



- Scape

User Persona #1



Emily Shrader

AGE

24

LOCATION

King County, WA

OCCUPATION

Environmental Science Teacher

BACKGROUND

- Emily has a strong passion for environmental conservation and education
- She regularly participates in community initiatives focused on sustainability
- Has been using public transport but now needs a personal vehicle for greater mobility

GOALS

- To purchase a car that aligns with her environmental values
- To increase her understanding of the environmental impact of different types of cars
- To become an informed advocate for sustainable transportation options

NEEDS

- Reliable information about the carbon emissions of various car models
- Tools to compare different cars based on environmental impact and practicality
- A user-friendly platform that simplifies the technical aspects of car emissions

PAIN POINTS

- Difficulty in accessing concise and accurate information about car emissions
- The complexity of balancing environmental impact with budget and personal needs
- Navigating the overwhelming amount of data and jargon related to car emissions



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User Persona #2



Jordan Williams

AGE

23

LOCATION

King County, WA

OCCUPATION

Marketing Coordinator at a Tech Startup

BACKGROUND

- An enthusiastic young professional who's passionate about technology and innovation
- Recently moved to Seattle and is interested in the city's progressive and eco-friendly culture
- Busy lifestyle: commutes to work, weekend getaways, and occasional road trips with friends

GOALS

- Find a car that is efficient for city commuting + suitable for long-distance
- Understand environmental impact of his car choice and contribute to reducing carbon emissions
- Make well-informed purchase that aligns with his values and lifestyle

NEEDS

- Clear, accessible information on the environmental impact of various car models, focusing on urban use
- A simple way to compare the performance, cost, and carbon footprint of different cars

PAIN POINTS

- Limited understanding of car emissions and their environmental impact
- Difficulty in finding a car that is both eco-friendly and fits the needs of a city dweller
- Navigating the vast amount of information and marketing claims about 'green' vehicles