

Student

Personal Background

• Age 20 - 25

Occupation: Part-time or None

• Location: Maynooth University

• Education: Bachelor's or Master's

 Income: Minimal, 400 - 600 per month or reliant on loan.

Sample Scenario

"I know sustainability is important, but honestly, I just don't have the time or energy to care about it right now. Between managing classes, assignments, and social life, it feels like one more thing to worry about. My friends sometimes mention climate change or volunteering, but I usually brush it off because I don't see how it benefits me directly. Plus, I'd rather spend time on things that are fun or that I can show off, like competitions or achievements. If someone could show me how these activities are worth my time or help me stand out, maybe I'd give it a try, but only if it's easy and not boring."

End Goals

- Find an effortless way to participate in meaningful activities.
- Earn badges, points, or any form of recognition that can be showcased.
- Gain recognition among peers for participating in "cool" or socially relevant activities
- Be part of conversations or activities that help them engage socially

User Environment

- University
- Mostly on phone and laptop

Interests

- Enjoys hanging out, going to events, or participating in casual meetups with peers.
- Active on social media platforms for sharing personal achievements, memes, or updates.
- Likes casual gaming or participating in fun challenges.
- Interested in earning certifications, badges, or awards that can be added to their resume or shared online.
- Prefers quick, low-effort activities that don't require much thought like swiping through apps, voting on fun topics.
- Enjoys keeping up with trends in pop culture
- Focused on building skills or credentials that can enhance their employability

Pain Points

- Lack of motivation to learn about SDGs or sustainability due to perceived irrelevance.
- Limited budget as a student, which can make them feel like their contributions may not be impactful enough.
- Feels that sustainability activities take too much time and offer no tangible rewards.
- Resents being forced into tasks that feel obligatory or guilt-driven.
- Struggles to stay engaged with sustainability goals over time due to a lack of ongoing motivation or reminders.
- Limited tools to track or visualize their cumulative impact, which can reduce their motivation to continue.
- Desire for acknowledgement or rewards for their contributions, which would provide a sense of accomplishment.
- Thinks that small donations don't make a meaningful impact.