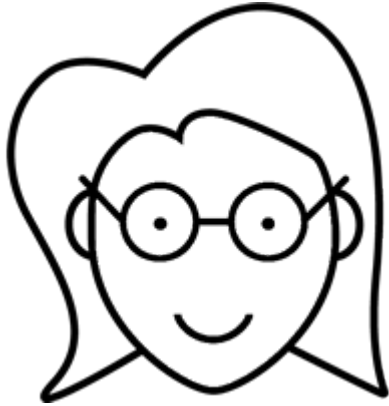


Lizzie McArthur - Software Developer



### Behaviours

- Walks to work. Takes the bus for longer journeys
- Uses fitness application to track weekly diet and exercise
- Goes to the gym twice a week
- Has participated in environmental activism

### Facts & Demographics

- 40 years old
- Junior Software Developer- graduated from a bootcamp last year.
- Lives in London with boyfriend
- Income of Â£30,000 per year

### Needs & Goals

- Wants to live a more 'environmentally friendly' lifestyle
- Worries about climate change- wants to have a clearer conscience
- Wants in the future to develop an application that makes a positive social impact