

# Ryan

Ryan is a recent college graduate and currently working full time as a software engineer in New York City.

## Demographics

Age: 23-30

Salary: \$60,000 - \$100,000

Location: Urban city

Education: Bachelor's degree and above



## Goals and Challenges

Ryan's goals are to become more environmentally friendly. However, he doesn't know if he can make a change being just one person. Living in the city has made him realize the amount of pollution a big city creates. He wants to know how he can help protect the environment when the people around him don't seem to care. Since he works in a corporate setting, he wonders if there was somehow his company could help as a whole to make a greater impact. His primary goal is to become more conscious of the products he buys and creating less waste. He will do this by reading the labels on packages and only purchasing sustainably produced goods. His secondary goal is to get his company to invest in sustainable energy.

## How we can help

We can help by providing a list of companies that do not produce their products sustainably. This will help Ryan decide which brands to trust when looking for products.