**Persona 1**

Rodger, 32

**Background:**

* Likes to go to green peace rallies
* Has two young kids
* Works as a part-time journalist
* Main hobby is gardening

**Goals:**

* Wants to teach kids how precious the world is
* Wants to win a gardening award

**Technology:**

* Watches television shows
* Has a smartphone for calling children and keeping up with the news
* Visits gardening websites on his smart tablet