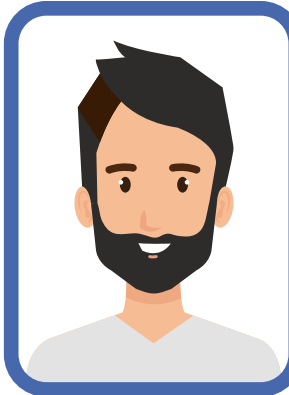


Better World app - User Personae



Bob

Demographics

Status: Married, parent of Gene (11) and Louise (7)

Age: 43

Occupation: Restaurant owner

Country: England

Brief description: Bob is a restaurant owner, who really loves his work and family. He has a moody personality but he is quite sensible and empathetic. He enjoys cooking, going to the cinema, listening to music, he loves tech, big fan of F1 and traveling.

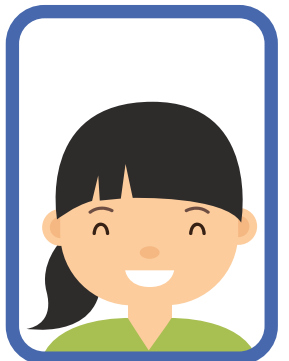
“I want my children to become mindful and empathetic adults that help saving rather than contribute to the destruction of our planet. I am not an expert on the subject but such an experience would definitely help them learn correctly how to get better habits and make a connection with their community as well”.

User Goals: He would love for his children to have a better understanding on sustainability and involvement to the community which will help them become more responsible and empathetic humans and will teach them to respect their environment.

Problems:

- Due to the demands of the business, he is too busy to get fully informed on sustainability solutions other than the ones imposed from regulations to his business as well as the most known rules. He doesn't have much time/energy/interest to do research and keep himself updated.
- He wants to keep up with his children's learnings, occasionally take part as well but he also wants to make sure that his children are safe when they are interacting/are out with the group.

Knowledge on sustainability: He only knows the basic rules about being eco-friendly. Together with his wife Linda, who is also having basic understanding on sustainable habits, they are teaching their children to respect their environment but only have a basic grasp of day-to-day habits.



Louise

Demographics

Status: Youngest child of Bob

Age: 7

Occupation: Elementary School Student

Country: England

Brief description: Louise is very interested in outdoors explorations, helping, saving animals and playing and would follow her brother everywhere. She is very excited to be able to save the environment and the animals.

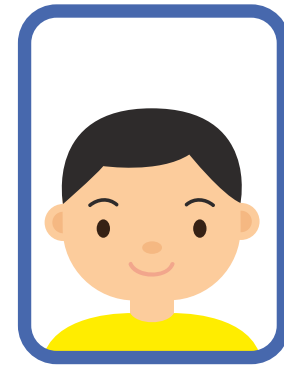
“I love animals, the environment and I want to learn how to help to save them”.

User Goals: HLouise is very interested in outdoors explorations, helping, saving animals and playing and would follow her brother everywhere. She is very excited to be able to save the environment and the animals.

Problems:

- She is too young to understand difficult terminologies and numbers. She needs to learn through experiences, and fun team activities and discussions.

Knowledge on sustainability: She copies her brother Gene and has the same basic understanding on sustainable habits as the rest of the family.



Gene

Demographics

Status: Eldest child of Bob

Age: 11

Occupation: Elementary school student

Country: England

Brief description: Gene is a bubbly musician in heart. He loves experimenting with weird sounds on his keyboard. He is very close to his sister Louise and he has very sociable and helpful personality.

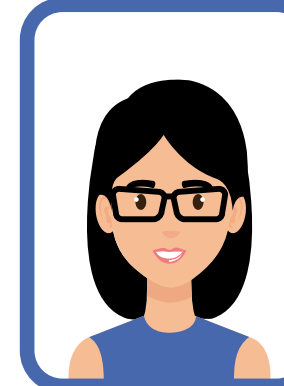
“I would love to take part in a community group, make new friends in the neighbourhood and to explore together the area that we live in. I also want to learn more about helping the planet be a better place. I don't want homework on top of what I have to do already.”.

User Goals: He would like to meet with children his age and explore new and secret spots in his neighbourhood (i.e. the woods) but also learn how to be more mindful about nature and animals welfare.

Problems:

- Gene is too lazy to do any homework for this group on top of his school work and other extra curricular classes. He needs to learn through experiences, and fun team activities.

Knowledge on sustainability: He knows that it is really bad to throw litter on the streets/ woods/beach instead of the bin or waste water by leaving the tap on for no reason. He also knows the basics about recycling.



Tina

Demographics

Status: Teacher/Guide

Age: 44

Occupation: Sustainability Consultant / Trainer / Assistant Lecturer

Country: Englandx

Brief description: Tina has a very bubbly personality. She studied architecture and did a masters degree in Sustainability. She has 2 children and she is determined to make this world a better place. She owns a sustainability consultancy for professionals and businesses. She is also an assistant lecturer in the University of Coventry and likes to occasionally volunteer for her community.

“I am passionate about helping the people becoming correctly informed about sustainability and look after our home as we should have a long time ago. This starts with our children”

Problems:

- As this is an additional activity for her she doesn't want to spend much time organising and preparing the meet-ups and she wants to prepare these on the go if possible.
- She needs easily digesting information / learning material to introduce each weeks' topic to her group.
- She wants the experiences to be manually tailored to her teams' different needs and community's environment/area.

Knowledge on sustainability: She is constantly up-to-date with everything that has to do with sustainability