



Isabella Parker

A 22-year-old who recently graduated from the University of Washington. She works in healthcare as a nurse at Harborview Medical Center.

Isabella lives in Seattle and has a significant other of 5 years. They recently switched to long distance when her significant other moved to New York for work. Isabella works morning and afternoon shifts, whereas her significant other works night/overnight shifts. They are struggling to find time to call each other and spend quality time together.

Tech:

- Currently familiar with FaceTime and texting through her phone and laptop
- Has a busy schedule and not that tech-savvy, doesn't have the time to explore lots of virtual communication options

Pain Points:

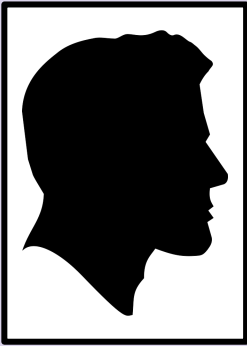
- Different time zones and schedules, so it's hard to find a good time to call
- Miscommunication and misunderstanding due to less time together as well as lack of nonverbal cues

Goals:

- Stay connected with significant other every day
- Maintain close emotional intimacy
- Show appreciation and affection effectively while online

Desires:

- Find new ways to spend quality time together while online
- Discover a way to stay connected even if they aren't able to talk to each other at the same time



James Martin

A 19 year old undergraduate student at the University of Washington. He is currently trying to determine what major he wants to pursue.

James, originally from California, just moved to Washington for college. His best friend from high school went to college in Tennessee. They don't talk every day, but are trying to find more things for them to do together when they do get the chance to.

Tech:

- Strongly familiar with FaceTime, iMessage, Discord, Instagram, and Snapchat through his phone and laptop
- Tech-savvy and willing to explore other virtual communication options

Pain Points:

- Different school and work schedules makes it hard to find free time to connect
- Lack of shared activities makes it a struggle to find interests and activities to talk about and do together

Goals:

- Stay connected with friend every other week despite the long distance
- Find new interests and activities to explore with his friend

Desires:

- Maintain regular communication with friend
- Create new shared experiences and memories with friend despite the distance