Target Demographic (Persona #1)

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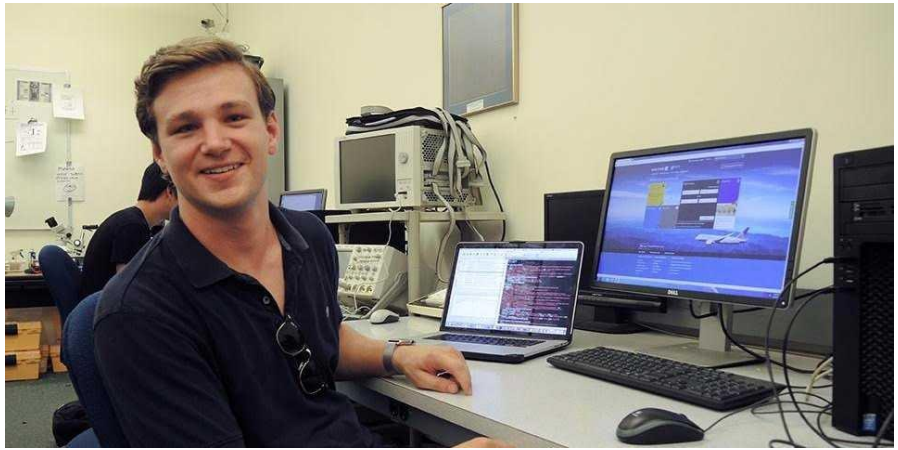
Our Target Demographic

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

Mason Cooper

"The Next Steve Jobs"



Background

Age: 19
Role: Freshman Student
Major: Computer Science
Lives in: Montclair, NJ.
Mobile Device: iPhone 6s

Main points

- Commuter
- Works part time
- Full time student
- New to MSU

Narrative

Mason is an aspiring developer currently attending Montclair State University(MSU)to obtain a degree in Computer Science. He loves sports, specifically soccer, and has a few very close friends. Some he met in class but most are hometown friends. Mason maintains his friendship with his hometown friends by going out on the weekends or communicate through social media after work when he doesn't have too many assignments to complete. With regards to keeping up with friends from class, he'll usually socialize with them in class or through group chats for class assignments and projects.

Mason was working at Forever 21, but decided it would be best for him to move on to a new job for better practice in his field of study, Computer Science, and now he works at Best Buy at Woodland Park, NJ. He recently started working part time on Mondays and Thursdays from 10AM-5PM, as well as working at iHop on the weekends from 10AM-4PM as a waiter. He is currently taking 5 classes, 4 of which pertain to his major and one History class as a general requirement of the University, and attends his classes which meet on Tuesday, Wednesday, and Friday from 10AM-5PM. Mason studies whenever he has spare time which is particularly on the weekends when he isn't called in for work at IHOP, or during work at Best Buy. At times, he'll ask his co-workers at Best Buy for any extra assistance with his assignments that he may have trouble with and likes to spend time with his co-workers when he doesn't have a load of exams the size of Mt. Everest.

Upon his first few major classes, Mason came to find himself enjoying programming and particularly liked the challenge it sometimes sets him up for. Out of his love for programming and these challenges, he hopes to one day create an app of his own.

He stays up to date on all of the current new technology and plans to buy the iPhone X upon release. Mason has a passion for technology and absolutely wants to get into the tech field, specifically working on creating different applications, upon graduation. Mason would like to expand his social network and make new friends who share the same interest in developing new applications. However, time is not at his leisure. When there aren't a lot of customers at Best Buy, he sneakily pulls his computer up to continue working on assignments/personal coding. When his classes come to an end at 5PM, the day seems to tire him out fairly quickly given his classes start at 10:00AM. Once 5PM hits, he either heads on home to finish up assignments and study for his upcoming exams, or just simply catch up on sleep given the busy lifestyle he has.

Mason unfortunately does not have the luxury to sit and relax on campus, or get to meet new people as much as he'd like to. He's frustrated that he doesn't have time a lot time outside of classes to make more friends and to maintain the ones he has made already on campus. His lack of free time also means he doesn't have the opportunity to learn more about coding on his own time or join coding sessions with Free Code Camp.

Goals

- Graduate with high GPA
- Create his own App
- Get hired after graduation
- Socialize more with students on campus.

Frustrations

- No time to learn how to make apps.
- Would like to make more contacts at school who:
  - Play sports
  - share the same interest in making apps.
- Does not have the time to stay around after campus to go to events, sign up for clubs, or stay behind to socialize with his classmates.

Problem Statement

First year non transfer commuter students find it difficult to utilize their pockets of free time throughout the day to their advantage to meet and make friends with their classmates.

Day in the Life

Mason has three years until he graduates from Montclair State University, however he wants to get a head start on developing applications. Based on the classes he is taking as a freshman, he feels that the university courses help only understand the basics, (such as Intro to Java), but it will take him far longer to learn the process of applying these skills learned in class. That's when Mason decided, just after the first month of his Fall semester, to take it upon himself to learn through other means (i.e. Youtube videos and Free Code Camp). Although he would like to advance his skills further as a programmer, his schedule leaves him with little free time. After coming home at 4PM from his weekend job as a waiter at IHOP, he worked on a coding side project until 3:00AM and went to sleep. Mason's alarm goes off at 8:00AM, he sleepily begins his morning routine getting ready for his Monday shift, 10:00am-3:30pm, at Best Buy in Woodland Park, NJ. Mason enjoys taking his time getting ready in the morning and eating a good breakfast. He begins his morning by checking the usual apps on his phone (i.e. -Email, Instagram, Facebook, etc.), eats his oatmeal and sunny-side up eggs (his favorite), and leaves his house with only a 20-minute ride to work.

Mason recently started working at Best Buy and is still training to work in the Computer Department. He arrives to work early (as always), clocks in, and waits for the customers to start pouring in and asking him questions related to computers. Not many customers were coming in today, so Mason takes out his laptop and checks Canvas. He is reminded by Canvas that he has a Java quiz for his programming class due at 11:59PM. He decides to tackle the quiz now to get it over with, and so he has time to work on his other projects later that night. For most of these ten question quizzes for this class he breezes through the first five of them, but then halfway through he usually gets confused. Everything was going fine until suddenly there was a question on *recursion*. His co-worker, Greg, a senior student who is studying Computer Science at NJIT, strolls by and helps Mason with the recursion question - by the end of the quiz he makes a note on his computer to watch a youtube video on recursion, what was once his enemy will soon be his best friend.

Mason, thanks to Greg, finishes the quiz and closes his laptop.

He spends the rest of his shift talking to customers, most of which have no idea what kind of computer they want. Mason sees this pattern a lot, people coming into Best Buy not knowing what they're looking for. All they really know is they want SOMETHING, so a big part of Mason's job is articulating his knowledge of computers in a way the customer would understand to make a smart purchase that will fit their needs. Mason was particularly talented at this, as well as making small talk and socializing with the customers.

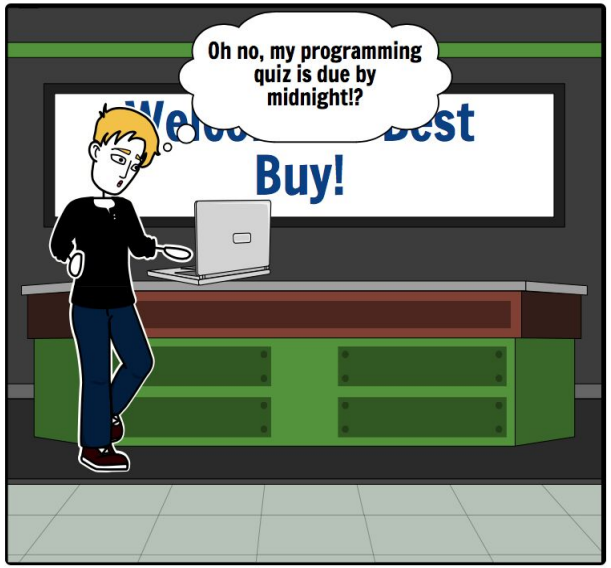
Sometimes, Mason wishes managing some time to socialize with other students at school the way he does with his customers. The customers all think Mason is very friendly and funny from his clever and witty comments that usually leaves the customer laughing, developing a level of trust so the customer feels comfortable that this guy helping them knows what he's talking about. When there aren't any customers to help, he sneakily takes out his phone to look at his social media.

At 3:30PM, Mason clocks out and begins driving to campus for his class that begins at 4:30PM. He arrives around 4:00PM and it takes him around 15 minutes to find parking and arrives at the Student Center where he orders his usual Iced-Coffee and a chocolate chip cookie. When his class finishes at 5:45, most students were already bolting out the door before he could even attempt to have a conversation with them. Instead of utilizing his time to stay on Campus after class, he decides to head home to complete his homework and continue working on his side project since he wasn't able to get a hold of any classmates to study with or befriend.

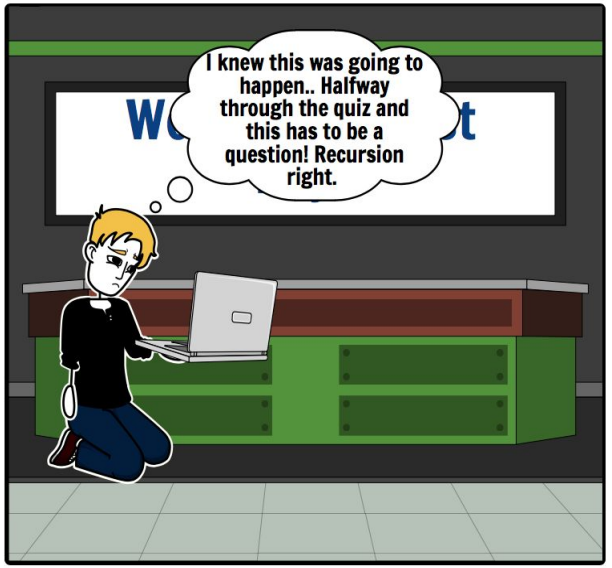
On his way home, Mason wonders what his old friends from highschool are doing while away at college. He no longer sees them in person because of their conflicting schedules, but based on his quick looks at social media when walking into his house he realizes that they are having just as much fun even without him around. Walking in the door he heads upstairs to his room and signs into his computer to be productive. He starts studying powerpoints but decided to minimize it and work on a side-project of his - a simple chat application. He figures it was ironic that he was making this application knowing that he wouldn't even have anyone to message once it was done. After a few hours of coding and studying, Mason decided to go to bed, knowing he had class at 8:00am the following morning. He lies down, and slowly drifts into a sleeps. (night night Mason)

Mason’s Story Board

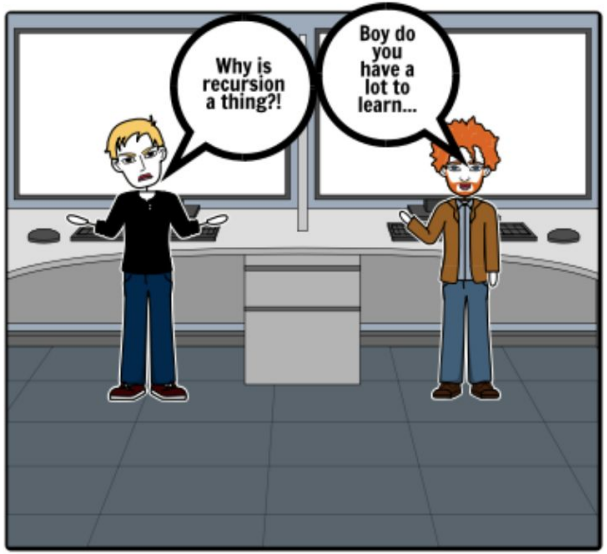
Mason arrives to work early.



Since no customers have walked in yet he checks his assignments.



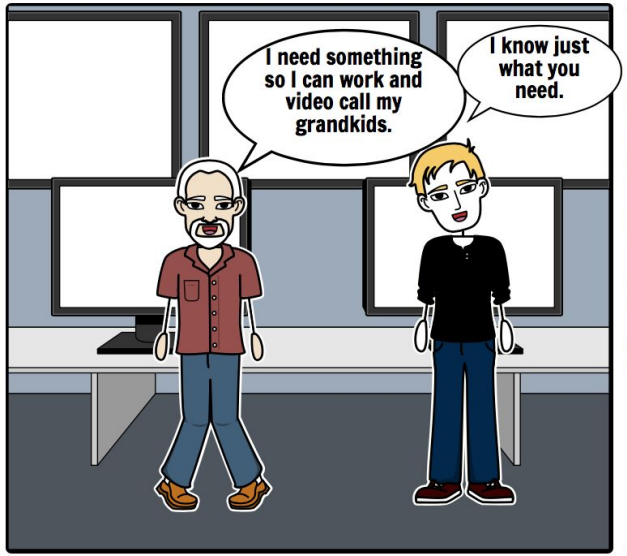
Since it is not busy he takes the quiz.



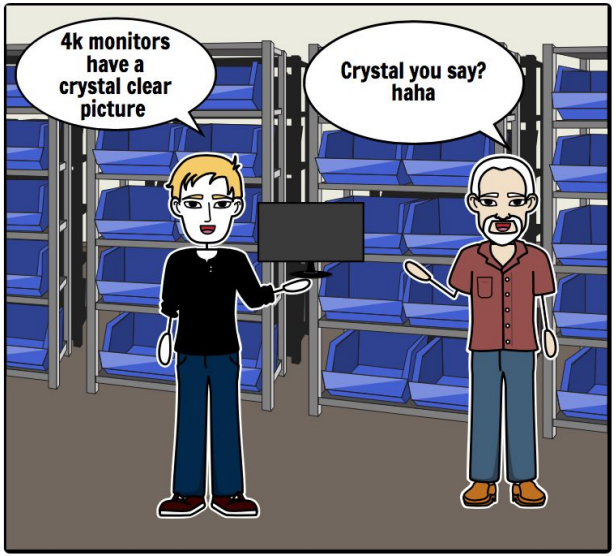
Mason asks Greg for help on recursion.

Mason writes a note on his computer to look at youtube videos on recursion.

Mason conversing with customers.



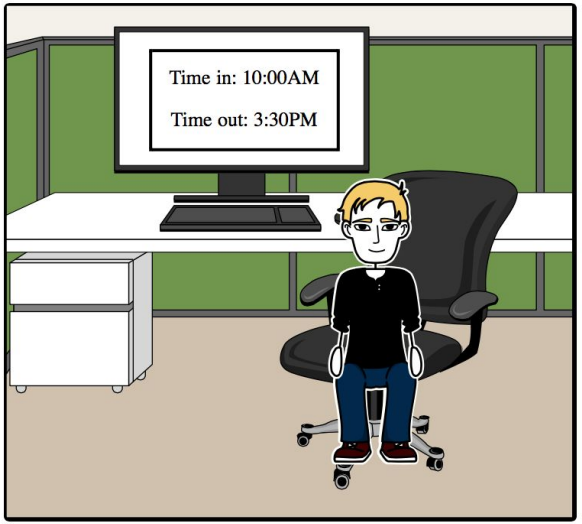
Mason socializes with costumers.



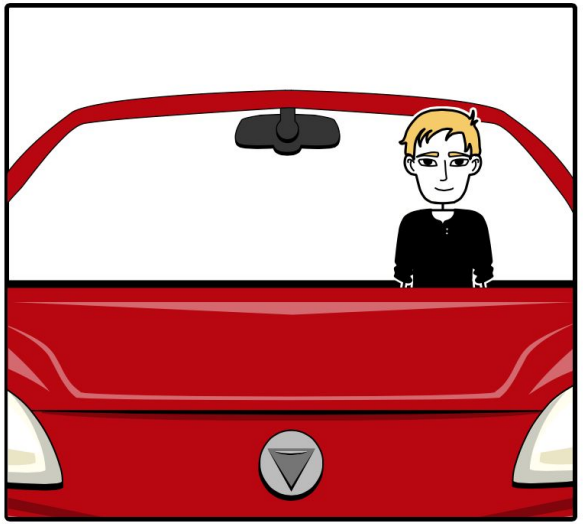
Mason's computer knowledge helps satisfy customer needs.

Another satisfied costumers.

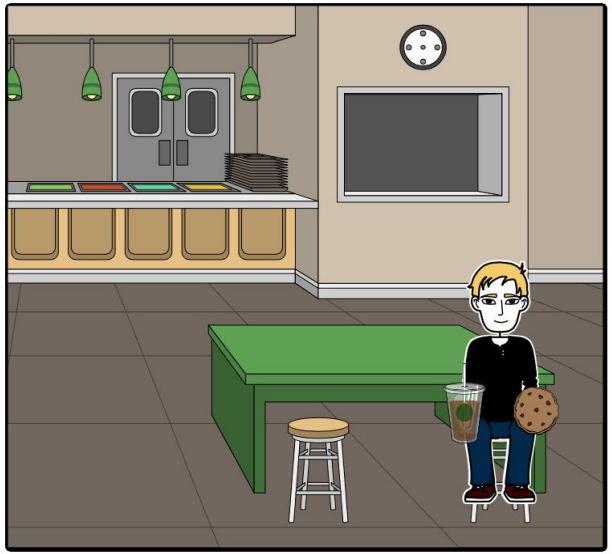
Mason checks his social media when there aren't customers to help.



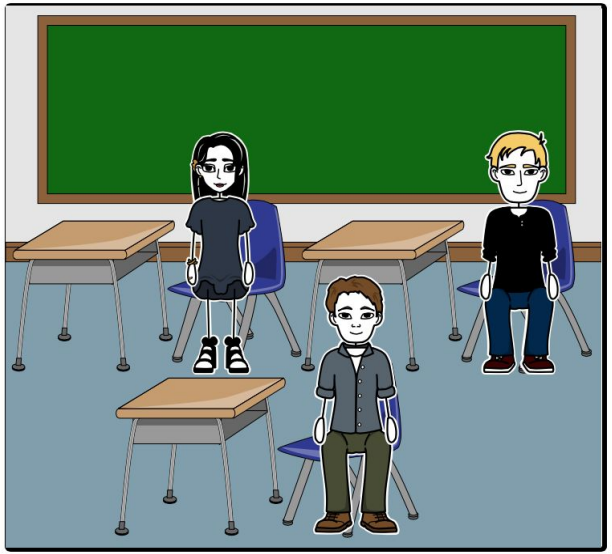
Mason clocks out of work.



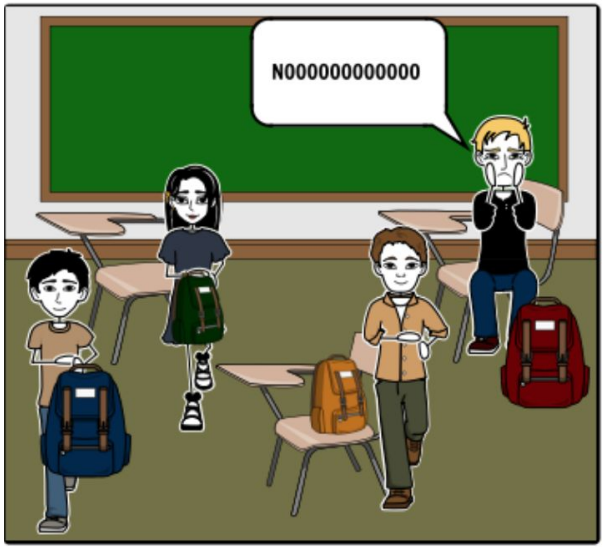
Mason begins to drive to campus for his 4:30PM class.



Mason stops to get an Iced Coffee and cookie before class.



Mason gets to class on time at 4:30.



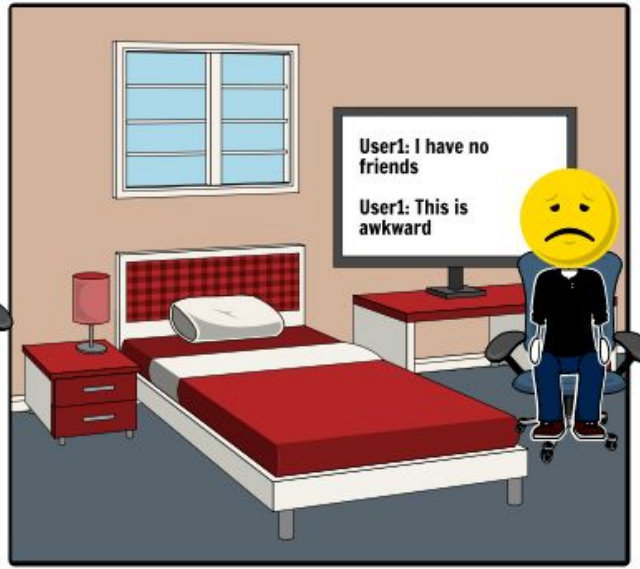
Class ends, and before he can start a conversation with anyone, they all start leaving.

Picturing himself on campus trying to be social with his peers.

Driving home wishing that'll come true one day.

Realizing his friends back home are doing fine without him around.

Mason works on his app after returning home



Mason has no one to talk to on his app

Mason goes to bed with school the next day

FIN.