

John Greene

age: 27

residence: Delaware

education: Associates Degree

occupation: Ocean clean-up team

marital status: Single



Go green, plastic is obscene!

John starts the day off with coffee in a paper cup; then drives over in his hybrid Lexus to the job site; Cleans up the plastic using machinery and manual labor; Heads to an all-organic grocery store and gets food to eat for dinner; Lastly John goes to sleep on his bed made out of plastic to do it all over again.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

1. Use a paper straw instead of a plastic one
2. Finish cleaning up plastic in the area of work
3. Research more efficient ways to fight plastic pollution

Needs

- 1. Vegan Food
- 2. Smart Water
- 3. Eco Friendly Clothes

Wants

- 1. Electric car
- 2. Girlfriend
- 3. Higher level position

Values

- 1. Earth
- 2. Trees
- 3. Wildlife

Fears

- 1. Turtle choking on plastic
- 2. Dreaming of himself throwing plastic bottles in the garbage instead of the recycle bin
- 3. Point of no return

