



Karen N. Cluess

Karen has considered composting but hasn't tried because she doesn't know how to fit the process into her lifestyle. She is somewhat aware of environmental issues and buys whatever "green" or organic products she can.

She often passes a composting drop-off table on her morning commute, but knows her roommates would be against keeping food scraps at home. None of her friends, colleagues, or family back home compost.

During the week, Karen finds time to make salads and grain bowls that she packs for lunch. She generally eats takeout for dinner at the office or enjoys dinner out with friends when she's not working late.

Karen lives in a 4th floor walkup. She takes the recycling and trash bags out to the curb according to the city schedule posted near her mailbox. There are no bins inside the building for trash or recycling.

Age: 29

Home: LES

Profession:

Social Media Manager

Tech/Social Savvy:

iPhone 6S user with 60+ apps; active on SnapChat, Instagram, Facebook, Twitter, LinkedIn

Goals/Needs

- Needs social support to feel comfortable composting
- Wants to feel competent when learning how to compost
- Wants to buy composting tools that fit her lifestyle

Obstacles/Pain Points

- Roommates are wary of composting
- Apartment has small fridge/kitchen space and building doesn't facilitate composting
- Concern over time commitment since her time feels limited