



Gender: Female

Age: 21

Education: Senior at NYU

Location: New York City, NY

Major: International Relations and Business

Personality: Social, Outgoing, friendly, leader, inclusive

Occupation: Barista

Hobbies: Photography, swimming, painting

Rebecca is a senior at NYU studying international relations and business. She was raised in Minnesota and has always dreamed of moving to a big city. Throughout high school, Rebecca was a strong student who stood out as a leader. She was the president of her school's volunteer club and was the vice president of the Female Leaders club.

Rebecca is currently working as a barista on the weekends to earn some extra cash and is hoping to get a job in her field once she graduates. She wants to continue to live in a city but is open to trying out new places besides New York City.

Rebecca is very passionate about social issues. She volunteers on weekends to tutor young students in impoverished areas in NYC and also led a group to march during the annual Women's March.

Rebecca Smith

Wants:

- To learn more about NYC and everything it has to offer
- To support social issues that she feels passionate about
- Experience new things

Needs:

- To find new places to shop and get food
- To feel like she is supporting important issues through her purchases

Summary:

Rebecca uses Conscious Consumer because she wants to feel like she is supporting social issues that are important to her while she shops. She primarily uses the app to locate small, female owned businesses as she is a strong supporter of women in business. Overall, Rebecca feels more connected to NYC and to a social issue she feels passionate about by using Conscious Consumer.