



"I've enjoyed having my food truck but I'd like to have a more permanent location"



MADDISON LEWIS FOOD TRUCK OWNER

BIO

Maddison has been running her own food truck for two years serving fresh made burgers and fries for the past two years. All her food is crafted from sustainable and local produce. Currently she has one main location for her truck but occasionally appears at local events.

GOALS

- Would like a more permanent location
- Wants to build a more regular customer base

PAIN POINTS

- Weather can affect her business when based outside
- Lot of work having to setup and take down each day of business

NEEDS

- A cost efficient permanent location
- A way to help build a customer base and a community around her food
- A steady and regular stream of income

CURRENT FEELINGS

- Hopeful
- Concerned
- Insecure
- Proud

PERSONALITY

- Outgoing
- Shy
- Hardworking
- Optimistic



"I want to meet other people working around me, I'm always looking for new collaborations"



SEBASTIAN HALL SENIOR DIGITAL DESIGNER

BIO

Sebastian is currently freelancing working independently on various projects. Normally he works from home or works out of local coffee shop. Has a lot of experience working for agencies across the UK and has done work for international clients.

GOALS

- Wants to meet others working in his industry
- Would like to find somewhere to work as a freelancer that he can get involved and collaborate
- Would like to share knowledge and experience with others

PAIN POINTS

- Normally he works from home or works out of local coffee shop but he doesn't get to meet many other in his industry
- Not sure how beneficial co-working spaces are, doesn't feel there is a sense of belonging or community

NEEDS

- A like-minded community around him
- Somewhere to work on freelance projects with space to collaborate with other
- A way to connect with others in the local area and industry

CURRENT FEELINGS

- Isolated
- Bored
- Underused
- Eager

PERSONALITY

- Outgoing
- Interested
- Hardworking
- Experienced