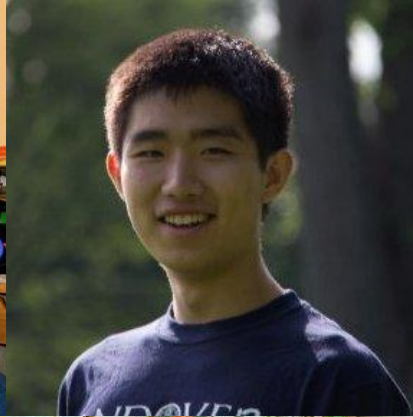


Luke,
Chuan,
Abraham,
and Ben



Studio Theme:
Behavioral Change

Domain: Moderate
Consumption

Our Questions

- Day-to-day routines and habits
- Tell us about your last weekend
- Tell us about the last time you or someone you know overindulged
- What did you do in that situation?
- (If applicable)
 - What support do you provide?
 - What advice do you give those in need?





Kira & Jarreau - Office of Alcohol Policy and Education



Kira - Senior Events Coordinator

- Location: Phi Sig (no Cardinal Nights Events planned during fall quarter)
- Plans fun alcohol-free events on campus



Jarreau - Assistant Dean of Students and Associate Director

- Location: OAPE
- Offers support, training, referrals, and consultations about alcohol for students, staff, faculty and groups





What We Found

Stanford's



Office of Alcohol P E

Kira

- Said: "It's the ability to provide an option for people who don't want to drink, an alternative."
- Did: Paced when talking about developing programming.
- Thought: *How do we bring everyone, even drinkers to our events?*
- Felt: Responsibility for binge-drinking episodes on campus.

Jarreau

- Said: - "Our successful drinkers set a plan before going out." - "Stress, fear, anxiety, and boredom"
- Did: Explained strategies for educating students, helping to set plans, and providing help and referrals.
- Thought: *I feel comfortable being used as a resource for anyone.*
- Felt: Relaxed, enthusiastic, and confident.

John

- John: 23-yr-old, recent college grad, working in car dealer in SJ



What We Found

- John:
 - SAY: "It is impossible to stop once I start."
 - DO: Looked elsewhere when he was talking about his indulgence
 - THINK: I regret indulging so much.
 - FEEL: I lost control of myself.



Anonymous - Stanford '15 Female

- College student with experience handling alcohol (or not) in alcoholic environments



What We Found

- SAY: "I thought she could have choked and died"
- DO: Cried for her sister
- THINK: Her sister is in danger
- FEEL: Terrified that her sister could have died that night



Guy - Israeli Bartender



An ex-Israeli soldier who worked part time as a bartender

Chosen for his familiarity with local population's drinking habits

Questions (interviewed over the phone):

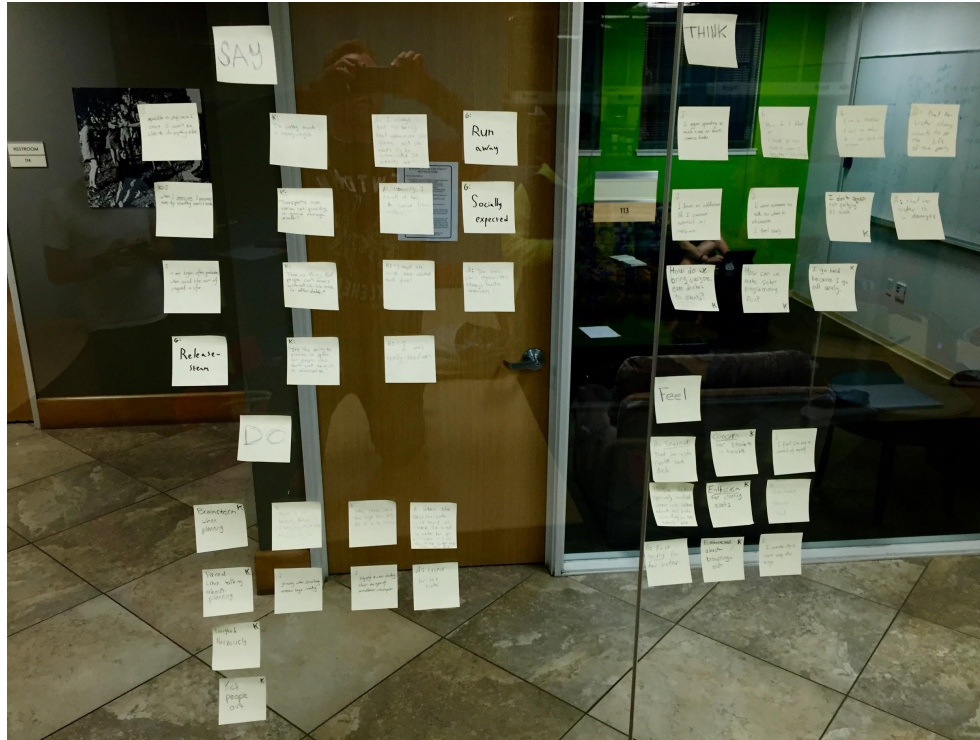
- What type of people come to the bar?
- What is common to those who consume large amount of alcohol?

What We Found

Guy

- Said: “It’s the ability for soldiers to **release steam** after a tough week and **Run away.**”
- Did: Explained how tough their lives are, behaved as if they were drunk before getting to the bar.
- Thought: I am **stressed** I need to **relax** so that I can speak with **women.**
- Felt: a climax to their week, excited and thrilled

Analysis - Empathy Map



Analysis - Empathy Map

SAY:

John: "It was impossible for me to stop."

Jarraeu: "Successful drinkers set a plan before going out."

Anonymous: "She could have choked and died"

Guy: "It's the ability for soldiers to release steam after a tough week and Run away."

THINK:

John: I regret indulging so much

Kira: *How do we bring everyone, even drinkers to our events?*

Anonymous: Her sister is in danger

Guy: I am stressed I need to relax so that I can speak with women.

DO:

John: Looked elsewhere when he was talking about his indulgence

Kira: Paced when talking about programming.

Anonymous: Cried for her sister

FEEL:

John: I lost control of myself

Kira: Responsible for binge-drinking episodes

Anonymous: Terrified that her sister could have died

Guy: a climax to their week, excited and thrilled

Analysis

The Insights:

- People want those they love to moderate their consumption.
- Self-control collapses due to stress, fear, anxiety, and boredom.
- Once you start bingeing, it can be hard to stop.

The need: Help people identify binge-triggering emotions such as stress, anxiety, fear, and boredom, and encourage healthy consumption habits during these times.



Summary

- Domain: Moderate Consumption
- Interviewed Kira, Jarreau, John, Guy, and Anonymous Alumna
- Discovered: People exhibit bingeing behaviors due to stress, anxiety, fear, and boredom
 - Expert analysis from Jarreau: Healthy consumption is reliant on crafting a plan.
- Our Goal:
 - Encourage healthy consumption habits during times of stress, anxiety, fear, and boredom.