GreenHaven User Personas

User Persona 1: Nature Enthusiast Emily

Emily is a 29-year-old environmental scientist who enjoys spending her free time exploring new parks and nature reserves. She has been an avid hiker and bird watcher for over a decade and often participates in community clean-up events. Emily loves to share her experiences on her nature blog and social media.

Demographics:

- Age: 29
- Gender: Female
- Occupation: Environmental Scientist
- Education: Master's Degree in Environmental Science
- Location: Portland, Oregon
- Income: $60,000 per year

Identifiers:

- Tech Savvy: Comfortable using various mobile apps and social media platforms.
- Device Usage: Primarily uses her smartphone for navigation and photography while taking trips into nature.
- Social Media: Active on Instagram and Twitter, with a focus on nature and environmental conservation.

User Persona 2: Family-Oriented Parent Peter

Peter is a 38-year-old father of two young children who values spending quality time outdoors with his family. He works as a software engineer and enjoys planning weekend trips to parks and gardens where his children can play safely. Michael is always on the lookout for family-friendly green spaces that offer amenities like playgrounds and picnic areas.

Demographics:

- Age: 38
- Gender: Male
- Occupation: Software Engineer

- Education: Bachelor's Degree in Computer Science
- Location: San Francisco, California
- Income: $120,000 per year

Identifiers:

- Tech Savvy: Familiar with using mobile apps for planning family outings.
- Device Usage: Uses a tablet and smartphone to search for and navigate to green spaces.
- Social Media: Follows family-oriented and parenting groups on Facebook.

User Persona 3: Tourist Terry

Terry is a 45-year-old marketing manager who loves to travel and explore new cities during her vacations. She values reliable information about local attractions and often seeks recommendations for places to visit. Sarah enjoys visiting parks and botanical gardens to relax and take photographs during her trips.

Demographics:

- Age: 45
- Gender: Female
- Occupation: Marketing Manager
- Education: Bachelor's Degree in Marketing
- Location: New York City, New York
- Income: $90,000 per year

Identifiers:

- Tech Savvy: Uses travel apps and online resources to plan her trips.
- Device Usage: Relies on her smartphone for navigation and information while traveling.
- Social Media: Active on TripAdvisor and Pinterest, sharing travel tips and photos.

User Persona 4: Working Professional Winston

Winston is a 32-year-old financial analyst who lives in a bustling urban area. He enjoys escaping the fast pace of city life by visiting nearby parks and nature reserves. David often

goes for runs or meditative walks in green spaces to relax and recharge after a long workday.

Demographics:

- Age: 32
- Gender: Male
- Occupation: Financial Analyst
- Education: Bachelor's Degree in Finance
- Location: Chicago, Illinois
- Income: $80,000 per year

Identifiers:

- Tech Savvy: Proficient in using fitness and wellness apps.
- Device Usage: Uses a smartwatch and smartphone to track his outdoor activities.
- Social Media: Follows wellness and fitness influencers on Instagram and LinkedIn.