

Jobs to Be Done in Students' Free Time

The sources provide insight into how students are spending their free time and what they hope to achieve through those activities. Here's an analysis framed through the lens of Jobs to Be Done:

De-stress and Recharge

Job: Students seek ways to unwind and alleviate stress after long days filled with academic and personal demands.

Current Approaches: Engaging in physical activities like going to the gym or swimming.

Connecting with friends and family through calls or in-person interactions. Immersing themselves in hobbies, like working on fashion projects.

Taking relaxing showers or baths.

Pain Points: The pressure to be constantly connected can make it difficult to truly disconnect and relax.

Traditional relaxation methods may not always be effective in combating the unique stressors of student life.

Success Criteria: A feeling of mental and physical rejuvenation.

A sense of accomplishment and progress outside of academic pursuits.

Meaningful connections with others.

Seek Entertainment and Stay Current

Job: Students want to stay informed about current events and trends, while also seeking enjoyable ways to pass the time.

Current Approaches: Watching YouTube videos, ranging from vlogs to podcasts.

Consuming news and engaging in discussions on Twitter.

Watching TV shows and web series.

Staying updated on social circles through limited Instagram use.

Pain Points: The constant influx of information and entertainment options can lead to feelings of overwhelm and information overload.

Social media, while providing a connection to current events and social circles, can also be a source of distraction and negative comparisons.

Success Criteria: Feeling entertained and engaged.

Staying informed about relevant news and trends.

Connecting with like-minded individuals and communities.

Explore Personal Interests and Develop Skills

Job: Students desire to explore their passions and develop skills outside of their formal academic studies.

Current Approaches: Working on personal projects related to their interests, such as design or fashion.

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Reading for pleasure, particularly self-help books.

Engaging in creative activities

Pain Points: Finding the time and motivation to pursue personal interests alongside demanding academic schedules.

Lack of access to resources or mentorship for developing specialized skills.

Success Criteria: A sense of personal growth and accomplishment.

Developing valuable skills that could benefit their future careers or personal lives.

Finding a community or network that shares their interests.

It's important to note that these Jobs to be Done may vary in importance and priority from student to student. Individual preferences, circumstances, and academic demands all play a role in shaping how students choose to spend their free time.