be interested in connecting with like-minded people"*

#### Goals

Needs a way to connect with remote workers who work in a similar field for professional networking and project collaboration.

#### Profession



#### Motivations

Like-minded connections



Space amenities



Convenience



Events



#### Deal Breakers

- No like-minded connections
- Limited listing details

### Persona 3

#### EMELIA

'The Nomad'

Single, 31, Valencia, Spain



*"I'm always on the go and looking for the best places to work"*

#### Goals

Has no permanent base, searches for spaces and events in a wide variety of locations. Needs variety in spaces. Wants to meet friends throughout her travels.

#### Profession



#### Motivations

Day to day space rentals



Meeting friends



Quiet work space



Events



#### Deal Breakers

- Inability to see what connections others are seeking
- Limited listing details
- Limited variety of listings