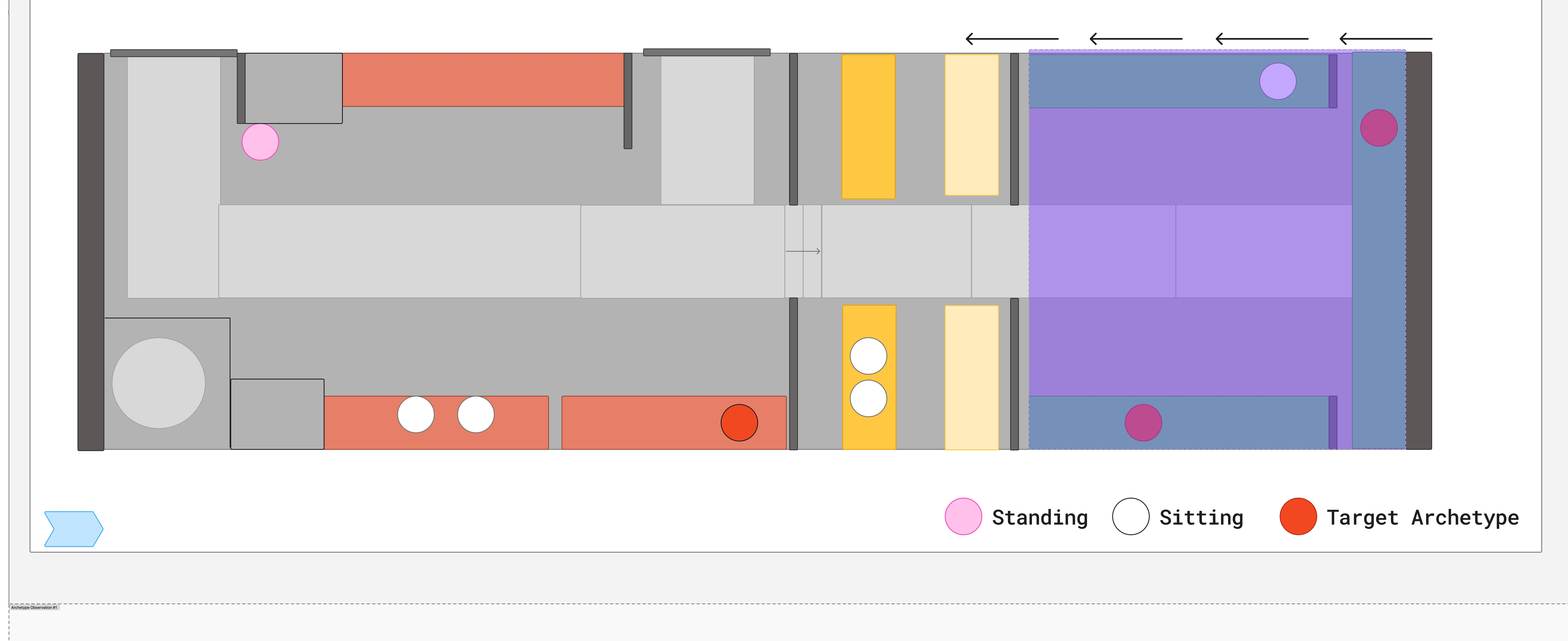
## Northwood - Northbound

**Observation Time Frame: 9:30AM ~ 1:00AM** 



## Archetype 1: Withdrawn Students

This archetype represented the majority of University Bus Riders + The Ride riders. To simply describe this group, it's a group that isolates themselves while traveling to whatever destination and they prefer to be left alone and usually mind their own business. They do not try to make any small talk, and don't usually take calls; riding the bus in silence likely scrolling through their Instagram feed until time comes that their bus will get them to their destination(s). Despite sitting next to a stranger, they happen to both be reluctant on communicating, where their noise levels are almost always little to none. It's quite common, as we tend to stick to our own comfort zone(s), so that some key characteristics we matched with this group included...

## **OBSERVATIONS:**

- Ambivert OR Introverted
- Clustered around university-aged students
- Actively engaged with mobile device
- "Withdrawn", Low Attention to Surrounding

