



GOOSE BUMP

Age: 19
Location: Anywhere but Stratford
Year: 2A
Program: Global Business & Digital Arts
Status: Single
Car status: No car
Transportation: 1. Carpool 2. UBER 3. Go bus

TOP NEEDS

- Looking for a better way to commute to Stratford... PLEASE!!!
- Trying to save money to pay for student debt
- Need connections to find cheaper carpool

TOP PAIN-POINTS

- Having to depend on others to commute to Stratford
- No cheaper or more efficient way of transportation
- Moving to Stratford means leaving social circle and night life
- No sense of community in Stratford (Going home right after class)
- Housing and living expense are more expensive in Stratford

KEY CHARACTERISTICS

INTROVERT

EXTROVERT

CLASS ENGAGEMENT

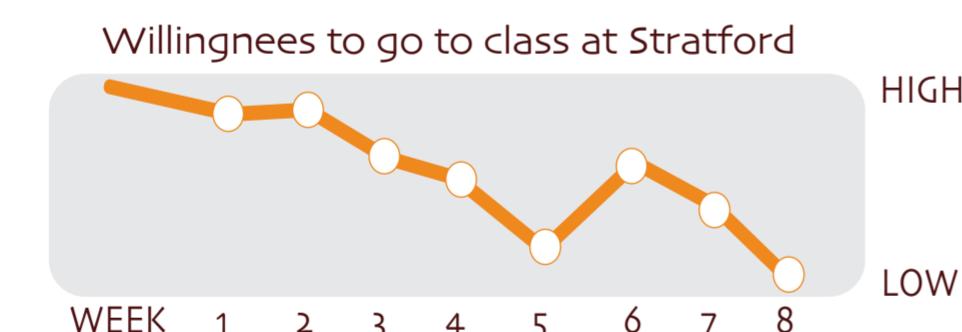
LOW

BUDGETING SKILLS

HIGH

CARPOOL PRICE

OVERCHARGED



Week 1: Very motivated to go to Stratford since school just begins

Week 2: Life is going according to plan. Highly motivated for the term

Week 3: Assignments start pouring in and start feeling stressed

REASON: After pulling an all nighter, it is too painful to wake up early and commute to Stratford

Week 4: Assignments are all due on the same week

REASON: Too tired to wake up and stressed about deadlines

Week 5: Desperately waiting for reading break to come

REASON: Pulling consecutive all nighters in a roll. Not motivated to travel all the way to Stratford

Week 6: Recharged after reading week

Week 7: Midterms, quizzes, and projects deadline arrives

Week 8: Brain dead

WEEKDAY IN STRATFORD

Tue

7:00 Wake up early

8:05 Going to Stratford

9:07 Arrive school late

9:50 Snack Time

10:40 GBDA 228 lab

11:50 Head back home

13:30 Sleepy

16:10 Head back home

18:30 Relax

24:30 Bedtime

Thu

7:00 Wake up early

8:00 Going to Stratford

9:00 Arrive school on time

10:00 Group activity

11:50 Take around half an hour to arrive Waterloo

12:40 Head back home

13:30 CoCo Work

16:40 Have a quick lunch depending on the arrival time at loo and work for four and a half hours

18:00 Relax

24:50 Bedtime

Fri

11:00 Make breakfast and lunch

12:00 Going to Stratford

12:55 Arrive school on time

14:10 Go to Karin's office and get snacks

14:40 Go to Doogwood's favourite meeting room

15:30 Head back home

17:30 Spend time with friends at Loo

19:30 Relax

2:00 Bedtime