

Green Cycle - Personas and Problem Scenarios

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1. Introduction

Green Cycle targets three primary groups: eco-conscious individuals, teachers, and small eco-businesses. The following three personas represent each of these groups, along with problem scenarios.

2. Personas

2.1. Andrew (Eco-Conscious Individual)

Screening Question: Do you regularly look for ways to repurpose or upcycle household items instead of throwing them away?

Andrew is a 28-year-old graphic designer living in Seattle. He keeps jars of buttons and fabric scraps on his shelf, and feels guilty every time he has to throw something into the bin. He follows a few sustainability accounts on Instagram, saves a lot of eco-related posts, but can never quite find them again when he actually wants to create something in his free time. Andrew feels overwhelmed by scattered information that is available online.

Thinks	Sees	Feels	Does
He wonders whether there is a correct way to upcycle his old items and avoid ruining them in the process. He thinks about the environmental impact of his consumption but is unsure if small personal actions would create any difference.	He sees upcycling content scattered across forums and social media platforms, for which he understands how valuable this information would be, if structured in a better way. The available guides skip over the tricky steps and assume prior craft knowledge.	He feels excited by the idea of upcycling but is frustrated when he cannot find a clear, step-by-step guide. He feels a sense of community and understands the potential behind creating a special platform for this problem.	He browses craft content for about an hour on evenings, saves posts, but rarely revisits, and attempts one or two upcycling projects per month.

Problem Scenario	Current Alternative	Proposition
Cannot find structured, beginner-friendly upcycling guides. Most tutorials assume prior crafting experience.	Saves social media posts, then tries to piece instructions together, which often leads to loss of motivation and giving up on the project.	Green Cycle provides structured project submissions with materials list, step-by-step instructions, and difficulty levels, making guides accessible even to beginners.
No sense of progress or community. He completes projects alone and has no way to share them.	Posts on general social media platforms where the audience is not interested in upcycling specifically, receiving little meaningful feedback.	Green Cycle's community features give Andrew recognition and help him connect with people who share his values.
Difficult to search for projects by the specific material he has at hand.	Uses generic search engines, which often leads to inaccurate results.	Green Cycle's search and filter system, combined with structured material tagging lets Andrew search by the exact materials he already owns.

2.2. Tim (Primary School Environmental Education Teacher)

Screening Question: Do you incorporate sustainability or hands-on craft projects into your classroom teaching?

Tim is a 44-year-old high school teacher in Chicago who runs an after-school "Green Club" for curious teenagers. He is passionate about practical environmental education but spends more time searching for the appropriate project ideas than actually executing them. His budget per project is symbolic (under €5 per student) and he needs to justify each activity to school administration.

Thinks	Sees	Feels	Does
He thinks about how to make environmental topics appropriate and executable as a simple school project. He wonders whether an activity would be interesting and	He sees a lot of craft ideas online that are either too advanced, require expensive tools, or are not meaningfully connected to environmental learning.	He feels pride when a student gets excited about an eco-topic, but is also frustrated because of the small amount of structured guides online. He feels anxiety about	He prepares lessons once a week for Green Club. He searches for project ideas for a couple of hours for each session.

educational enough for a 45-minute lesson.		trying new activities that might fail in front of his students.	
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Problem Scenario	Current Alternative	Proposition
No reliable source of upcycling projects filtered by difficulty level, material availability, and suitability for classroom use.	Adapts tutorials from general craft websites, spending significant time adjusting the instructions.	Green Cycle's difficulty levels and structured material lists allow Tim to quickly filter for projects suitable for his age group and available supplies.
Cannot communicate with project authors to ask questions or request clarification on a specific step.	Leaves comments on social media platforms that are usually left unanswered.	Green Cycle's private messaging and comments feature enables direct communication between Tim and project authors.
No way to contribute back. Tim has developed several successful classroom upcycling activities, but is limited in terms of possibilities to share them with other educators.	Occasionally posts on social media teacher groups where posts disappear quickly in the feed.	Green Cycle's project submission feature lets Tim publish his own guides that are tested in the classroom. Tim will get recognition for this (badges, points) as a symbolic way of appreciation for his contribution.

2.3. William (Small Eco-Business Owner)

Screening Question: Do you run a small business that creates or sells products made from recycled or upcycled materials?

William is a 35-year-old entrepreneur in San Francisco who runs a small workshop turning discarded industrial fabric remnants into bags, wallets, and accessories. He sells primarily at local markets and via Instagram page. He wears his own creations on a daily basis. He manages his own social media, but has no dedicated marketing budget. He wants to grow his customer base and find material suppliers, but struggles to stand out online.

Thinks	Sees	Feels	Does
He thinks about how to differentiate himself from well-known eco brands. He questions whether investing time in online presence will actually result in any benefit for him.	He sees a growing consumer interest in sustainable products but is also aware of the competitive market. He observes that customers respond well to transparency about process and materials.	He feels proud of his skills but is frustrated by the invisibility of his work on general social media platforms where algorithm makes him almost unreachable. He wants to share his techniques publicly without a fear of being copied.	He posts on social media a couple of times a week, and spends evenings fulfilling custom orders. He occasionally writes posts about his progress but has no consistent audience.

Problem Scenario	Current Alternative	Proposition
No specific platform to showcase his work to an audience that is already interested in upcycling and willing to pay for handmade eco-products.	Relies on Instagram and local markets, where reach is limited and the audience is not focused.	Green Cycle connects William directly with eco-conscious users actively seeking upcycling inspiration. A profile with posted projects acts as a portfolio.
Difficulty building trust and professional credibility online without expensive branding or management.	Collects social media testimonials, which require significant effort to generate.	Green Cycle's reward system gives achievements to active contributors, giving William visible credibility.
No straightforward way to discover or connect with suppliers of recyclable material within the community.	Relies on personal contents and occasional posts in local social media groups to source materials.	Green Cycle's materials management system and community features enable William to connect with users who may have the materials he needs.