



Name: Awesome Andrew

Age: 22

Work: Software Developer

Location: Wellington

Bio:

Andrew is a 3rd year Software Developer studying Computer Science and Mathematics at Victoria University. Andrew wants to stop bussing to University and is looking to compare his bus ride to the emissions of a eco-friendly car. Andrew knows the affects of carbon emissions on the environment and wants to make a personal change to his CO2e emission release. If there is a significant change he will invest in a eco-friendly car. While hes investing in his car, he will choose the most efficent transport when he cant walk the distances.

Andrew would like to also know the amount hes saving weekly through email or phone so he can stay on track of completing his goal of cutting his emissions in half by the end of the year.

Frustrations:

- Has an eye for detail and cant stand imperfections in work.
- Inpatient with Computer Programs/Software that don't operate correctly.
- Hates being abruptly interrupted by others in class as he finds it hard to concentrate.

Activities: Andrew spends a lot of his spare time writing computer games and socialises on the weekend through study groups.

Attitudes: Andrew is very stressed by everyday life and prefers to spend a lot of his University time by himself doing work. Andrew is an introvert and prefers to be left alone most of the week.

Aptitudes: Andrew is intelligent and constantly enters programming challenges, this leaves little time for assignments but manages to complete most of his work on time.

Weaknesses: Andrew can find it hard to communicate with others and prefers to stay in his comfort zone with close friends only.

Domain Knowledge: Andrew has never used a Carbon Calculator website before but has used similar websites so his expectations are high.

System Knowledge: Andrew is familiar with systems like the Carbon Calculator because of his previous courses at University.

Interaction: Andrew will be accessing the website once a week to check his emission release. He will also be comparing what transport is more eco-friendly.

Priorities: Andrew wants to be certain its worth buying an eco friendly car, so checking the website for savings is very important for him.

Motivations: Andrew read an article on how much of an impact one person can have on the enviroment. From this he is looking to cut his CO2e emissions in half by the end of the year.

Computerself-efficacy: Andrew is very confident and familiar with website design and how the system should respond. He can navigate websites like the Carbon Calculator quite easily but can get frustrated if layouts and functions arent working properly.

Risk tolerance: Andrew has a low risk tolerance - preferring to use technologies and features that are tried and tested and that he knows work.

Information Processing: Andrew skim reads a lot of information and follows basic information rather than looking in depth. He prefers to get what he needs then leave the website.

Tinkering: Andrews learning style is very straight forward and relies on basic system structure to guide him. He tends to experiment with websites he is interested in but has a short attention span mostly.