



Emily

Age: 32; Location: **Vancouver, BC**

BIO

Emily is a 32-year-old marketing coordinator living in the heart of Vancouver. She balances a busy work schedule with a passion for exploring her city's unique neighborhoods, diverse food scene, and the nearby outdoors. She enjoys walking and minimizing her footprint by avoiding car trips whenever possible.

While she appreciates the convenience of city life, Emily is increasingly concerned about her environmental impact and strives to make more sustainable choices. However, she often struggles to find affordable and eco-friendly options that fit into her busy lifestyle. Emily is eager to discover convenient ways to reduce waste, save money, and live a more fulfilling life that aligns with her values.

Pain Points

- Feeling overwhelmed by the vast amount of information about sustainability.
- Struggling to find affordable and convenient eco-friendly options in her neighborhood.
- Feeling like sustainable choices require too much effort and sacrifice.
- Lacking the time and resources to research and implement sustainable practices.
- Feeling guilty about not doing enough for the environment.

Motivations/Goals

- Reduce her environmental impact without sacrificing convenience or enjoyment.
- Find affordable and accessible ways to live a more sustainable lifestyle in the city.
- Make sustainable choices a natural part of her daily routine.

Behaviors

- Actively seeks information about sustainable living but often feels overwhelmed.
- Occasionally shops at thrift stores and farmers markets.
- Uses reusable bags and water bottles inconsistently.
- Interested in reducing food waste but struggles with meal planning and composting.
- Often chooses convenience over sustainability due to time constraints and limited options.



Ultimately, I think the biggest obstacles I face are time and convenience.