

# Jackie Howell by Shea Rappold

age: 25

residence: Nebraska

education: Environmental Science

occupation: Agricultural Engineer

marital status: Single



*"Greener technology is key in conservation in the modern age."*

She spends her days at work trying to lessen the impact of agriculture on the environment. When she is off of work, she spends her time outside, trying to do what she can to help the environment while listening to her favorite music.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Maximizing societal gain while minimizing environmental impact.

## Needs

- Music that can distract her from the stress of her job.
- To feel hope for the future of the environment.

## Values

- Preservation of natural life.
- Environmental conservation.

## Wants

- To use music to distract herself from the stress caused by climate change.
- Technology that is able to help people while not harming the environment.

## Fears

- Climate change.
- She believes that she is not doing enough to help the people around her.