


<p>Name of persona: Busy Betty</p>	<p>Project</p>	<p>Team 2 / Jamie Ullman</p>
	<p>Role:</p>	<p>Stanford Student</p>
	<p>Goal</p>	<p>I want to grab coffee quickly on my way to class because I'm in a rush.</p>
	<p>Motivation</p>	<p>Want the energy boost to power through classes and work.</p>
	<p>Conflict</p>	<p>I'm down to be sustainable and use a reusable mug because I like thermoses, but I just don't have the bandwidth to bring or wash a thermos every day, especially because I chug down my coffee quickly on the way to the bike or while biking, so no need for it to stay warm. Thermoses, though nice, are also expensive.</p>
	<p>Attempts to Solve</p>	<p>I've tried to drink the coffee in the dining hall before I go and after I've eaten so I can use the ceramic coffee mugs, but it stresses me out to just sit there and I often don't have time.</p> <p>I've tried to wake up earlier to get there, but I always seem to be crunched for time trying to head out and default to taking the coffee with me.</p>







Jamie Ullman
Behavioral Persona

	Setting/ Environment	Leave the dorm room through breakfast or lunch at the dining hall (whichever is the first dining hall meal) to class.
	Tools	I have a phone, sticky notes, and computer, all of which I can use for notes to myself.
	Skills	I am really good at routines because they help me get more done with less effort. I can bike with one hand steadily as I drink or hold coffee in the other.
	Routines	Every weekday morning, when leaving the dorm, I pack my stuff, grabbing and filling my nalgene of water. I walk to the dining hall next to my dorm and grab a quick breakfast. I put my dishes away and then fill a tiny compostable dining hall cup with coffee and drink it as I walk out to my bike. I finish it on the bike if I haven't finished it already as I bike to class. As I arrive at the classroom building, I toss the cup.
	Habits	I toss the cup in the compost bin if there is one, but otherwise I just throw it out. I usually down the coffee in a few gulps. I end up getting coffee around the same time every day — always the first dining hall meal of the day. If I don't make it to breakfast there, I'll end up doing the same routine at lunch.

Journey Map:

Jamie Ullman

Behavioral Persona

<p>Busy Betty</p> <p>Weekday Morning Routine</p>	 <p>Dorm Room</p>	 <p>Water Fountain</p>	 <p>Dining hall</p>	 <p>Coffee Machine</p>	 <p>On Bike</p>	 <p>Garbage by Classroom</p>
<p>Goals</p>	<ul style="list-style-type: none"> Wake up and pack up to leave on time Bring everything I need 	<ul style="list-style-type: none"> Fill up water bottle 	<ul style="list-style-type: none"> Get a hearty, healthy breakfast to start the day 	<ul style="list-style-type: none"> grab some coffee to increase alertness. 	<ul style="list-style-type: none"> Get to class Down coffee on the way 	<ul style="list-style-type: none"> Toss empty compostable coffee cup.
<p>Environment & Tools</p>	<ul style="list-style-type: none"> Phone Belongings Bed Quiet space 	<ul style="list-style-type: none"> Dorm hallway Water bottle filler Drinking area 	<ul style="list-style-type: none"> Dining hall At a table, sometimes with friends, sometimes alone 	<ul style="list-style-type: none"> Coffee machine disposable coffee cups coffee mugs glasses coffee add-ons 	<ul style="list-style-type: none"> biking along busy paths drinking coffee in one hand 	<ul style="list-style-type: none"> Trash can Sometimes compost cans Outside of classroom
<p>Gains</p>	<ul style="list-style-type: none"> Centering space 	<ul style="list-style-type: none"> Water to carry with me. Hydration and sustainable container 	<ul style="list-style-type: none"> Nutrition. Time to process before the day starts 	<ul style="list-style-type: none"> Energy & caffeine 	<ul style="list-style-type: none"> saves time getting to class over walking 	<ul style="list-style-type: none"> Don't need to worry about coffee container after I'm done with it
<p>Pains</p>	<ul style="list-style-type: none"> Sleep inertia. Comfy and inviting bed 	<ul style="list-style-type: none"> Takes precious time, especially when water is slow Nalgene requires occasional cleaning 	<ul style="list-style-type: none"> Sometimes have to scarf down the food - no time to enjoy it. Running late and stressed. 	<ul style="list-style-type: none"> Takes extra time to stop inside. The disposable cups aren't very insulating and can spill 	<ul style="list-style-type: none"> easy to spill some of the coffee. not a very relaxing process 	<ul style="list-style-type: none"> Feels bad to create waste