# Eco-conscious College Student

**Emma Green**

## Key Attribute

She's active on social media and very tech savvy, proficient in latest digital tools. She's environmentally aware and often participates in local clean ups.

## Short Description

Emma is 20 years old, studying a Environmental Science major with a passion for sustainability. She is always searching for ways to reduce her carbon footprint and influence her peers to do the same.

## Needs

Access to real-time global and local environmental data, tips and advice for sustainable living, community engagement opportunities.

## Challenges

Finding a balance between her busy academic schedule and an eco-friendly lifestyle. Navigating information online to determine if it's trustworthy or not. Trying to encourage her peers to also engage in an eco-friendly lifestyle.

## Opportunities

The dashboard could serve as a tracker for her carbon footprint, water usage, and other sustainability metrics. A feature to see local community events to get involved in collaborative community projects and a feature that allows you to connect to other eco-friendly individuals to collaborate on project and initiatives.

# Young Professional and Part Time Activist

**Alex Rivera**

### Key Attribute

Expresses professional demeanor and ethical work principals. Advocates social responsibility within his circle and throughout the community.

### Short Description

Alex is 26 years old and works in urban planning and volunteers for green city initiatives. He tries to incorporate sustainable practices into his personal life.

### Needs

Tools to provide easy, compelling visualization of environmental data for a stakeholder. A strong network of smart like minded individuals to exchange knowledge. Access to up to date research in urban green planning.

### Challenges

Trying to keep up with latest environmental research and trends on top of a busy work schedule. Encouraging a broader adoption of sustainable practices in corporate environment.

### Opportunities

Dashboards that offer detailed analytics for urban planning needs with ability to present user friendly data for non-experts. Features to help plan and track community projects. Integrating case studies, policies, and innovative solutions in sustainable urban development to assist in his professional advisory role.