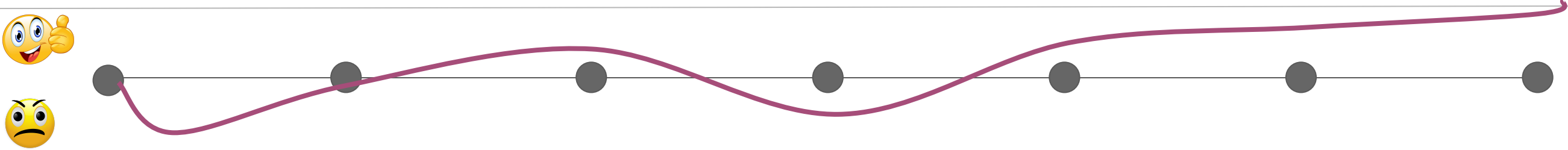


STRUGGLING STEPH

- Student at Stanford
- Suffers from stress in the competitive academic environment
- Uneasy to talk with strangers about his/her issues

Scenario
Steph is an empathic and smart student. She has high hopes and expectations from her college experience and wants to thrive at Stanford. At the same time, she struggles with anxiety in the competitive academic environment and she is not confident in talking about that with the tutors.

- Expectations / Desired Outcomes**
- Decrease stress and anxiety level
 - Do it without scheduling meetings
 - Be able to find shelter and relax whenever and wherever she needs it

Phase	Before		During			After	
Steps in the User Journey	Awareness triggered	Intrigued	First tryout	Learning more	Understanding	Gratification	Advocating
User Needs	Be aware of the Burn Bright project	Way to make her try the new space	Way to settle in a new environment	Way to adapt to all the various activities and experiences available	Fully explore the potential of the space	Positive feedback from academic results and peers, decrease in stress levels	Usefulness for other students, being seen as a role model
Emotional Curve <i>What is user feeling?</i>							
Potential Opportunities	Ad columns / Buildings/ University social media	Buildings / Classes	Room features	Room features, word of mouth	Room features, social bonding	Room features	Word of mouth and buzz
IDEAS	Sponsored posts on social media	try it during class breaks	guidelines: how to welcome a newcomer	Moments of sharing	Whatsapp group?	Self assessment on the decrease / increase of thest	Tagged content on social media
	Poster inside each building entrance	User experience (experienced advocates)	Board with features	“Available for” pins and badges	Moments of sharing	Success case on website	Success case on website
	Posters on campus columns		Explanation on each feature	Experienced users recommendations			