

Grace M.

AGE 28

OCCUPATION Graduate Student

STATUS Single

LOCATION San Francisco

TIER Eco-Disciplined

ARCHETYPE The Realist

Practical

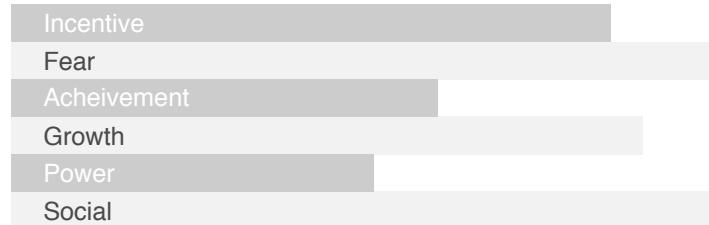
Hardworking

Perceptive

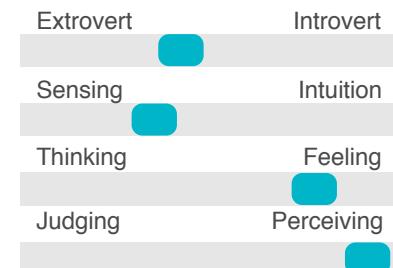


"We should be more conscious of our decisions and impacts to the environment."

MOTIVATIONS



PERSONALITY



GOALS

- To measure her activities more scientifically
- To see what activities her friends are up to
- To share cool and interesting things she's learned with her social media network

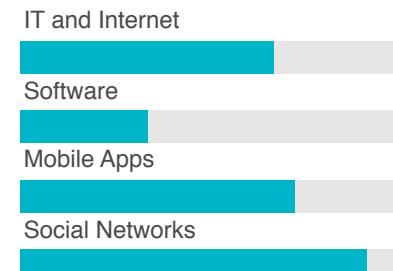
FRUSTRATIONS

- Manual tracking is too time consuming
- No events or community to celebrate achievements
- Lack of social pressure to be more responsible for our environmental impact

BIO

Grace is a graduate student, who lives with friends in a shared home. On the weekends she loves bike riding or hikes with her dog, Basil. Grace and her housemates host weekly dinners to catch up and socialize. Grace loves natures and being outdoors. She wants future generations to be able to experience the same joy, but fears that climate change will drastically change that reality.

TECHNOLOGY



Mark R.

AGE 25

OCCUPATION Finance Associate

STATUS In a relationship

LOCATION Los Angeles

TIER Eco-Conformer

ARCHETYPE The Collaborator

Competitive

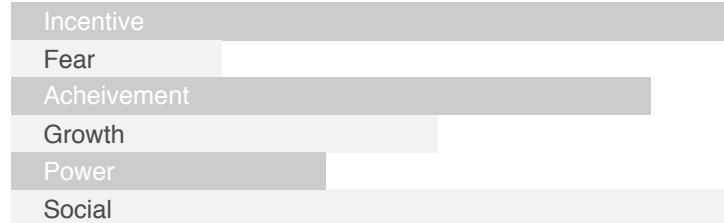
Energetic

Witty

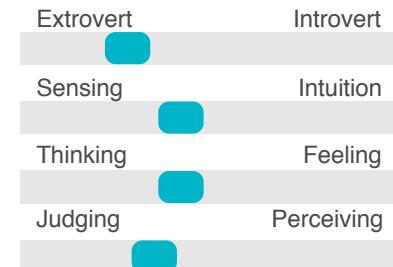


"I wish being eco-friendly was more convenient."

MOTIVATIONS



PERSONALITY



GOALS

- To get friends involved so activities can be fun
- To save money and track his savings
- To set goals and see what positive impacts he's made

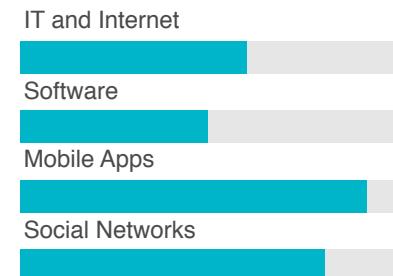
FRUSTRATIONS

- Abundance of information can be overwhelming
- Lack of technology to motivate new habits and maintain eco-friendly lifestyle
- Not sure how to start or what actions would be most beneficial

BIO

Mark is a finance associate at a gaming company. He is the life of the party and loves to crack jokes with co-workers and friends. Mark stays fit by playing in a recreational basketball league. He spends his weekends with his girlfriend, Beth, or watching sports game with his buds at the local pub. Beth often scolds him for his laziness in recycling. He wants to make her happy, but wishes living green was just easier.

TECHNOLOGY



Vivienne K.

AGE 34

OCCUPATION Marketing Manager

STATUS Married

LOCATION Fremont

TIER Eco-Aspirer

ARCHETYPE The Dreamer

Imaginative

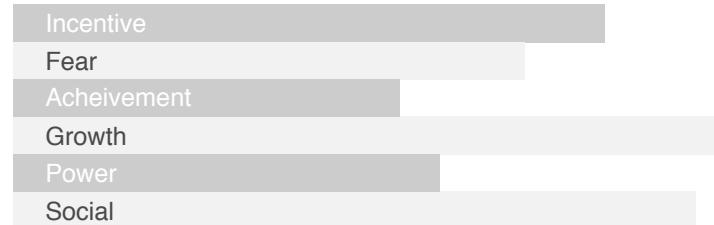
Sociable

Strategic

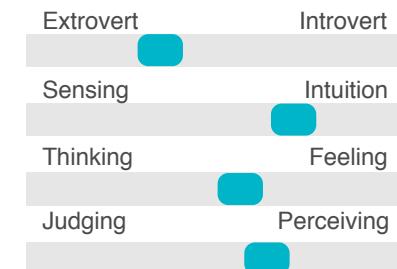


"We need companies to initiate change so consumers can make smart sustainable choices."

MOTIVATIONS



PERSONALITY



GOALS

- To become a conscientious shopper
- To spend time with her kids
- To educate and get her community involved

FRUSTRATIONS

- Accessibility to products that have minimalist packaging, limited to choices provided by corporations
- Recycling is sometimes inconvenient
- Inconsistent standards/guidelines between companies for measuring "eco-friendly" products

BIO

Vivienne is a marketing manager and mother of two. Her children often come home excited about material they've learned in school. A few activities they've incorporated at home are growing a garden and healthy eating. Vivienne believes that climate change is impacting our environment, but doesn't see many big name companies making a shift to greener practices.

TECHNOLOGY

