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I wish I had a conversation point to jump off from so it doesn't have to be such a cold exchange

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## Demographics

**Age:** 28

**Gender:** Female

**Location:** Brooklyn, NY

**Occupation:** Freelancing

# Jordyn Philips

## Bio

Jordyn is a freelance creative with a fluctuating week-to-week schedule. She's extremely driven and naturally socialable. She has a close group of 3 people she keeps up with regularly but has grown apart from the rest of her network. She's very into self-growth & building community. She used to be super social and loved meeting with people with similar interests but the pandemic has pushed her more into her shell.

## Goals

- Keep in touch with her larger circle of friends
- Simulate real life connections online
- Meet people with similar interests

## Needs

- A way of introducing herself to meeting new people online
- A way to know her friends' schedules
- To connect with people in a way that simulates real life

## Motivations

- Hopes to connect with people to formulate friendships
- Learn more from people with similar interests
- To maintain her extended relationships

## Frustrations

- Finds it difficult to schedule meetings with others
- Introductions are awkward when meeting someone new online
- It's difficult to create deep connections with people in a digital space