

Target Demographic (Persona #3)

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

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, 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 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.

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)