**User Profiles**

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| **Highly Motivated Environmentalist** | **Motivations** | **Specific Goals** |
|  | * Wants to stop climate change * Have the smallest carbon footprint or negative impact on the environment * Help other countries that are negatively impacted by America’s waste management policies | * Educate others about how easy it can be to be environmentally friendly * Discover new ways to be sustainable and donate * Determine the best organizations to donate app funds to that will further climate change goals |
| **Gafa Taulimaina** is a girl who moved from Idaho to Pennsylvania for a job as a librarian. She interacts with different people from various social levels and feels that her position as a community center is a platform to encourage climate activism and awareness. | “People don’t understand that if everyone does one small thing, it adds up to a big difference and I want to show how if we work together as a community, we can do good for our city, state, country and eventually the world.”  “Climate activism shouldn’t be between the haves and have nots. It should be accessible and available to everyone. ”  “If McDonald’s can get kids to know their jingle as a toddler, I think I should be able to give kids an environmentally friendly foundation that can be the bedrock of the rest of their lives.” | |

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| **Slightly Motivated Environmentalist** | **Motivations** | **Specific Goals** |
|  | * Wants to limit his contributions towards climate change * Reduce his carbon footprint * Make sure that people around him and people in the future have a healthy Earth to live on | * Make sure that he recycles the things in his house that he is able to * Find new ways to contribute to sustainability in his community * Get a few of his friends to attend a cleanup for the Bay |
| **William Smith** a man currently living in Baltimore Maryland. He lives just outside the city and has recently gotten into becoming more sustainable. He wants to reduce his carbon footprint and help the environment stay clean | “I have recently signed up for a few applications that will help me keep track of my carbon footprint”  “I am planning to attend a few beach cleanups in the new future with a few of my friends”  “Hopefully I can get a few more of my friends and family interested in reducing their carbon footprints as well” | |

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| **Not Interested Environmentalist** | **Motivations** | **Specific Goals** |
|  | * Ignorance and misplaced values, not believing that humans have an effect on global environmental changes * It doesn’t hit close enough to home as he sees beautiful pine trees out from his window and thinks that the environment is still in good hands * He focuses on immediate problems that need to be fixed right away instead of thinking about the long term negative impacts of people on the environment | * Use the latest technologies making personal life easier and better, ignoring its negative impact on the current environment and future generations * Has a thought process that the natural resources are available and are supposed to be utilized and a single person not using won't make a lot of difference to the environmental issues * Short term luxuries and living a high notch life |
| **Jay Cooper** is a man currently living in Bay Area, California. Living closer to Silicon Valley, he is more inclined towards using the latest technologies in the form of cars, smartphones and smart homes. He thinks he is worthy of and deserves a whole lot of luxury items and believes that technological inventions are supposed to make our lives luxurious and comfortable even at the cost of future environmental risks. | “I believe that people can fulfill inner psychological needs with external material objects even if they are not needed and that they can buy their way to true happiness and that’s what matters above everything”  “Sometime in the future, science will cure all diseases, solve world hunger, eliminate pollution, etc. A single person can make no difference, so there's no harm in enjoying the modern lifestyles we are a part of ” | |

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| **Moderately Motivated Environmentalist** | **Motivations** | **Specific Goals** |
|  | * Wants to help prevent global warming * Looking to teach his kids the importance of sustainability * Make sure his family is living in a healthy environment | * Make sure he prevents laziness from getting in the way of sustainable practices * Wants to properly educate his kids on different ways of being sustainable * Teach his kids about which items are trash and what are recyclable |
| **John Page** is a married man with kids currently living in Washington DC. He has been practicing sustainability for the past of years but to a certain extent. He knows how important sustainability is but sometimes just gets lazy. He also wants his kids to practice sustainable acts starting in their childhood. | “I want to set a consistent example of sustainability practices for my kids”  “I want to be 100% committed to sustainability and hopefully I can stop being lazy at times ”  “Sustainability is important and your kids should be educated from the beginning” | |