

A Budding Recycler - Mike



Age: 6 yrs

Occupation: Student

Location: Lexington, MA

Knowledge about recycling



Knowledge about bin colors



Knowledge about what things and materials can be recycled



"I think all bins in the world empty at one place and they disappear into space"

In his classroom near a wall, Mike usually sees a bin where he puts all his stationary waste. In school corridors, he sees big segregated bins. In the kitchen of his house, he sees one big bin. He knows these bins are emptied into trash collecting trucks, but was never able to question himself about what the big picture of happened to the waste he put in the bin of his class.

Key Characteristics

- wishes to be responsible but does not know the basics
- is interested in buying stuff that can be recycles only if there is an award attached
- wants to see his favorite TV show characters to do it too
- wants a special bin just for himself where he can make his own poster to note down segregation rules

Motivations

- frequent visit to plastic bottle collecting machine at Costco because he gets to keep the money
- does not like strangers correcting him about which bin to use when he puts trash in public bins

Goals

- to be able to know more about recycling so that he can make his toys and games last longer

A Millennial Recycler - Carol



Age: 29 yrs

Occupation: Architect

Location: Lexington, MA

Knowledge about recycling



Knowledge about bin colors



Knowledge about what things and materials can be recycled



"I try to recycle as much as I can, but why do things have to always get complicated?"

Carol recently graduated and lives in a small apartment by herself. Buys a lot of food and does not cook much. Also buys lot of things that generate waste. Does not see a lot of friends and colleagues pay attention to recycling however is inclined to learn more about designing residential and commercial spaces along with the experience in a way that makes the process easier for its occupants.

Key Characteristics

- wants to be responsible but finds it confusing to know what can be recycled and how to recycle it
- grew up in California where recycling rules are different
- finds it inconvenient and adds stress to an already stressful day, but can pay someone to do the job
- wants to know if these efforts will pay off or not

Motivations

- pays frequent site visits to recycling plans as part of her work
- would like to see some immediate change after she actively starts participating

Goals

- to know more about sustainable waste management
- find a few brands that primarily sell recycled products