



Beth

24

Accountant

Philadelphia, PA

BIO:

Beth is a transplant to Chicago from Cleveland. Outside of her job as an accountant, she's actively meeting people through group hikes and playing team sports.

ROUTINE:

Beth is using dating apps to meet people and go on dates. She checks her apps at lunch time and at night. She's able to respond to chats mostly at night after dinner. Beth matches with a few people a week and has met people on dates but nothing has gone over a month.

GOALS:

- Beth wants to cut through the games and get clear yes and no answers.
- She wants to find out about the person in a quicker, more efficient way.

FRUSTRATIONS:

- Beth doesn't enjoy texting, sometimes worrying that she said the wrong thing or wrote back too early or too late.

“Texting only works if the meeting goes well.”



John

30

Engineer
Miami, FL

BIO:

John has lived in Miami his whole life and has been in a few relationships, the latest one initiated by a dating app. He doesn't have many friends to set him up on dates and spends long hours at work so he depends on dating apps as the first option to meet people.

ROUTINE:

John's work takes a lot out of him but he tries to check his dating apps once a day. He normally responds at night time and on weekends. He normally has one or two matches every couple weeks but he gets ghosted half the time.

GOALS:

- John is using dating apps to meet people with the goal of a long term relationship.

FRUSTRATIONS:

- Gets ghosted around half the time.
- Texts are too few and far between to amount to anything meaningful.

“Meeting up in person is the best way to get to know someone.”