



Meet Lindsey & Jason.

They're newlyweds in their early 30s who just bought their first house and are ready to start a family. In order to turn their house into a home, they want it to run smoothly and keep it cool.



Lindsey & Jason need *nest*.

Monday - Friday



Lindsey works from home as a freelance copywriter and runs an Etsy shop from their home office. Jason commutes to the office for his job as a realtor. Jason enjoys waking up early to go to the gym and a warm house in the morning helps get him out of bed. Lindsey likes the house to be cool while she does her at-home workouts. They take turns making dinner each night and only occasionally order takeout.

Their Stuff



Since purchasing their home, Lindsey has been taking steps to live more sustainably. They use refillable cleaning supplies and things like beeswax wrap in the kitchen. They also love subscription services like Dollar Shave Club for Jason's essentials. Lindsey also has an interest in organic beauty products like Biossance. Jason loves the tech world and has all of the latest Apple products.

Social Connectivity



Lindsey uses Pinterest to look for new recipes, home decor ideas and sustainable trends. She also uses YouTube for workout videos. Jason uses LinkedIn for work and checks Twitter for updates on his favorite sports teams. They both use Instagram to keep up with friends from college. After work, they like to watch the newest Netflix hit or home decorating shows.

Where They Shop



To help them eat healthy and save money, the couple does weekend grocery runs at Trader Joes or Whole Foods. As an Etsy seller herself, Lindsey loves to support small businesses despite the extra cost. She also takes pride in her organic skin care routine from Sephora. Jason isn't picky, and shops for his daily needs and Target, but gets his work clothes from places like Banana Republic.