

# Target Demographic (Persona #3)

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Anthony Alfaiate, Frank Chiavetta, Logan Morales, Patrick Tsui, Rasha Shahin, Sahara Fathelbab,  
Sarah Fathelbab, Alex Pintado

# Target Demographic

Our target demographic is first-year non-transfer commuters at Montclair State University.



# Mariam Rashid

*“That’s how I roll.”*

Background	Main Points
<p><b>Age:</b> 19</p> <p><b>Role:</b> Freshman Student</p> <p><b>Major:</b> Biology Major</p> <p><b>Lives in:</b> Alpine, NJ</p> <p><b>Mobile Device:</b> iPhone 6s</p>	<ul style="list-style-type: none"><li>• Commuter</li><li>• Full Time Student</li><li>• Doesn’t have a job</li><li>• Aspiring Dentist</li><li>• Enjoys skateboarding</li><li>• Enjoys spending other free time volunteering with the Bonner Leadership Organization at MSU</li></ul>

# Narrative

Mariam hails from Alpine, NJ, and is an aspiring dentist majoring in Biology at Montclair State University (MSU). She aims to be accepted into the Summer Health Professions Education Program (SHPEP) after she completes her spring semester, a dental school preparatory program, to further assist in her aspirations of becoming a dentist. Given that Mariam comes from an upper class family (her dad as a successful surgeon and her mother a pediatrician), Mariam has not needed to work throughout her teenage and young adult years, and her parents prefer for her not to in order to keep up with her studies as not to serve as any distraction. Mariam is currently taking on 19 credits this Fall Semester. As a biology major, a large portion of her classes consist of 2 hour long labs; she tries to use this time to also get to know the students that make up her lab and try conversing with them. After getting to know them from just a few lab meetings, she has come to the realization that most of the students are more interested in dedicating their lives to academics as opposed to participating in extracurricular activities; this had an impact on her ability to create long-lasting friendships.

Alongside her studies, Mariam is also a part of the Bonner Leader AmeriCorps organization at Montclair State University - which meets every Thursday - that aims to help others through voluntary service (such as helping those deeply affected after a natural disaster, e.g., Hurricane Sandy), in local communities and states nationwide. Given that Mariam is occupied with her classes and labs, she tends to finish in the evening and only has enough time to stay on campus late on Thursday for the Bonner organization; otherwise given her hour long commute - she heads home after class to get work done and uses that time to spend time with family. Mariam dedicates the weekends to studying, in an attempt to maintain good grades, and fulfill her desire to get accepted into the NYU College of Dentistry. Since a majority of her classmates do not seem to mind living in the library day in and day out studying, she finds this as an obstacle in making friends or keeping a friendship from her classes seeing as she prefers to include extracurricular activities while also completing her studies and can't seem to find time to get to know other people outside of class after classes have come to an end.

Mariam maintains her friendships with her hometown friends by messaging them on social media whenever she is not busy with studying for her classes on the weekend, competing at skateboarding competitions, or volunteering with the Bonner Leadership Organization. Even though she maintains contact with her hometown friends through social media, she would prefer to meet with them in person. Despite Mariam not having to work, her three closest friends do work full-time. Therefore, it has become even more difficult to catch up with them in person since their schedules differ in terms of free time. Mariam does find it difficult to make friends at MSU, however she hopes that with time she could meet one or two good friends with common interests and create a long standing relationship with them.

# Day in the Life (Problem Scenario)

Mariam is a Freshman here at MSU and she is on her second semester of her college career. The fall semester was a success academically, but Mariam had to sacrifice much of her time to her academics that she was not able to mingle with her classmates and build friendships. It is currently February, one month into a long Spring semester. It's a bright and early Thursday morning, and Mariam heads out of her house at 7:00AM for her 8:30AM Principles of Biology 1 lecture. After her hour long commute, Mariam uses the small window of time before class to prepare for the lecture ahead. She ponders at the fact that she has officially been in this class for one month, and has yet to make a connection with anyone in her class. One of her biggest barriers are class sizes, they are often too populated with class sizes as big as one hundred students. Furthermore, Mariam's tight schedule prevents her from staying after class and mingling with her classmates.

After her 8:30AM Biology lecture ends at 11:15, Mariam has her corresponding lab from 11:45 to 1:30pm. She has been attending Lab for approximately one month, and feels she has gotten familiar with her lab group. Throughout the semester as she gotten to know her classmates better, she has not felt that "click" with any of them since they all seem to have different tastes than which prefers. Mariam enjoys her studies but also keeps up with other hobbies, such as skateboarding whenever she has free time. Mariam enjoys outdoor and physical activities, unfortunately her classmates prefer a different lifestyle. Mariam would rather spend her time going outdoors on sunset hikes, or simply skateboarding, but has no one to accompany her in her adventures. She often brings it up in conversation but the majority of her classmates often state they rather stay indoors watching Netflix or playing video games.

She has tried many different paths to try to to get to know her fellow students whenever she can during her labs time, but she has not had much luck befriending any of them. She realized her school was full of people, over a hundred of them in her biology class alone, she just needs a way to connect with them outside of school.

# Day in the Life (Cont.)

After a successful lab, Mariam heads to the Biology tutoring sessions that are available from 4pm-6pm in Science Hall. Since she hopes to become a successful professional like her parents, Mariam believes she must master every aspect of her education and often attends tutoring sessions to better her knowledge. She finishes her studying and begins walking to her car. As she walks by the Student Center, she sees a ghost town. Given that it is the middle of winter, not many students tend to stick around campus after classes. But Mariam is unfazed by the low temperatures, she prefers the cold weather. Mariam gets to her car and sees a nearly empty parking lot, as per usual for 6 o'clock in February on campus. She links her bluetooth to her mobile and begins her hour long commute home. By 7:30pm Mariam is eating dinner at her home and preparing to work on her four page lab report due by midnight. She skypes with her high school friends for a little over half an hour as she completes her report. They converse but Miriam wishes she could hang out with her old friends in person. Miriam prefers a face to face conversation over constant messaging. She is hopeful of finding a friend a friend at MSU so that she will finally have someone with whom she can discuss her daily college student struggles. She makes her final edits and submits her document's at 11:25pm and finally heads to sleep.

# Context Scenario

It's Thursday and that's when Mariam attends the Bonner Leader AmeriCorps meeting that takes place every Thursday. As Mariam's lab came to end, she had a few hours to spare before the meeting starts. She headed to the Student Center to get some work done and grab some lunch. As she sat in the Cafeteria eating her lunch before commencing with her work, that's when she decided it might be a good time to try out the CollegeVibes app recommended by her Freshman Seminar Professor from her the Fall Semester. She took her phone out and takes the chance and starts browsing through the CollegeVibes app.

Since she has an interest in skateboarding and most activities outdoors, she goes to the search tab and searches the word "skateboarding", looking to see if anyone mentioned that word in their posts as an interest of theirs. The search results come up where a number of posts mentioning the word "skateboard" appeared, and to her surprise she found quite a handful of girls who have skateboarding mentioned as an interest/hobby of theirs in her Principles of Biology lecture alone. Mariam then realized that one of the girls who came up on the search results sounded particularly familiar, and that's when it clicked - she was from her lab class! She just wasn't in her lab group, specifically. She clicks Chelsea's profile, and found out that she too was interested in pursuing a career in the medical field, aside from having skateboarding as another common interest.

After browsing through a few other searches from the search results on skateboarding, she came to the affirmation that getting to know Chelsea a bit more might be ideal given their similar interests. She decides to friend request Chelsea, and awaits hopeful for an acceptance from Chelsea and commences with her homework.



## Goals

- To become a dentist
- To be accepted into the Summer Health Professions Education Program (SHPEP) at the end of her Spring Semester.
- Get accepted into NYU College of Dentistry upon graduating from MSU

## Frustrations

- Difficult to find or make friends in her class with common hobbies and interests on campus (i.e. - attending skateboard competitions, joining any extracurricular activities, etc.)
- Connecting with other people in her biology classes
- Maintaining friendship and finding enough time to spend with her hometown friends

**(Day in the life and Storyboard - both a work in progress at the moment)**