**Different Kinds of Users**

# **User 1 – Environmentally concerned, disheartened with friends’ lack of action**

* This student is environmentally concerned but feels disheartened his friends do not care about changing their environmental behaviour.
* He wishes they would reduce their carbon footprint but does not want to risk his friendship with them in fear of how they would react to him giving out to them.
* At the same time, he wants to reduce his footprint but lacks motivation. Additionally, he wants to learn more about his footprint and how he can reduce it.

# **User 2 – Feels her impact is negligible**

* This person cares about the environment but feels helpless since she feels her individual impact is negligible compared to that of large corporations, and that her footprint and that of individuals has no impact on the overall health of the environment.
* Because she feels her contribution and impact is negligible she continues to engage in damaging environmental behaviour because she feels no motivation and feels utterly helpless.
* She wishes she could have a greater impact on protecting the environment.

# **User 3 – Competitive, personal gain motivated, no concern for environment and society’s needs**

* This person does not care about the environment. He is only focused on personal gain, and is very competitive. He thinks short-term and focuses internally, disregarding the importance of societal and shared needs.
* Specifically, he loves to compete against friends and always wants to win.