**User Persona 2: Haruki Murakami**

* Age: 35
* Occupation: Associate Professor
* Location: Lahore, Pakistan
* Interests: Movies, Teaching
* Goals: Learn more about what contributes towards the carbon footprint of an individual, and make practical changes e.g., reducing his usage of plastic
* Challenges: Limited time to research sustainable options, and faces difficulty in tracking his day-to-day carbon emissions

Haruki Murakami is a passionate instructor who teaches at Waseda University, Tokyo. Due to the nature of his work, he has extremely limited time to research more environmentally sustainable options and decide on what changes to incorporate in his routine to become an environmentally conscious citizen, and set an example for his students to follow. He’s been on the lookout for an all-in-one app that can assist him in achieving his goals.