

Target Demographic (Persona #2)

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Our Target Demographic

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

April Johnson



“Life’, wrote a friend of mine, ‘is a public performance on the violin, in which you must learn the instrument as you go along.” — E.M. Forster, A Room with a View

Background

Age: 18

Role: Freshman

Student

Major: Bachelor of
Science in Nursing

Lives in: Wanaque, NJ.

Mobile Device: Samsung

Note 8

Main points

- Commuter
- Full time student
- New to MSU
- Plays Violin
- She has a dog
- Only Child

Narrative

April Johnson is a freshman student currently attending Montclair State University (MSU) to obtain a Bachelor of Science degree in Nursing. She became a Nursing student in order to gain a steady job in the future. April has a busy schedule; she walks her dog, Turtle, before and after her classes. She is taking 5 classes in her major that take place Monday through Friday, 10:00 AM to 5:30 PM.

Even though April's parents are from the middle class tier, where her father works as an Auto Technician and her mother is a stay-at-home mom, they have always tried to ensure she lives comfortably, not having to worry about working or making money on her own, so that responsibility leans more towards her parents as opposed to it being on her. Because of this, April aims to be a hardworking daughter for everything that her parents have given her, and continue to give her.

April played the violin for 4 years in high school, but now, due to a heavy schedule as a freshman in college with 19 credits, she only pursues it as a hobby in order to de-stress herself from the pile of work she has to do.

April is a new driver and is sometimes scared to take her mother's car to school because of the careless driving she sees in CarParc - some people don't stop at Stop signs while others pretend they're on a race track. Due to this, she relies much on public transportation if her parents are not able to drop her off or pick her up from school. She would either wait for her parents to pick her up or take a bus to go home, which is about an hour long commute. If her parents are able to pick her up, she goes to the Student Center 3rd floor to do homework while she waits. Since she is a new student, she has been afraid and hesitant to approach other students lounging on the 3rd floor. In terms of making friends in classes, everyone always seemed to be either too focused on scrolling through their social media to pass the time before the professor arrives or converse with friends they've already made in previous classes.

April hopes to start making friends in her major classes given they might share the same interest as her - becoming a future nurse, but does not have enough time to talk to them after classes given that she has back-to-back classes. After her classes end at 5:30, she stays on campus to finish assignments. The only friend she seems to have around is her dog, Turtle, a German Shepherd. April got Turtle when she first started high school and it seems to be the only excitement she gets when she goes home to destress herself from the pile of work she has to do.

April can look for work but her parents as well as herself prefer for her not to so that she can focus and keep up with her classes and getting good grades to keep her in the Nursing program.

Frustration:

- Balancing her school work with her hobby, playing the violin
- Finds it difficult to initiate conversations in class with other students as a means to make new friends
- Making sure she keeps up with grades to stay in the Nursing program

Goals:

- Graduate on time
- Get a high paying job
- Financial dependency in the future
- Have a close-knit group of friends that will last beyond university

Problem Scenario

On Thursdays, April starts her day at 6:00 AM. She spends 20 minutes drinking a mug of coffee and eating her bagel before she goes for a walk with her dog, Turtle. April's mother is not able to drop her off or pick her up from school on Thursdays because she visits April's grandmother to help with house chores, and to take her for physical therapy due to weakness in her legs. After April comes back from walking her dog Turtle, she grabs her books and laptop and heads to the bus stop at around 7:45AM. The bus is supposed to come at 8:15 but sometimes they--. leaves around 8:15 by bus to commute for almost an hour due to the morning traffic. When April is on campus, an hour before her class starts, she works on biology assignments that are due by Monday midnight.

April has 3 classes in a row from 10:00 AM to 2:15 PM. After that she goes to chili's for lunch where she usually order chili and salad. At 3:00 PM, she goes to the Student Center to work on her assignments, and hoping that she can make new friends. She sometimes looks around and sees that many students are forming groups and chatting or working on their assignments which makes it hard for her to break the ice and get to know new people. So she changes her mind and keeps working on her assignment. Her last class starts at 4:15 PM and ends at 5:30 PM when grabs her belongings and hurry up to catch the bus by the Red Hawk Garage. Again because of the traffic, she is home by 7 o'clock.

Problem Scenario (Cont.)

On her door steps, Turtle runs toward April with excitement and waiting to go for a walk with her. April is also happy to see her dog and is taking him for a 30 minutes walk. When she comes back, her parents are already home waiting for her. She sits with them on the dinner table, and have a conversation about their day. After dinner, she helps her mother cleaning the dishes, then she goes to her room studying for an hour or two then she sleeps to get enough sleep for Friday's schedule.

Context Scenario

April sat on the third floor of the Student Center and looked at the time on her phone and realized it was 6:30PM as she waited for her mom to pick her up from campus. She returned back to her Voice Memos and pressed play on the biology lecture she was listening to. After hearing one more sentence from Dr. Kyte, she pressed pause again. April clicked her pen, and closed her notebook and decided to call it a night in terms of studying for biology.

She clicked the home button on her phone and noticed she had a notification on an application she downloaded a couple of days ago, CollegeVibes. “Oh maybe Lisa responded with her free times!” April thought. April clicked the CollegeVibes icon and saw that Lisa had responded in the chat. Once she opened the chat, she was met with a pop-up informing her that Lisa had shared her calendar and if she would also like to share her calendar with Lisa. April clicked yes to share her calendar with Lisa and then began skimming Lisa’s calendar to see any free time that could work for them to meet in person.

After noticing that they both had a 20 minute break on Wednesday at the same time, April messaged Lisa pointing to that free time frame. After sending Lisa the message, her mother called her informing her she was waiting by College Hall. April packed her things into her backpack and sped walk out of the Student Center.