

## What does the person **Think & feel?**

What really counts  
Major preoccupations  
Worries & aspirations

Sustainability is  
extremely  
important

Sustainability is  
important  
because we all  
are  
responsible to  
nourish it

Loves greenery,  
animals and  
being active

How earth is  
getting affected  
by humans

Businesses  
encouraging  
use of plastic  
products

Photographs of  
wildlife  
impacted by  
pollution

## What does the person **See?**

People not  
recycling when  
they should

Energy  
conservation  
campaign

Save  
water

Use cloth  
bags

Shares news  
concerning  
conservation

Joins clubs

## What does the person **Say and do?**

Plant trees

Segregate  
waste

Say no to  
plastic

Save the  
environment

Corporations have  
to change, not  
people

## What does the person **Hear?**

Use reusable  
bags



# Gain

Has varying levels of tasks so anyone can get started with sustainability

Discover more ways to help the planet

Help reduce waste and pollution

Encourage others to live sustainable lives

# Pain

It is difficult to verify if the user has actually completed the task

It is difficult for the user to get self motivated as there's no other way other than the leaderboard in the app to motivate the user to do more tasks.