

Samson John

age: 65

residence: South Carolina

education: High School

occupation: Customer

marital status: Single



Hard work can get you anywhere

Wakes up and goes to work in his car to work on fixing cars, and goes home.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

1. being able to recycle
2. being able to drive

Needs

- 1. needs to track how much you've recycled for the day
- 2. needs to reward you based off how much you recycle

Wants

- 1. wants to be encouraged to recycle
- 2. wants to not have to use as much plastic

Values

- 1. show how much you've recycled
- 2. show eco friendly places or food spots

Fears

- 1. Using plastic things
- 2. not recycling

