Rushing Renee by Hoke Shuler

age: 32
residence: New York
education: Bachelor of Arts
occupation: Stay at home mom
marital status: Married with 4 kids

"Efficiency is doing better what is already being done"

Renee is a stay at home mom who is constantly on her feet. she does everything from cooking to driving the kids to and from soccer practice. her day to day usually involves a lot of fast-paced activates and running back and forth. often times she gets so caught up in her activities that she forgets her recycling bin even exists.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Renee is all about efficiency she strives to have her jobs done right but also in a timely manner. so she will need something to help her sort out all of her recycling from her other wastes in a very fast manner.

Needs

- - quick way to get it sorted
- -it does its job right the first time
- -Its safe for her kids

Wants

- -ease of access
- - simplicity

Values

- -the machine has to be efficient.
- -the machine should be simple

Fears

- -unsafe environment for her kids.
- -being late
- -stress of not getting everything done.

Anthony

age: 65
residence: Charlotte, North Carolina
education: College Degree
occupation: Store Owner
marital status: Married

"I can't be bother to sort my recycling."

Anthony owns a general good store. He works hard every day to give his customers the best shopping experience he can. With all the goods that are delivered to his store, trash often piles up. Anthony is doesn't have the time or patience to sort what is recyclable and what isn't.

Comfort With Technology

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Criteria For Success:

Anthony needs something that will separate his recyclables from his nonrecyclables and is simple to use so he can dedicate more time to managing the store.

Needs

- Anthony wants something to sort his trash.
- He needs it to be fast so he doesn't have to spend too much time with it.

Wants

- He wants something to sort his trash.
- He would like to put more of his effort towards his customers.

Values

- He values the quality of his goods.
- He values his time.
- He wants to give customers quality service.

Fears

- He doesn't want to lose business.
- Anthony hopes they don't leave his trash if it's not sorted.

Samuel Keys

age: 24
residence: Boston, Massachusetts
education: College Degree
occupation: Software Engineer
marital status: Single

"I would love to help the Earth, but it has become difficult."

Samuel is a hard worker straight out of college. Finding it hard to make time in between work and sleep, Samuel wishes he had an easier way to help keep the Earth clean. It has become difficult for Samuel to take the time to organize both his trash and recyclables especially while living in the city.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He needs an easy, fast, and effective way to sort his household non-recyclables from his recyclables.

Needs

- Fast way to sort trash.
- An inexpensive way to sort trash.

Wants

- Fancy looking trash sorter.
- Makes trash smell go away.
- Not too bulky to fit in his apartment.

Values

- Keeping the Earth clean.
- Spreading the word of a clean way to sort trash.

Fears

- Not being able to afford rent.
- Getting in trouble for not keeping trash sorted.