



## LUCAS, 37

### He / Him

FOOD SCIENTIST FOR A  
MEAL DELIVERY  
START-UP.

*"I only know one of my neighbors. I met him while I was doing recycling and he was doing his recycling the night before Thanksgiving."*

**SCENARIO:** Lucas recently relocated to Brooklyn from Arizona with his partner for a new job offer. He doesn't know anyone in his new neighborhood, and the interactions he does have with his neighbors are in passing, minimal and more "on-the-surface" because they happen on-the-go. He is often busy with work and doesn't have a lot of extra time, but he still wants to meet new friends locally who share his values and interests, and enjoy group activities somewhere he feels comfortable just being himself. Lucas primarily uses Facebook to stay connected with people he already knows.

### Goals

- Establish deeper, more meaningful friendships
- Wants to find people in his local community who are non-judgemental and inclusive
- Find people he shares interests and values with
- Diversify his friend group to include different backgrounds

### Paint Points

- Long working hours = not a lot of time or energy to establish new connections
- Doesn't want to travel too far
- Feels that current landscape for connecting can be superficial
- Struggles to find a way to establish first / initial point of connection
- Connecting with absolute strangers doesn't always feel safe

### Needs

- To feel safe meeting new people online
- Context / Place for meeting new people in person (a jumping-off point)
- A place he feels comfortable meeting new people (low-key, helps foster connection)
- A diverse range of activities that suit his interests

### Behaviors

- Likes to engage in activities outside of his home, but not too far away
- Uses multiple social media channels to connect with people (Facebook, Instagram)
- More likely to meet someone new if they share a mutual connection