



CAREFREE CLARA

Anti Persona

- Student at Stanford studying History
- Does not rely on coffee
- Sustainability is not a priority. Has never thought about her carbon footprint
- Will only drink coffee for social or emergency situations

GOALS

- Wants to socialize with friends
- Minimize costs and intake
- Being healthy and controlling her caffeine intake
- Does not want to have to clean a cup
- Minimize the weight she carries

MOTIVATIONS

- Keeping energy levels controlled
- Social interactions
- Cost
- Time
- Making 'easy' friction-less decisions

CONFLICT

- Does not frequently drink coffee as she will only spend money on it if its to socialize or an energy levels emergency
- Does not believe that bringing her own cup would help the environment
- Sustainability has never been a priority

SOLVES

- Only having a reusable mug at the coffee places as coffee intake is not too frequent.
- So it is hard to remember to bring a reusable coffee mug
- Educating her on the environmental impact of coffee

SETTING

- Drinks at Coupa or CoHo to catch up with a friend
- Or if she desperately wants to get work get done she will buy coffee

TOOLS

- Reminders to bring own cup
- Laptop
- Friend
- No option for type of cup (typically asked size, type of coffee)

SKILLS

- Artistic
- Social butterfly
- Academic

ROUTINES

- Pack my backpack
- Goes to class
- Works at library
- Sit at Coupa to socialize with friends
- Return home + dinner

HABITS

- Goes out on weekends
- Hopping on calls/meetings
- Texting on phone
- Throws her garbage in the wrong bin

Carefree Clara

Works at Green Library

Meets friend for Coupa

Orders Coupa coffee at counter

Sits down to drink coffee

Stays socializing with friends

Says goodbye to friends and throws away cup

Goes back to library to work

Current focuses

- Writing her history paper
- Writing enough content to be able to meet up with her friend

- Pack backpack
- Texts her friend to find each other at Coupa in 2 minutes

- Picking what kind of coffee
- How she will pay
- Interact with cashier
- Seeing what her friend will get

- Waiting for her name to be called
- Seeing who else is at Coupa as she waits for coffee
- Find a spot to sit

- Making conversation with her friend
- Saying hi to people who walk by
- Sip coffee

- Saying goodbye to her friend
- Finding a time to meet next with her friend
- Find a garbage can

- Walking back to the library
- Thinking about her next steps for her paper

Environment & Tools Present

- Library
- Computer
- Charger
- History books

- Phone
- Backpack
- Wallet
- Outside of Green library

- Coupa line
- Cashier <-> Customer Interaction
- Wallet
- Backpack
- Friend (potential accountability partner)

- Coupa seating
- Phone
- Friend

- Phone
- Backpack
- Drink
- Friend
- Friends stopping by to say hi
- Table at Coupa

- Phone
- Backpack
- Drink
- Friend
- Garbage can
- Table at Coupa

- Phone
- Backpack
- Library

Gains

- Excited about getting coffee with her friend
- Looking forward to getting a drink as she is hungry

- Meeting with her friend
- Getting a drink as she is hungry

- Social interaction of ordering at counter
- Feels good to have ordered coffee and not starving

- Excited to be finally with friend
- Excitement about drink ordered

- Relaxation with my drink in hand
- Conversation with friend provides comfort
- Friends stopped by to say hello

- Released social energy
- Caught up with friend
- Satisfied hunger with coffee + snack ordered

- Feels more energized due to caffeine from coffee
- Feels good to have socialized with her friend

Pains

- Is tired of writing her history paper for the last week.

- Finding her friend at Coupa coffee.
- Still thinking about her history paper

- Long lines at the Coupa coffee shop
- Drink is expensive

- Stress of finding a seat somewhere
- Waiting for coffee

- Finishing drink too quickly and is still hungry

- Working stress coming back
- Having to stop socializing

- Stress about continuing her work with her paper

Energy levels

