

# Zoey James



**Age:** 24

**Location:** Essex Vermont

**Occupation:** Event Organizer

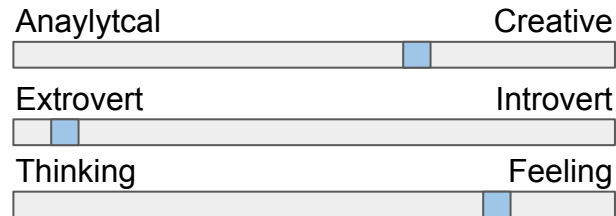
**Education:** Bachelor's

**Relationship:** Married, 1 kid

Zoey James is an organizer, she does it for work and she does it for fun. When she moved to Vermont and heard about Green Up Day, her reaction to create a group, not join one.

Because she's new to Vermont, her local social network is small. She sees Green Up Day not only as a great cause but an opportunity to meet new people.

## Personality



## Goals

- Be able to quickly plan and create a Green Up Day event.
- Reach the people she knows to let them know about her event with little effort.
- Being able to notify other civic minded people she doesn't know so they can join her group
- Be able to easily track RSVP's to her event so she knows what to expect.

## Frustrations

- Not having a formal and free way of advertising her event.
- Being forced to write long emails explaining the details of her event.
- Not being able to identify areas that need cleaning or are already slated for cleaning by other groups

# Jessie Edwards



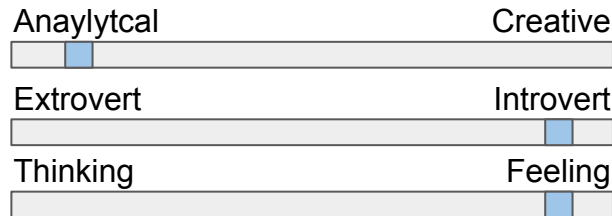
Age: 25  
Location: Burlington Vermont  
Occupation: Nurse  
Education: Bachelor's

## Bio

Jessie works long hours at the hospital. While she's very civic minded, she has little time to donate to the environmental causes she likes.

She prefers to work with organizations that make volunteering easy. While she enjoys showing up for event, she prefers to leave the organizing and recruiting up to others.

## Personality



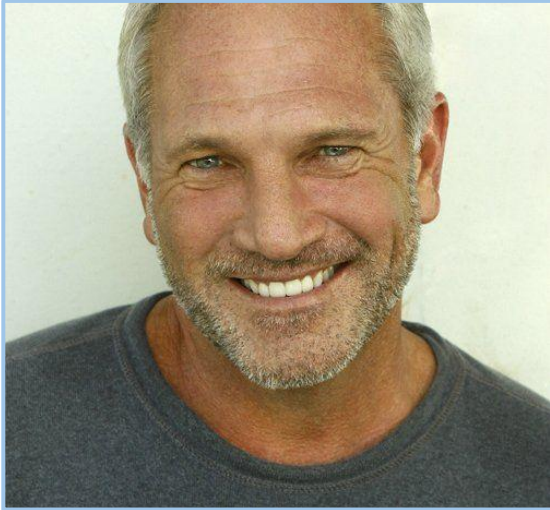
## Goals

- To be able to participate in environmental and civic events
- To have clear expectations what she is supposed to do and when.
- To be able to easily donate small amounts with little effort

## Frustrations

- Spending time researching how, where and when to volunteer.
- Not have having reminders about upcoming events.
- Not always having a quick and simple way to donate money.

# Marc Lévesque

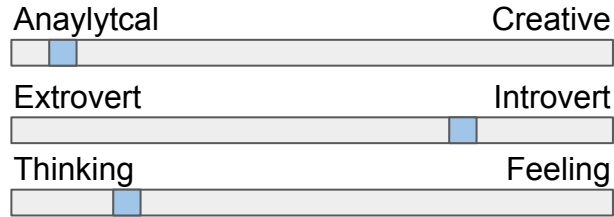


**Age:** 50  
**Location:** Cambridge  
**Occupation:** Dairy Farmer  
**Education:** Bachelors

Marc also understands that Green Up Day is not just a good cause but Vermont tradition. He's used to hard work and owns a large truck, so he like to volunteer to pick up garbage from the side of the road.

Being a farmer, Marc is always looking for the most efficient and cost effective way of doing everything.

## Personality



## Goals

- To know when and where the trash in his area.
- To know ahead of time if there is large items like tires or mattresses so he can bring the right equipment and help

## Frustrations

- Seeing green garbage bags on his route days after he's cleaned it.
- Being unable to plan his route because he doesn't know which areas are cleaned.
- Not being able to pick garbage because it's too large.

# Hannah Liu



## Bio

Hannah works for Green Up Vermont and is instrumental in planning the annual event.

While she gets accolades and hears many positive anecdotes about the event, Hannah would love to see more hard data on how successful the event was.

## Goals

- To be able to have real metrics on the success of Green Up Day
- To be able to gather more information about the volunteers, especially their email addresses.

Age: 25

Location: Montpelier

Occupation: Non-profit

Education: Master's

## Personality

Analytical Creative



Extrovert Introvert



Thinking Feeling



## Frustrations

- Not knowing how many volunteers actually participated
- Not knowing which areas were cleaned.
- Not knowing how much and what types of garbage were collected.

# Matt Brewer



## Bio

Matt is a Green Up Vermont Area Representative.

He spends a lot of time looking at maps and driving around his area looking for areas that are good candidates for Green Up Day.

Matt's job in marketing gives him a good understanding of the need for communication and organization.

## Goals

- To be able to designate areas for cleaning.
- To know which areas are reserved by groups in his area
- To know how many bags he may need
- To be able to easily send messages to all the event organizers in his area.

Age: 31

Location: Richmond

Occupation: Marketing

Education: Bachelor's

## Personality

Analytical Creative



Extrovert Introvert



Thinking Feeling



## Frustrations

- Not being able to easily contact event organizers and volunteers
- Not knowing how many bags he may need in his area.
- Not being able to suggest areas that need cleaning.