

					
NAME	Ayman Ahmed	Jason Chua	Nancy Cao	Michael Espinosa	Elias Chan
ABOUT	Student (18 yrs old) 40-50 hrs/wk on internet for games, news, reading, research careers Primarily Mobile user	Student (19 yrs old) 50 hrs/wk on internet for social media, hw sites, watching vids Primarily Laptop user	Student (19 yrs old) 35 hrs/wk on internet for homework, social media, videos Primarily Mobile user	Student (19 yrs old) 20 hrs/wk on internet for writing articles, social media, reading PDFs Laptop + Mobile user	Student (19 yrs old) 30 hrs/wk on internet for homework, Netflix, watching videos, news Primarily Desktop user
GOALS	Ayman mostly knows of latest tracking apps for health/fitness, and think they perform better for those who are already in fitness, not for those getting started. He thinks more efforts can be done to gear towards the less active. He acknowledges that he would be more inclined to act if others are influencing him.	Jason believes global warming is a real issue, despite not knowing much research and statistics on it. He recently ran in a 10K in NYC, noticing a lot of runners tossing water cups on the road, which he didn't; instead, he threw it out in the nearest trash can.	Nancy uses tracking apps for water consumption, periods, and budgeting, but is not sure if they are really successful in the consumer market. She notes that the current environmental climate is pretty bad. Her preferred method of incentives is prizes, like swag or gift cards.	Michael is a part of the Stanford Daily and Director of Media for Model UN on campus. He uses the search engine Ecosia, which plants a tree for every 45 searches. His campus is eco-friendly, with composting bins everywhere. He allows push notifications for finance, sports, and breaking news.	Elias utilizes tracking apps such as the Nike Running App and Pokemon Go. The value he receives are exercise encouragement and entertainment in walking. He would be inclined to talk more about these issues if people around him talk about it more, and if there was monetary incentive too.
QUOTE	"As an individual, I'm pretty self aware about our environmental climate state."	"People throw stuff into the ocean all the time."	"Our school recently replaced plastic straws with paper ones in dining halls. They get soggy when I drink smoothies with them."	"Money as an incentive is great and all, but I would take on environmental initiatives and opportunities simply because I care."	"We use mugs. Less wasteful materials and it's reusable."
					CELINE YAN