\*Appendix: More details on optimization

At a high, plain-language level:

* Optimization is figuring out how to get an objective given constraints and decisions.
* Decisions are the actions to take toward an objective within constraints.
  + x[event] is a yes/no decision variable we want to solve:
    - 1 = schedule event
    - 0 = not to schedule event
* An objective is a goal to minimize or maximize (e.g., maximize utility/enjoyment given events selected)
* Constraints are what the rules are. For example:
  + Focus on interesting events only.
    - Not considering events below a Utility threshold, say, 5
  + Arrive at 10 am, or earlier for a major event.
    - Arrive at 9:45 am, or earlier if it's a great morning event, say 8:00 am (if the utility score >= 7 to justify less sleep)
  + No double-booking events
    - Pick only one event per 15-minute timeslot.
    - Locks in until the end (currently no partials, but we could leave 15 mins early if we want, for example)
  + Only one meal for lunch and one meal for dinner
    - I assumed flexible 45-minute meal 'events' between, say, 11:30 am and 1:30 pm; 5:00 pm and 7:30 pm)