

# USER PERSONA

After going through and synthesizing all my research and data, I identified the following behavior patterns that make up this user persona.



# Jessica

<b>Age</b>	35
<b>Location</b>	Denver, Colorado
<b>Education</b>	BSW of Social Work
<b>Job Title</b>	UX Researcher



**Why are we subjecting ourselves to shallow dating when we are three-dimensional, expressive humans? I want to communicate with more than a profile pic and a dry conversation.**

## App Habits

- Picky on who she swipes right on
- Asks meaningful questions
- Goes on 2-4 dates a month

## Goals

- Wants a long-term relationship
- To improve her communication
- Be treated/treat others respectfully
- To balance dating w/her busy life

## Frustrations

- Tired of low-effort matches
- Burnout w/ghosting, endless options and long conversations that don't lead to dates.
- Matches who lie about their appearance or status
- Great text communication but no compatibility in real life.

## Dating Apps

- Hinge, Tinder and Bumble