PURDUE
College Students
↳ undergraduates who
   live on campus

① Students are...

TIRED   BUSY   STRESSED   LAZY
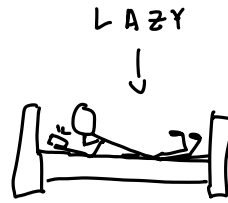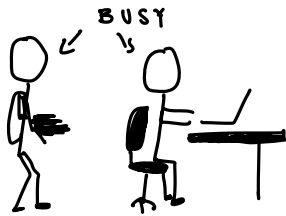
② Collectively have daily NEEDS / WANTS

groceries   school supplies   food   everyday essentials

③ SOLUTION ?

DESIGN - SOLUTION :
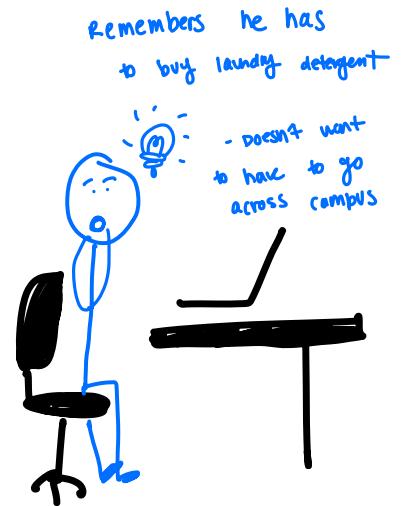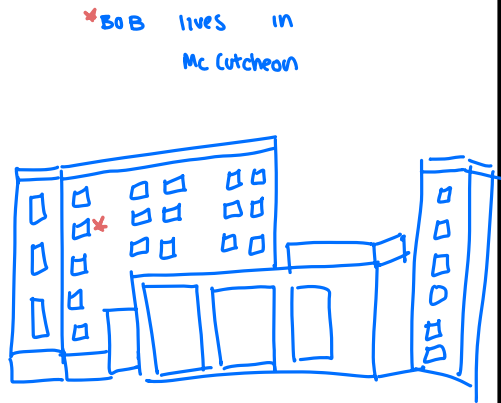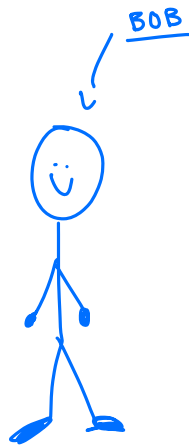
PAR (STAR) - SHIPS!
     (Partner)

STORE   +   STAR - SHIPS

BOB

*BOB lives in McCutcheon

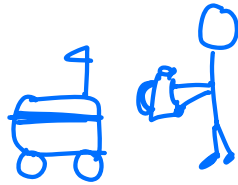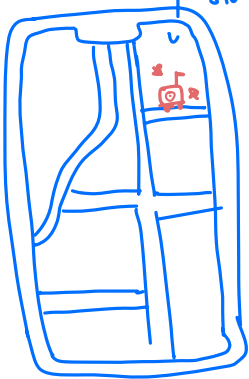Remembers he has to buy laundry detergent

- Doesn't want to have to go across campus

Uses the PARSTARSHIP APP

Finds pre-stocked Target Star-ship

Delivered right to his dorm

Can spend more time doing what he actually wants/needs.