	Colour Key																
								Total Count: Student							Total Count	it:	
Factors / Needs Amenities	Data Point	PS1	PS2	PS3	PS4	PS5	PS6	Student	PF1	PF2	PF3	PF4	PF5	PF6	Freelancer		
Amenities	Wants easy access to washrooms Wants tall and stable desk and seating								2							2	
	Need - power outlets								1							5	
	Need - Wireless charger															1	
	Need - office equipment (printer / scanner)																
	Need - whiteboard															2	
	Need - presentation device															3	
	Need - Fast, reliant internet								3							4	
	Need - privacy for work that requires info security								1							4	
	Worries about leaving laptop unattended at current workspace																
	(e.g. library and cafe) Needs - supportive and comfortable seating								1								
	Needs - option of accessing standing desk								1								
	Amount of deskspace need is dependent on task								1								
	Often frequents library to do work								1							2	
	Mostly studies at cafes off-campus								1								
	Need - option to book a private room (for group meetings)								2							1	
	Need - group accomodation / collaborative work environment								3							3	
Food	Likes free coffee																
	Need - access to coffee, food, alcohol in workspace								1							1	
	Will pay for coffee or food to access workspace if price is reasonable								2								
	Dislikes lack of food options on-campus								1								
	When off-campus, will only buy coffee, not food to study at																
	cafe								1								
Habits	Studies mainly at home, when off-campus								4								
Environmental	Likes workspass to inhabit a a1-1-1-								4								
Facors	Likes workspace to inhabit a social vibe Dislikes forced socalizing / networking in workspace								2							2	
	Dislikes workspaces with bad community "vibe" (e.g. bay								-								
	street baller)															1	
	Prefers smaller coffee shops to big ones (independent versus																
	corporate) Would avoid workspace if people and staff were mean								2								
	Would avoid a space if it felt too "hip" (or if they didn't								-								
	"belong")								1								
	Need - air-conditioning / temperature control								1							1	
	Likes when seating / space is easily available								2							1	
	Dislikes busy spaces								1								
	Need - lots of desk space								_							2	
	Satisfied with minimal desk space (just needs laptop)								2								
	Dislikes noisy environment Likes noise in environment								1								
	Prefers not too loud or too quiet								2								
	Likes open spaces								2							1	
	Likes crowds								1								
	Dislikes crowded spaces								1								
	Likes good, natural lighting								4							3	
								Total Count: Student							Total Count:	t t	
Features	Data Point	PS1	PS2	PS3	PS4	PS5	PS6	Student	PF1	PF2	PF3	PF4	PF5	PF6	Freelancer		
Filters	Info regarding available seating								1							1	
	Info on opening hours								2								
	Filter for noise level Info on how long user can stay in workspace (time cap)								2								
	Into on how long user can stay in workspace (time cap) Filters (as a functionality)								3								
	Info on workspace's group-work accomodations								1								
	Info on peak hours, as to avoid crowded places								2							3	
	Description of available resources (books, technology)								1								
	Price range of space								1								
	WIFI status (is it down?)															1	
	Internet Speed (is it fast?)															2	
	Ability to find spaces with affordable, healthy snack options								1								
	Menu and prices																
Financial	Would pay for private space															1	
	Would pay for app if it met expecations (allowed user to find ideal workspace)															1	
Functions	Find out where your friends are studying								1								
	Reservation system															1	
	Recommendations based on user preferences								2							1	
	Would use map to find workspace								1							1	
	Geo-activation (finds workspaces near your current location)								1								
	Distance from workspace is not an issue if accessible via																
	subway User Reviews / Ratings								2								
	Osoi Noviews / Nauliys								_							•	

	Colour Key																
	Colour Rey																
Factors / Needs	Data Point	PS1	PS2	DG3	PS4	PS5	PS6	Total Count: Student	PF1	PF2	PF3	PF4	PF5	PF6	Total Count: Freelancer		
i actors / iteeus	Wants rating with pre-selected tags (noise level tags, crowd ta				1 04	1 00	1 00	Ottudent			113		113		Tieelalicei		
	Wants to know about design of space	ys, now i	neipiui ine	stall is)													
	Wallto to know about design of space																
Challenges	Data Point	PS1	PS2	PS3	PS4	PS5	PS6	Total Count: Student	PF1	PF2	PF3	PF4	PF5	PF6	Total Count: Freelancer		
	Will leave current workspace if there's not enough power		. 02	. 00		1 00	. 00	Cladent							Trecianoci		
Undefined	outlets								1								
	Needs to find workspace when travelling (unfamiliar area)															1	
	Needs to find different spaces for different client personalitites															1	
	Doesn't know what spaces are available															1	
	Difficult to find available seating at libraries (crowding is an																
	issue)								1								
Application Issues	Doesn't know of a digital tool to find a workspace (would use one though)								1								
r application locaco	Annoying when wayfinding app goes offline								1								
	Hard to locate space when using map																
	Doesn't use digital resources, because too busy. "Low effort"															3	
Individual specific																	
challenges	Lots of places are too far from home															1	
	Not all coffee shops are study spaces															1	
	Hard to get motivation to find workspace															1	
	Likes quiet but can't take calls in library															1	
	Basement without light leads user to seek out cafes								1								
	Works late at night								1								
Cost-related																	
challenges	Would not pay for a digital resource to find workspace															3	
	Co-working spaces can be expensive for younger, less established freelancers																
	Some workspaces are too costly																
	Some workspaces are too costly																
Digital Resources	Data Point	PS1	PS2	PS3	PS4	PS5	PS6	Total Count: Student	PF1	PF2	PF3	PF4	PF5	PF6	Total Count: Freelancer	tt.	
Visual aid	Uses pictures to decide on a space								2							2	
	Uses map to find out if walking or transit is faster								3	•							
	oses map to mid out it waiting or transit to laster								_							1	
Community/user re-	v Daily hive									•							
Community/door to	BlogTO								2							2	
	Toronto Life								_	•						1	
	Blogs (general)															1	
	Yelp reviews															1	
	Telp reviews																
Search method	Uses Google Search & Google Reviews to find spaces								1							3	
Coaron metriou	Workspace search is done mostly online																
	Searches using computer								1								
	Uses mobile to search								1							4	
	OCC MODIC O SCHOOL																
Non-Digital Search Behaviour	Data Point	PS1	PS2	PS3	PS4	PS5	PS6	Total Count: Student	PF1	PF2	PF3	PF4	PF5	PF6	Total Count: Freelancer	tt.	
Type of Work	Based on feel and task (blind date, level of formality, friends)	. 01	1 02	1 03	1 04	1 00	1 00	Cadent			113		710		Jeiancei		
	Difficulty level of work influences selection																
Motivation	Depends on level of motivation								1								
	Likes routine, doesn't like spendning time thinking where to go																
	Would research workspaces online if needed to book a																
	private room															1	
Searching Methods	Word of mouth technique (connections & co-workers)															1	
	Via walking and sightings								2						5	3	
	Goes in person to get information about amenities								3								
	Calls establishment to set information **								1							1	
Location									1							1	
Location	Calls establishment to set information **								1							1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	