

DOING

What does a typical day look like for your user?

- Wakes up, gets ready, gets kids ready, feeds dog
- Takes kids (1 and 3) to daycare
- Drives to work (public high school 20 minutes away)
- Teaches & interacts with students
- Swaps weekend adventure stories with colleagues
- Cooks for family
- Plays with kids, goes for short hikes
- Watches TV with husband
- Grades assignments, plans lessons
- Sleep 5-6 hours

THINKING & FEELING

What are your user's hopes, dreams, or fears?

- "I feel hopeless/powerless to make a difference in the fight against climate change."
- "We do little things like recycling and buying wind power for our home, but I don't believe we're really doing enough to make a difference."
- "I feel frustrated that the government has done so little to slow/stop climate change."
- "I hate that there are still people that deny climate change is happening. I don't understand it."
- "Some solutions are too pricey for me and my family - installing solar panels, offsetting my travel, driving an electric car."
- "I sometimes feel apathetic. My sister-in-law and her family don't even recycle. Why should I bother?"
- "I want to do more, but I'm too busy to figure out what else I can do, or take on any additional big responsibilities."



Melissa - Teacher

SEEING

What is your user's environment like?

- Own kids playing
- Students at school
- Extreme weather events on TV
- Forest fires near her home in Colorado
- Push notifications on phone from news apps
- Trails, forest, mountains
- Facebook & Twitter posts

GAINS

What does your user hope to achieve?

How might your user measure success?

- Teach her kids to respect the environment
- Empower her students to make a difference
- Feel good about her lifestyle choices
- Influence others to make good choices
- Stay educated on what else she can do to make a difference without investing a lot more time, energy, or money.

HEARING

What influences your user?

- Colleagues discussing current events
- Friends chatting about political concerns
- Students talking & interacting
- Podcasts during commute to work
- Radio news reports
- News satire programs like the Daily Show

PAINS

What obstacles or challenges does your user have?

- Fear her children won't enjoy world the same as she has
- Concerned world won't have enough clean water
- Concerns for political instability, economic collapse caused by the effects of climate change
- Worries about new administration in US making poor environmental policies