



Hannah Smith

About

This is Hannah. She is 26 years old and lives in New York City. Hannah is recently single and is looking to start dating again. With a competitive career in advertising, she also loves exploring trendy local restaurants across the city.

“I know the risks of going out with someone I just met online, but safety is my top priority. I always keep my friends and family in the loop whenever I am out and about alone.”

Behaviors

- Uses dating apps to meet partners Meets partners through friends
- Texts friends and family regularly Doesn't rely on using phone
- Travels to locations via walking Travels to locations via car

Personality

- Motivated
- Giving and Loving
- Calm and Patient
- Family Oriented

Goals

- Personal Safety**
Seeks to minimize the opportunity of being caught in risky situations, especially when alone.
- Fulfilling Love Life**
Being recently single, Hannah is looking to meet a partner to share her life with.
- Open Communication**
Hannah keeps in regular contact with friends and family and updates them on her whereabouts when out.
- Professionalism**
Aspires to look professional and wear fashion-forward clothing and jewelry.

Tasks

- Travels to and from work via walking and public transportation.
- Uses dating applications, such as Hinge and Tinder, to meet potential partners.
- Texts and calls family and close friends regularly to check-in and make sure they are safe.
- Exercises and jogs through parks and streets alone.
- Uses social media in order to find out about local events such as concerts and festivals.

Frustrations

- The constant worry that she will be catfished on a dating application.
- Potential partners on dating apps not willing to meet in public locations on first dates.
- Dislikes when her friends and siblings don't text or call when they are home safely, especially when out alone.
- When she gets catcalled when walking home.
- When strangers come up to her on the street to talk.