

# Our Persona

## Hans Kaufmann

- 25 years old
- Studying educational science
- Hobbies: swimming, spending time in nature, kite surfing, social media, movies, vegan cooking
- Single
- Dog owner
- Uses his phone daily to check on news, social media, Cooking vegan recipes and checking the weather



## Goals:

- Social responsibility
- Time with family and friends
- Healthy environment
- Wants his own garden
- Traveling
- Educating people

## Frustrations:

- Littering
- Stubborn people
- Feeling helpless to have an impact on others or the environment
- Lack of plastic free products

## Background:

Hans is studying educational science. Even he is not sure about his future career he loves to teach and work with people. He likes to spend time together with friends, mostly outside. That's why he is concerned about the impact he has on his environment:

- He does prior research about products he buys
- He loves to educate other people
- He wants everybody to be happy
- Likes a good gossip / happy if polluters get exposed