



Name: Modest Margaret

Age: 50

Work: Wine Grower/Mother

Location: Hawke's Bay

Bio:

Margaret is a stay at home Mother of 3, who has is looking to save the enviroment for her children. Margarets main goal is to cut down her emissions of both her and her children by at least half over the next year. She will be calculating her household usage each week to stay on track with everyones CO2e emissions. She is hoping to get familiar with the website and its system as it can be very challeging for her learning new technology.

Frustrations:

- Hates over-complicated systems and would rather someone more adept at using technology take over the situation
- Struggles recalling basic technological functions
- Cannot keep up with the fast rate of technological improvement

Activities: Margaret loves tending to her winery and spending time in the sun. She also spends a lot of time out with her children and socialising with other mothers.

Attitudes: Maragret gets frustrated by new technology but is trying her best to keep up with everyday changes. Margaret is an extravert and prefers to be out most of the week.

Aptitudes: Margaret has a lot of knowledge in agriculture but not so much technology. She owns her own business, a winery and 3 farms in Hawkes bay. She prefers practical work over any other solution.

Weaknesses: Margarets weakness is her attention span with technology. She is particulary weak when it comes to understand new website functions. She can get confused and sidetracked very easily on websites.

Domain Knowledge: Margaret has never used a Carbon Calculator website before and has never used websites similar to this.

System Knowledge: Margaret is not familiar with systems as growing up she was never introduced. She is only familiar with popular websites like facebook.

Interaction: Margaret will be accessing the website once a week to check his emission release. From this she will keep on track with her childrens household usage as well as her own.

Priorities: Margarets priority is to make sure the future is sustainable and green for her children. She is hoping the children follow her lead and use the website she has found later on.

Motivations: Margaret is extremely motivated when it comes to outdoor work and not so much indoor activities. She is motivated to make a change to the current CO2e emission crisis and is hoping to break out of her technological incompatibility.

Computerself-efficacy: Margaret is not very confident with computers and prefers if her children take over and do it for her. She has no idea about how systems should respond and thinks all websites are the same. She is not good at navigation and gets lost often.

Risk tolerance: Margaret cant use websites that are too complicated, therefore she has a low risk tolerance.

Information Processing: Margaret loves to read in depth information about websites and what they can offer. She tends to stay on a website for a very long time as she is very patient.

Tinkering: Margarets learning style is to read as much information on the subject in depth until she fully understands it. She tends to spend more time learning about the website rather than using it.