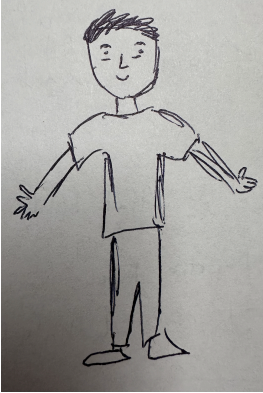


Behavioral Persona

Drawing	Name	Donovan T
	Activated Role	Student with a busy calendar schedule everyday
	Goal	To maintain energy levels and health while managing a chaotic, high-pressure academic schedule.
	Motivation	"I want to align my eating with my hunger and schedule because I notice I feel lethargic and irritable when I miss meals."
	Conflict	Inconsistent external demands (all-nighters, gym sessions, work/class) clash with fixed dining hall hours, leading him to prioritize sleep over food.
	Attempts to Solve	Tracking meals to increase awareness; prioritizing dining halls (because they are free); choosing "late-night" options (TAP, Late Night) when hours expire.
	Setting/ Environment	Campus dining halls (Lakeside, Stern), gym, and dorm/study spaces during all-nighters
	Tools	Google Forms, phone for tracking, dining hall schedule apps.
	Skills	Self-reflection, rough estimation of time/data, balancing a budget (prioritizing free meals).

	More	Is highly "exhaustion-driven." If forced to choose between a 10-minute nap and a 45-minute meal, he chooses the nap every time, even if it means missing the dining hall window
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Donovan, a Stanford student characterized as the Reactive Prioritizer, navigates a lifestyle where academic and extracurricular demands constantly override his basic nutritional needs. His behavior is defined by a physiological hierarchy where extreme exhaustion takes precedence over hunger, leading him to sacrifice meal times for sleep— a choice that frequently results in him waking up only after campus dining halls have closed. Although he is financially motivated to utilize "free" dining hall meals, the rigid timing of these facilities conflicts with his erratic all-nighter and class schedule, forcing him into a cycle of meal skipping and late-night snacking. Through the study, Donovan moved from a state of "unconscious chaos" to a realization that his eating habits are almost entirely reactive, driven by the friction between his unpredictable workload and the fixed schedules of the campus environment.

Journey Map

	MORNING (8 AM – 11 AM)	LUNCH/AFTERNOON (12 PM – 4 PM)	EVENING (6 PM – 9 PM)	LATE NIGHT (11 PM – 2 AM)
SAY	"I'll just sleep for 10 more minutes."	I moved the window again, is anything even open?	I have to eat now so I can have classes in my late night class.	I'm starving, I guess I'm buying a late-night snack.
THINK	Sleep is a higher priority than breakfast right now.	I'm hungry and irritable, but I can't break my study focus.	I need a fast meal before the dining hall closes, so I don't have to pay for dinner after classes.	I can't believe I'm still awake, I need food to finish this.
DO	Hits snooze; sleeps through the breakfast window.	Scavenges for dorm snacks; skips a formal lunch.	Rushes to Lakeside/Storm; eats a heavy meal.	Visits STAR or a late-night spot for food.
FEEL	Exhausted	Lethargic / Irritable	Motivated / Rushed	Stressed and tired

