



Behavioral Persona

Drawing	Name	<ul style="list-style-type: none"> Betty
	Activated Role	<ul style="list-style-type: none"> Very busy student who will soon apply to grad school; their grades are very important
	Goal	<ul style="list-style-type: none"> She wants to eat more consistently
	Motivation	<ul style="list-style-type: none"> She sometimes has so many things to do that she does not feed herself well.
	Conflict	<ul style="list-style-type: none"> too many things to do in a short amount of time, leaving her with no time to eat
	Attempts to Solve	<ul style="list-style-type: none"> work really hard on weekends, so at least this does not happen during weekdays.
	Setting/ Environment	<ul style="list-style-type: none"> Stanford campus
	Tools	<ul style="list-style-type: none"> iphone reminder, dining hall connected to dorm
	Skills	<ul style="list-style-type: none"> She works very hard during weekends, so she has more flexibility during the weekdays.
	More	<ul style="list-style-type: none"> Habits: skips breakfast

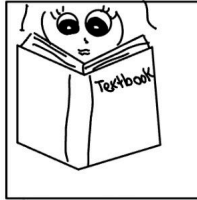
Drawing	Name	<ul style="list-style-type: none"> • Bob
	Activated Role	<ul style="list-style-type: none"> • College student who likes to build/maintain muscle mass
	Goal	<ul style="list-style-type: none"> • He wants to meet his protein goals; eating more consistently would solidify the accomplishment of this goal
	Motivation	<ul style="list-style-type: none"> • He likes to build muscle
	Conflict	<ul style="list-style-type: none"> • too many things to do in a short amount of time
	Attempts to Solve	<ul style="list-style-type: none"> • Eat a good amount of food, so he has enough calories for bodybuilding
	Setting/ Environment	<ul style="list-style-type: none"> • Stanford campus
Tools	<ul style="list-style-type: none"> • iphone reminder, dining hall connected to dorm 	
Skills	<ul style="list-style-type: none"> • He goes to the gym on the weekends and sometimes during the weekdays 	

	More	<ul style="list-style-type: none"> • Habits: tries to prepare varied meals (e.g. with vegetables, fruit, protein, fat, etc)

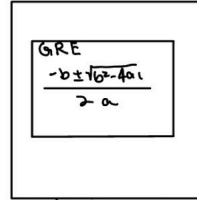
Betty's Journey Map



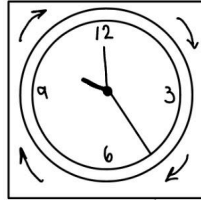
Great apps coming, so grades are very important



Betty studies



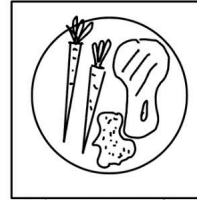
MORE STUDYING



Time flies by



Betty hasn't eaten in the whole day



Betty only eats one meal a day

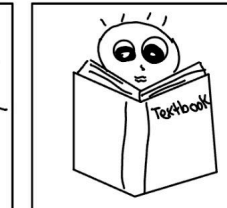
Bob's Journey Map



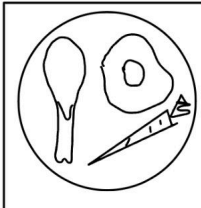
Bob wants to grow muscles



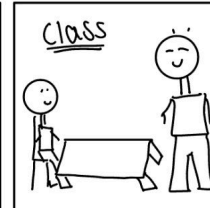
He exercises



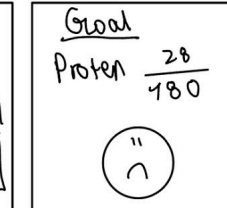
Studies a lot



Bob eats



Bob goes to class



Bob does not meet protein goal