



Persona 1 - Eco-Conscious Edith

Name: Edith Lucy

Age: 30

Environmentally conscious homeowner: This person is environmentally conscious and actively seeks ways to reduce their household's carbon footprint. They may use the Gsorting app to identify and dispose of household waste in an environmentally friendly way. They prefer to use sustainable and reusable products and are willing to pay more for eco-friendly solutions. They are interested in learning new ways to reduce waste and may use social media to share their eco-friendly habits.

