



ERIC D.

Eric is a Texas native who has lived in Dallas for 6 years. He just moved from Deep Ellum to a larger space in the Cedars area in south Dallas with his girlfriend. His interests include reading, finding new foodie spots, and exploring Dallas on his own time.

DIALEXA

AGE
28

OCCUPATION
Software Engineer

STATUS
Not Married

LOCATION
Dallas, TX, USA

GOALS

- Host friends and family in a larger, more comfortable entertainment space
- Live a walkable lifestyle with nearby restaurants and coffee shops

MOTIVATIONS

- Transition smoothly from living alone with one dog to living with girlfriend and two dogs
- Avoid cookie-cutter apartments and find something unique
- Wants to be able to turn his computer off at 5 and not see the screen or the office space again until he deliberately chooses to resume work

PAIN POINTS

- Unsure how to gauge relative safety levels in different neighborhoods, especially when coming from an area that is already considered unsafe by many
- Manually scoping out the convenience and quality of nearby amenities for any apartments that he would consider living in (nearest gym, grocery store, parks, bars, etc.)

BRANDS

