

The Placement Diaries: Week 12 - Cold 2 Electric Spookaloo, an Unattended Social Event, and Doing Lots of Research

3rd December 2021

Ah, it's winter (my least favourite season of the year), which means that the cold season is in full swing, now paired with a new COVID variant, but never mind that, the government are too busy about wanting Christmas to go ahead, as well as coughing into their elbows, then using their elbows to bump elbows with each other (like it's any different to shaking hands, I'm just annoyed at their lack of common sense, yet they're supposed to be the people in power that everyone listens to, but no one does because they're just a bunch of rich clowns in business suits).

Of course, I got my second cold of the season, and it sucks. I hate it and it just gets in the way of things. Having one cold was bad enough, but a second one just makes it even worse. Winter's just about started, and I hate it because Christmas is extremely overrated consumerist BS, and the rest of winter is just straight depressing to the point where I don't even want to think about it because of how depressing it is.

In other news, there was a social event this week (which I was encouraged to go to, so that I could see everyone in person), but in true introvert fashion, I chose not to go, partly because of the stupid cold I had, partly because of the newly imposed restrictions (wear a mask on, and follow all the COVID rules, which would take out the whole fun of going to a social event, but I understand why those rules and restrictions were there in the first place), partly because it was inevitably going to revolve around Christmas, and partly because I'm an introvert who doesn't even go to parties in the first place because I find them tiring, and most of the time, I'm just in the corner, and even if I do add anything to a conversation, no one's really going to acknowledge it anyway. Plus, winter's for hibernating and I'd much rather work from the comfort of my own home.

Despite all this, I made some progress with my business plan, where I did lots of market research, and funnily enough, I actually enjoyed it, because this research tied directly into my research interests, so it felt a lot easier to do (although trying to avoid making it sound like an academic essay was hard), and I realised that I could launch the business within multiple niche markets, not just in one market.

So, that was my fairly riveting week in review, and hopefully next week, I get to at least finish the business plan as well as starting to get a bit of branding and some prototypes together, although this sounds unrealistic to achieve in just one week, but we'll see about that.