

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



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



Ella

age: 20

residence: California

education: College

occupation: Teacher

marital status: single



A quote from to help define their voice and personality.

This individual is typically fascinated by various marine creatures such as fish, mammals, invertebrates, and marine plants, and is deeply invested in their conservation and protection. They may actively engage in activities such as scuba diving, snorkeling, or boating to observe and appreciate marine life in its natural habitat.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

They like making an impact with their job or work

Needs

- Access to marine environments for observation and study
- Quality education and resources about marine life and ecosystems
- Opportunities for active participation in conservation efforts

Wants

- Opportunities to engage in immersive experiences with marine life, such as swimming with dolphins or observing rare species in their natural habitats
- Access to advanced technology and equipment for better exploration and understanding of marine ecosystems
- Support for the establishment of marine protected areas and the enforcement of regulations to ensure the conservation of vulnerable species and habitats

Values

- Conservation
- Respect for nature

Fears

- Pollution

