

DRAWING, NAME, & ROLE



Jane Avillaga

- Senior @ Stanford University Studying Econ, about to move to New York for her corporate job at McKinsey consulting.
- Sad about leaving friends, excited for the future

GOAL & MOTIVATION

She wants to... catch up w/ friends generally & perhaps through meet ups & events because... she wants to enjoy the company of her friends while they're all in one place.

CONFLICT



Every one is busy & scheduling things. especially Senior Year, it can be difficult to find schedule alignment & coordinate going to fun events.

ATTEMPTS + RESULTS

Jane has tried inviting friends to Jazz Nights at Corlo, or recurring study nights in Huang basement. Everything has worked to varying attempts with many hangouts fizzling out in due time.



BEHAVIORAL PERSONA #1

SETTINGS / ENVIRONMENT TO SOLVE



Musical scenes get her gears goin'!

She sees events she likes & invites friends she'd like to go with.

she spends time w/ friends @ these events

KEY TOOLS / SKILLS

Jane has an **EYE** for events she likes and is comfortable reaching out to friends to ask for help.



She has a phone always buzzing with notifications & an inbox full of various happenings around campus.

ROUTINES

Jane usually schedules time w/ friends around seeing a poster for an event & then texting the time. Every morning, she also writes out her to dos for the day.

HABITS

Jane has made a habit out of going to events she enjoys in her final year.

DRAWING, NAME, & ROLE

Soto Greene



He has no clue what he's going to do after his Stanford co-term. But he's just not thinking about that right now... He's a philosophy major in crisis, overthinking his existence, but glad to be grounded by a few friends.

ATTEMPTS + RESULTS

He's tried to say "let's catch up" to peers after bumping into 'em, but very rarely does that often solidify into plans.

Sometimes, someone will remember & they'll schedule a date. But then flake culture gets in the way ; - ;

KEY TOOLS / SKILLS

He has the social skills & willpower. The problem, often times, is the ability to **EFFECTIVELY SCHEDULE** and **COMMIT** to a certain time. He has a phone and messy Google Calendar.

GOAL & MOTIVATION

He wants to...

Schedule meals w/ classmates he bumps into.

Because...

Catching up with friends uplifts & grounds him given his final year @ Stanford.



BEHAVIORAL PERSONA # 2

ROUTINES

Soto eats lunch & dinner everyday from 12-1 & 6-7 pretty much, because of his row house dining plan. Thus, he's already identified a routine at which to do things. The difficulty is scheduling. What if he did so abstractly when he bumped into people?

CONFLICT



Turning an unplanned, spontaneous run-in with someone into a planned meet up is **DIFFICULT**,

especially w/ Stanford flake culture.



SETTINGS / ENVIRONMENT TO SOLVE

At (Soto's) row house, he can invite friends to meals.

On the weekends, he goes to the dining hall with friends or out for brunch in expensive Palo Alto, often on university ave.

HABITS

One habit is remembering to catch up when bumping into somebody. One habit he does not possess, however, is making solidified, tangent plans after doing so.

JANE'S JOURNEY

- Standard social networking post
- Wants to spend time w/ friends
- Wants to spend time w/ friends



SEES ENTICING EVENT

- BEHAVIORS: ① on the look out for interesting, meaningful events to attend in person/through email
② wants event in calendar/tracks

PAIN PTS: ① Trying to find the right event/their friends' interests is hard

DRS:

- ① Figure out a site/page/number that aligns w/ what they're interested in attending/representing
- ② Create a scheduling tool to automatically check one with their friends

② PUTS IT IN CALENDAR

③ ASK FRIENDS TO JOIN EVENT w/ THEM

④ SOME SAY YES, OTHER NO

⑤ COORDINATE

⑥ ATTENDING THE EVENT

INVITES FRIENDS TO EVENT

- ① Texts friends who may be interested in other things, even if they'd want to come, they target friends who're real & close
- ② One's back & forth between friends in asking for a response and providing broader details

PAIN PTS: ① Availability of friends is an unknown as well as interest in event potentially

- ② Having something that can quickly act & calculate availability would be convenient

- ③ Friends may not respond, respond to late, or flake
- ④ Having something that automatically blurs friends or makes it easier for the most say yes/no

ENJOY EVENT TIME & TALK

- ① Day of the event, texts are sent to coordinate arrival — in many cases, but not all
- ② A physical meet-up happens and friends get together at an event, truly hope to enjoy, but sometimes experience together

PAIN PTS: ① Coordination day of can get messy; people may flake late or not at all, especially if plans are casual

- ② Something that automatically sends a reminder day of or makes coordination reality could be useful

- ③ The event might not be what was expected; meet-up at event may not be as fun as expected
- ④ Is there a way to integrate expectations w/ reality?



JOURNEY MAPS #1 & #2

SOTOS JOURNEY

- Standard in-person
- Spending time w/ friends
- Help spend his years post-graduation



SPONTANEOUS ENCOUNTER

- BEHAVIORS: ① Enjoying a meal at a friend's house or nearby, plans next

PAIN PTS: ① May be in a rush/late a stressful DRS: reviewing

② BUMPS INTO FRIEND & CONVERSE

③ "WE SHOULD CATCH UP!"

④ A TEXT IS SENT

⑤ IT'S TIME, DATE & PLACE FOR MEET-UP SET

⑥A MEETUP w/ US DONE OVER A MEETING

⑥B BUIFY SCHEDULE CAUSES FLAK

ACTIVELY PLANNING MEET INTERACTION

- ① Intent is expressed to get together and catch up in same capacity
- ② A text message sent to get a meet time
- ③ Text message can be difficult to coordinate timing
- ④ Details are coordinated by two parties to achieve agreed-upon objectives

PAIN PTS: ① Scheduling something over text doesn't mean it's not a meeting

- ② How can this scheduling quickly be translated into action?
- ③ How can this text & the ideas be translated, avoidant of conflict, & quickly made? Especially around a meet-time?
- ④ Scheduling something over text doesn't mean it's not a meeting

PLANNED INTERACTION

- ①A meet-time is used as a source of catching up and getting some good
- ② Flaking on happens, no meet-up happens at all and notes to reschedule may be sent

PAIN PTS: ① Catching up might be slow, awkward, no meet-up may be stressful

- ② How can successful catch-up be facilitated over a good meet?
- ③ Having to reschedule notes, especially if it's someone you really want to see
- ④ How can business/chaos be flaking be minimized?