Persona 2
eco-freak

Maja

36, kindergarten principal

"The whole world cannot be saved by one person. So it's best to start by changing yourself"

DEMOGRAPHICS

- 36
- kindergarten principal
- lives in Wrzeszcz

BEHAVIORS

- rides a bike or eses public transportation
- doesn't eat meat
- limits the use of household chemicals

ATTITUDES

- climate catastrophe fills her with fear
- she cares about the animals fate
- wants to have the satisfaction of doing

NEEDS/ CHALLENGES

- a sense that her actions are meaningful
- being rewarded for her efforts in fighting for the good of the planet
- want to reduce their carbon footprint in every aspect of their lives

GOALS/ MOTIVATIONS

- wants to have the satisfaction of doing
- wants to have an impact on the fate of the planet
- wants people to be educated about protecting the planet

HOW CAN WE HELP?

- reward her tryings
- show her actions are meaningful, with others she makes a change
- educate her on reducing her carbon footprint more

Customer Journey Map

STAGES

- MORNING
- GOING TO WORK
- AT WORK
- WAY TO HOME
- free time after work
- MEETING WITH FRIENDS

ACTIONS

- waking up
- eating breakfast
- morning excerciese
- cycling
- podcast listening on bus
- reading book on bus
- children education
- meals (for her and kids)
- managing
- shopping
- walk with a dog
- library
- yoga trainings
- winter swimming
- theatre, museum
- restaurant
- club cafe

THOUGHTS

- how to use this time more effectively?
- is my meal healthy?
- I'd love to excersise more, but I woke up too late again!
- is it really worth of it? maybe one a few people cycling doesn't really make a change
- how many people cycle to work today?
- I would like to meet people cycling for sustainability like me!
- I want to listen some relevant podcast, not some shit
- such a fantastic book! everyone should read it!
- I love kids! we can teach them so much!
- What should I do to waste less food at kindergarten?
- parents know so little about common problems. How to educate them?
- is this eco-friendly? should I buy it?
- where I should buy (...) to be sure I support eco solutions?
- maybe I can buy second-hand (...)?
- it's nice to have contact with nature!
- oh, there is so many books I didn't read! how to find the best ones?
- I would like to practice yoga in some beautiful place close to nature
- I have to tell them my latest discoveries!
- I am curious what they will do on vacation!
- We have to find best place to meet!
- Oh God, X will come with Y. X is so stupid, he does not believe in climate change!

FEELINGS

Positive / Neutral / Negative

PAIN POINTS

- she wants to excercise, but sometimes she has not motivation
- she waste time for planning her day to be more green
- sometimes she feels her efforts are worthless
- she feels lonely with her efforts
- she wants to consume relevant, significant and meaningful content
- technical problems with her bike
- producing a lot of plastic at kindegarten!
- wasting a lot of food at kindegarten
- parents' ignorance on matters important for her
- she does know if she choose eco products
- she wants to foster green initiatives while shopping
- she would like to reuse things rather than buy new ones
- does not like conventional ways of spending time
- does not like consumerism
- to contact with nature she must travel far
- she wants to "shine", to follow trends
- she want to travel but she knows it's harmful for environment
- she hates to meet people who do not believe in climate change

OPPORTUNITIES

- help in achieving own goals - self-motivation
- info about her excercises - notes
- Information about how exercise has affected her health
- use the app to find a place to check out the GC to see what it can do eco-friendly (map)
- showing how their efforts impact the planet, preferably aggregated with other users
- punctured an inner tube - will see the app to find service (perhaps at a discount)
- give her opportunity to recommend a good content (podcast, book, article, etc.)
- suggesting podcasts/content to read
- networking through the app
- doing eco events, for families of children
- Points for participating in sustainable food training at your facility
- promoting sourcing from local suppliers
- help in finding interesting attractions for children
- reducing plastic consumption - prompts and rewards
- show the eco-friendly shops and places
- tips to optimize shopping
- tips about sustainability (e.g. carbon footprint) of the product
- eco-friendliness assessment by barcode (content added/accepted by users)
- we support buying in second hand shops/events/apps
- we can offer her different ways to spend her time
- we can support efforts to engage in
- we can show her nearby routes for walking surrounded by nature
- guide about talking with people about climate change
- selection of restaurants/ clubs (map)
- opportunity to find valuable events (with discounts)
- meals using apps similar to "to good to go"
- A guide on how to travel sustainably so she can talk to friends about it