

C H A N G E A B L E

BEHAVIOUR SOLUTIONS

Connected Hubs Co-working: A Customer Experience Toolkit

connectedhubs

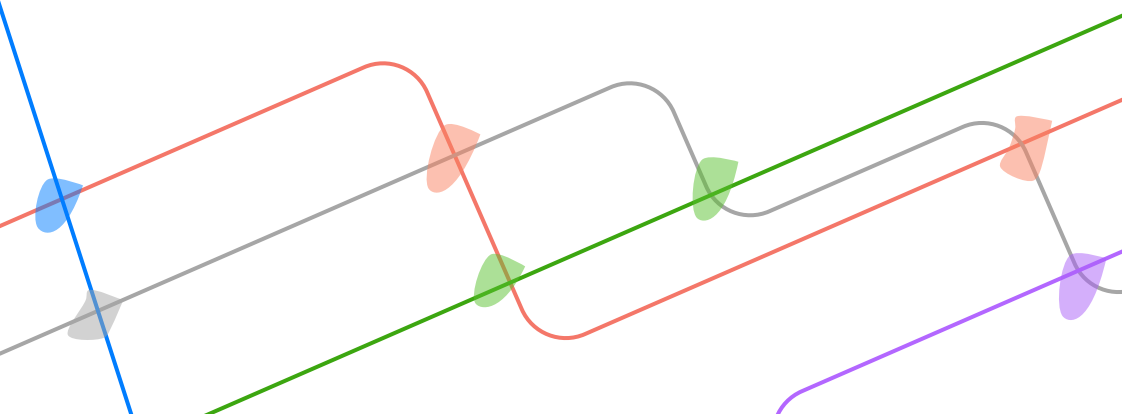


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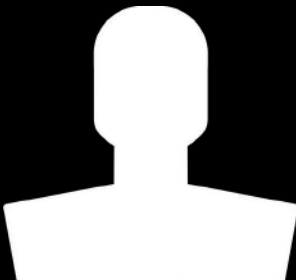
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How to Use



Preferences

Explains why this persona chooses the Hub.

Personality

Shows key traits and tendencies, offering insight into their mindset, work style, and social preferences.

Identifiers

Recognisable behaviours or habits of this persona.

Hub Slogan

Captures this persona's connection with the Hub.

What matters

Highlights key indicators of the persona's Hub satisfaction.

Usage patterns

Describes the persona's Hub usage frequency and manner.

Moments when Hub habits may change



Details factors affecting the persona's Hub usage.



Key Networks

Indicates where this persona typically gathers information.

Time-Tied Trooper



Personality

Open to trying things if it fits their schedule

Appreciates reminders due to a busy life

Values social connections but time is limited

Hub Slogan

“Let’s breathe”

For finding headspace to work and connect



Preferences

- Needs a space to get work done efficiently
- Enjoys meeting friends for lunch
- Uses Hub to find headspace outside home

Identifiers

- Talks about being busy and balancing tasks
- Plans to use the Hub more but life often intervenes
- Active in community engagements

What matters:

- Things run smoothly
- Good coffee is available
- Casual, low-key atmosphere is maintained

Usage patterns

- High usage in summer; low during school year
- Prefers silent working zones; mostly works alone
- Doesn't participate in events; books online in advance

Moments when Hub habits may change:

Improve:



- School holidays start, friends use the Hub, deadlines
- During bad weather, home renovations
- When personalised service is available



Less likely to use Hub:

- Household budget review
- End of school holidays
- Hub fails to meet expectations

Key Networks



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Time-Tied Trooper



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Autonomous Agent



Personality

Openness to do their own thing.

Prefers clear boundaries in their work

Sociable yet focused on getting work done

Hub Slogan

“ **Let's get SH*T done!** ”
(Some Hub Tasks)

Motivated to enter, work, and leave efficiently

Preferences

- Enjoys a quiet workspace with others around
- Needs after-hours access for flexible working
- Prefers a Hub where they don't need assistance

Identifiers

- Books space online
- Brief conversations at the kettle
- Focuses on work discussions

What matters

- Seamless onboarding
- Can work independently without needing help.
- Feels productive and accomplished at the Hub

Usage patterns

- Frequent user
- Prefers workspace with privacy (facing wall, headphones on)
- Books monthly, online

Moments when Hub habits may change



Improve:

- Tight deadlines
- Achieves work success (check their LinkedIn page!)



Less likely to use Hub:

- Disappointed by Hub experience
- It gets too noisy or distracting

Key Networks



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Entrepreneurial Explorer



Personality

Actively explores new ventures

Juggles multiple responsibilities

Seeks to grow professional connections

Hub Slogan

“Let’s grow”

Hub is essential for business expansion



Preferences

- Needs a base for launching a business
- Uses the Hub for client and colleague meetings
- Values flexibility and single billing

Identifiers

- Curious about other users work
- Talks about their entrepreneurial goals
- Casual yet professional appearance

What matters

- Service is adaptable
- Hub helps expand their network
- Leaves feeling inspired

Usage patterns

- Regularly uses different locations
- Prefers spaces with growth-oriented conversations
- Engages in events with networking opportunities

Moments when Hub habits may change



Improve:

- Networking events
- Success stories or testimonials from others in the Hub



Less likely to use Hub:

- Their business grows past Hub needs
- Limited meeting spaces

Key Networks



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Creative Cadet



Personality

Comes to Hub for inspiration

Detail-oriented and a bit perfectionistic

Enjoys meeting new people but avoids forced interactions

Preferences

- Needs a quiet, inspiring space
- Prefers Hub for meeting venues
- Finds focus outside the home

Identifiers

- "Work smart" attitude
- Focused on results, not hours
- Likely to say they don't "sell time"

Hub Slogan

“ Let’s create! ”

Uses the Hub for inspiration and connection

What matters

- Achieves more in less time
- Has access to reliable Wi-Fi, large screens, and good coffee
- Feels creatively stimulated

Usage patterns

- Project-based visits
- Uses communal and quiet spaces depending on needs
- Selective event attendance

Moments when Hub habits may change



Improve:

- Creative events or workshops
- They need to focus



Less likely to use Hub:

- Too noisy, busy
- Hub is uninspiring or empty

Key Networks



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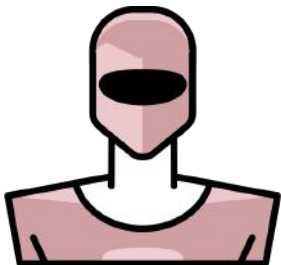
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Emerging Enigma



Personality

Interested in learning about Hubs

Finding footing in early career

Stays connected with college friends

Hub Slogan

“Let’s adult”



Preferences

- Seeks space away from home environment
- Escapes from limited living quarters
- Wants to observe and learn from others

Identifiers

- Rarely seen in the Hub
- Often asks about costs
- Curious and exploring options

What matters:

- Affordable pricing
- Feels it's a mature step

Usage patterns

- Minimal usage so far
- Hasn't settled on preferred workspace
- Prefers digital booking options

Moments when Hub habits may change



Improve:

- Friend joins
- Employer offers to pay
- Special pricing



Less likely to use Hub:

- Financial constraints
- Finds cheaper options

Key Networks



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Time-Tied Trooper



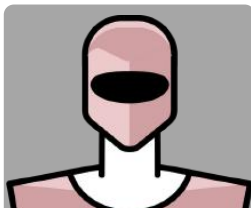
Autonomous Agent



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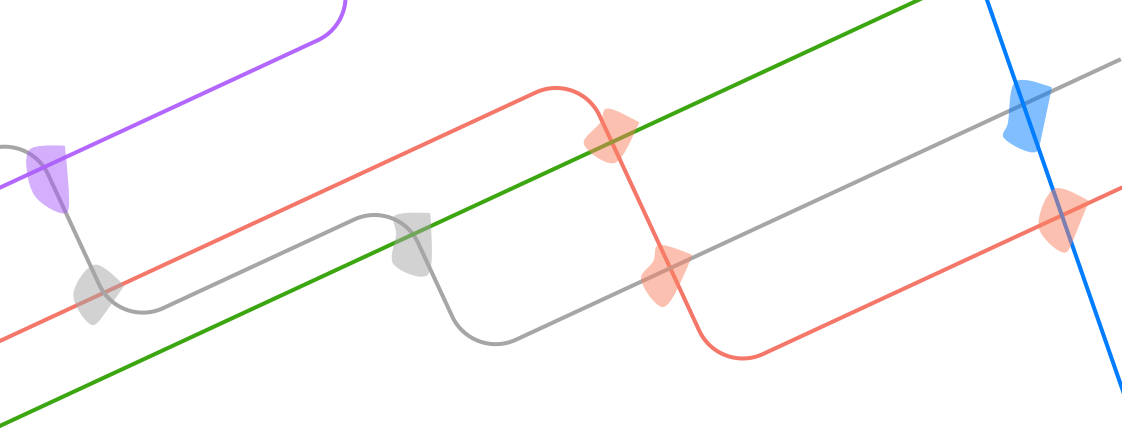


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