Et bilde som inneholder tegning, Barnekunst, tegnefilm, clip art

Automatisk generert beskrivelse**Exercise 13 - User Personas**

**Persona 1: Junior Developer**

**Name:** Alex Francis  
**Age:** 24  
**Profession:** Junior Frontend Developer  
**Background:** Computer science graduate passionate about sustainable technology. Has completed a few internships and want to gain real-world experience by contributing to open-source projects.

**Professional Goals:**

* Improve coding skills in JavaScript, C, and responsive design.
* Build a strong portfolio to secure a mid-level developer role.
* Work on projects that align with environmental sustainability.

**Pain Points:**

* Struggles to find beginner-friendly sustainable projects.
* Little experience in open-source repositories.
* Needs guidance on coding practices for efficiency and sustainability.

**Motivations:**

* Motivated to reduce digital carbon footprints.
* Wants to learn and connect with other developer.
* Excited about using technology for positive environmental impact.

**How the GreenCode Website Helps:**

* Provides structured resources on sustainable coding practices.
* Offers open-source projects to contribute to, helping build real-world experience.
* Connects Alex with mentors and a community of like-minded developers.

**Persona 2: Experienced Backend Engineer**

**Name:** Ahmed Al-Medin  
**Age:** 32  
**Profession:** Senior Backend Developer  
**Background:** Worked in software development for 10 years, mainly backend. Experienced in Python, Node.js, and cloud infrastructure. Interested in optimizing applications for energy efficiency.

**Professional Goals:**

* Improve backend performance while reducing environmental impact.
* Implement energy-efficient algorithms and database optimizations.
* Share knowledge with the community.

**Pain Points:**

* Difficulty finding practices for green computing in backend development.
* Lacks knowledge of environmental impact of his code.

**Motivations:**

* Wants to lead by example in the industry.
* Passionate about reducing server energy consumption.
* Seeking a community that shares sustainability values.

**How the GreenCode Website Helps:**

* Offers guidelines on sustainable backend architecture and best practices.
* Provides case studies and metrics to track improvements.
* Connected to a network of like-minded developers.

**Persona 3: Eco-Conscious Freelancer**

**Name:** David Martinez  
**Age:** 28  
**Profession:** Freelance Web Developer  
**Background:** Works on various freelance web projects, including blogs. He is committed to using green hosting services and reducing website carbon footprints.

**Professional Goals:**

* Build sustainable, high-performing websites.
* Learn more about eco-friendly design.
* Differentiate his services by offering green web solutions.

**Pain Points:**

* Limited resources.
* Clients often prioritize cost over sustainability.
* Needs to balance performance, sustainability, and accessibility.

**Motivations:**

* Believes in ethical web development.
* Wants to attract eco-conscious clients.
* Seeks tools and resources to make sustainability easier to implement.

**How the GreenCode Website Helps:**

* Provides eco-friendly design and guidelines.
* Offers tools to analyse website carbon footprints.
* Shares case studies and client education materials.

**Persona 4: Sustainability Advocate CTO**

**Name:** Lisa Johnson  
**Age:** 40  
**Profession:** Chief Technology Officer (CTO) at a Tech Startup  
**Background:** Lisa leads a small but growing startup focused on green solutions. She is committed to making her company more sustainable, from hosting choices to code efficiency.

**Professional Goals:**

* Ensure company software solutions follow green coding principles.
* Reduce energy consumption across digital infrastructure.
* Inspire her team to adopt sustainable development practice.

**Pain Points:**

* Needs business-friendly arguments for sustainable programming.
* Lacks clear benchmarks for sustainable software development.
* Struggles to balance sustainability with business growth goals.

**Motivations:**

* Wants to position her company as a leader in green tech.
* Passionate about reducing digital waste.
* Aims to create a positive impact while maintaining profitability.

**How the GreenCode Website Helps:**

* Provides sustainability metrics and benchmarks for businesses.
* Offers case studies of companies successfully implementing green tech.
* Connects Lisa with experts and resources for company-wide adoption.

**Persona 5: University Professor**

**Name:** Reidar Haga  
**Age:** 50  
**Profession:** Computer Science Professor & Researcher  
**Background:** Reidar teaches software engineering and conducts research on sustainable computing. He wants to integrate green coding principles into his curriculum.

**Professional Goals:**

* Educate students about sustainable software development.
* Conduct research on energy-efficient development.

**Pain Points:**

* Needs accessible teaching materials for students.
* Finds it challenging to stay updated on green coding.
* Lacks real-world industry examples to incorporate into lessons.

**Motivations:**

* Passionate about mentoring the next generation of developers.
* Wants to contribute to a more sustainable future through education.

**How the GreenCode Website Helps:**

* Provides teaching materials, case studies, and research insights.
* Connects him with industry professionals for guest lectures.
* Offers a platform to publish and share research findings.

**Persona 6: Green Tech Enthusiast**

**Name:** Maria Sørensen  
**Age:** 35  
**Profession:** UX/UI Designer & Frontend Developer  
**Background:** Maria specializes in creating user-friendly, accessible websites. She wants to design digital products that are not only beautiful but also sustainable.

**Professional Goals:**

* Reduce energy consumption through UX and UI choices.
* Educate clients and developers on sustainable design.
* Stay at the forefront of green web development.

**Pain Points:**

* Faces pushback from clients who prioritize aesthetics over sustainability.
* Struggles to find design-specific green development resources.

**Motivations:**

* Passionate about eco-friendly, and user-centered design.
* Wants to lead workshops on green UX/UI best practices.

**How the GreenCode Website Helps:**

* Offers guidelines on sustainable UX/UI design.
* Provides tools to measure the carbon footprint of design choices.
* Connects Maria with developers interested in green web practices.

**Exercise 14 – low fidelity prototype**

Et bilde som inneholder sketch, tegning, diagram, design

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**Exercise 15 – figma**

**Et bilde som inneholder tekst, skjermbilde, design

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