

Frances

Faraway

“ I want to stay in touch but I’m not always inspired or available at the same time as my close friends and family that I want to connect with. ”

Profile

- Frances, 29
- Recent graduate

About Frances

Frances just relocated to another part of the country. They left a very tight network of friends and family. Frances longs to still have some semblance of regular interaction that somehow reminds them of ways of connecting prior to relocation rather than the bullet point type updates that tend to happen when connecting long distance over the phone.

Frances’ needs:

- Needs to regularly connect through events, activities, & shared experiences together.
- Wants to share private & personal stories.
- Needs reminders & incentives to connect
- Needs to accommodate for a lack of physical presence

Goals

- Increase engagement between LDR’s
- Create an experiential platform
- Develop a private space to connect in

SMART, CONFIDENT,
& NEWLY RELOCATED



Video Chat Experience

novice  skilled

Messaging Experience

novice  skilled

Games Experience

novice  skilled