



HELEN G.

Helen recently moved to Dallas from New York City and is living in a purchased townhome with her boyfriend. Dallas is the second biggest city she's ever lived in. Her interests include video games, binging shows/movies, and going to the gym.

DIALEXA

AGE
23

OCCUPATION
Quality Engineer

STATUS
Not Married

LOCATION
Richardson, TX, USA

GOALS

- Finish furnishing and add modifications to her home
- Strive to be financially stable to buy her own property in Dallas
- Explore Dallas neighborhoods to find hidden gems, landmarks, and support local businesses

MOTIVATIONS

- Show friends and family from New York City that Dallas is a great city to live in
- Explore more of the world to find her forever home
- Find potential investment properties for future pass income

PAIN POINTS

- Finding new connections in a new city for social life
- Confusing housing market such as increasing interest rates and property prices
- Unsure if Dallas is a good long term investment for herself

BRANDS



amazon

PETSMART

yelp

TikTok