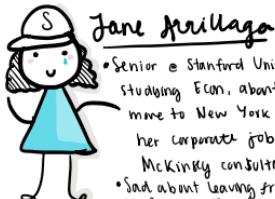


## DRAWING, NAME, & ROLE



Jane Aprilaga

- Senior at 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

## ATTEMPTS + RESULTS

Jane has tried inviting friends to Jazz Nights at Cotto, or reoccurring study nights in Huang basement. Everything has worked to varying attempts with many hangups freezing out in due time.

## 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.



## GOAL & MOTIVAT'N

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.



BEST AVANTAGE PERS UNA #1

## ROUTINES

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

## CONFLICT

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

## SETTINGS/ENVIRONM'T TO SOLVE

- 2. Musical scenes
- 3. get her gearz gain!

She sees events she likes & invites friends she'd like to go with.  
she spends time w/ friends @ next events

## 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 meal time. He has a phone and messy Google Calendar.

## GOALS & MOTIVATION

He wants to...

Schedule meals w/ classmates he bumps into.

Because...

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



## BEST AVAILABILITY PERS UNA #2

## ROUTINES

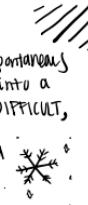
Soto eats lunch & dinner everyday from 12-1 & 6-7 pretty much, because of his row house dining plan. Thus, he's already identified a routine at which to do things. The difficulty is scheduling. What if he did so effectively when he bumped into people?

## 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 meal.

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, tangible plans after doing so.



## JOURNEY MAPS #1 8 #2

