

age: 32  
residence: New York  
education: Bachelor of Arts  
occupation: Stay at home mom  
marital: Married with 4 kids  
status:



Renee is a stay at home mom who is constantly on her feet. she does everything from cooking to driving the kids to and from soccer practice. her day to day usually involves a lot of fast-paced activities and running back and forth. often times she gets so caught up in her activities that she forgets her recycling bin even exists.

- -unsafe environment for her kids.
- -being late
- -stress of not getting everything done.

age: 65  
residence: Charlotte, North Carolina  
education: College Degree  
occupation: Store Owner  
marital status: Married

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Anthony owns a general good store. He works hard every day to give his customers the best shopping experience he can. With all the goods that are delivered to his store, trash often piles up. Anthony is doesn't have the time or patience to sort what is recyclable and what isn't.

- He doesn't want to lose business.
- Anthony hopes they don't leave his trash if it's not sorted.

age: 24  
residence: Boston, Massachusetts  
education: College Degree  
occupation: Software Engineer  
marital: Single  
status:



Samuel is a hard worker straight out of college. Finding it hard to make time in between work and sleep, Samuel wishes he had an easier way to help keep the Earth clean. It has become difficult for Samuel to take the time to organize both his trash and recyclables especially while living in the city.

- Not being able to afford rent.
- Getting in trouble for not keeping trash sorted.

