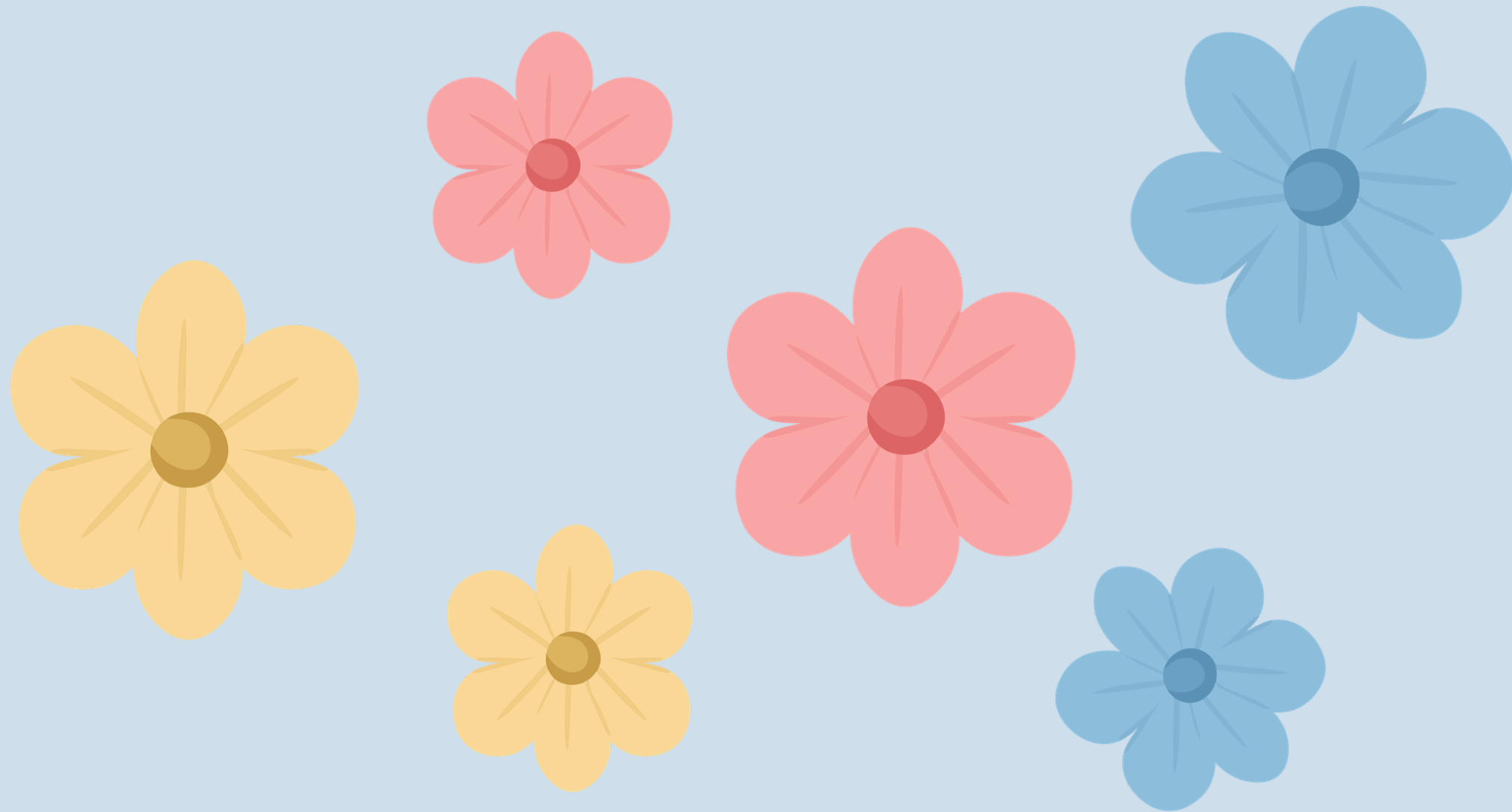


UNC PERSONAS



MEJO 373

**CATHERINE OXENDINE, MARIA FERNANDA
BARRIGA-MATEOS, LAURYN TAYLOR, BESS
MYERS, LILY JONES, ABBY SCOTT**

PERSONA 1: THE SUPERFAN



NAME: MEGAN JACOBS

GENDER: FEMALE

AGE: 21

LOCATION: CHAPEL HILL, NC

OCCUPATION: STUDENT, GROUP FITNESS INSTRUCTOR, ADMISSIONS AMBASSADOR, CAROLINA FEVER PRESIDENT

PROFILE:

MEGAN IS A SENIOR AT UNC, TRYING TO SOAK UP EVERY LAST MOMENT SHE HAS. SHE IS AN OUT-OF-STATE STUDENT WHO PLANS TO MOVE TO NEW YORK AFTER SHE GRADUATES. MEGAN WANTS TO PURSUE A CAREER IN SPORTS MARKETING.

MOTIVATIONS:

- **ATTENDING AS MANY UNC SPORTING EVENTS AS SHE CAN.**
- **MAKING CONNECTIONS WITH UNC ALUMNI WHO LIVE IN NYC.**

GOALS:

- **MAKE AS MANY HAPPY UNC MEMORIES AS SHE CAN (RUSHING FRANKLIN).**
- **MOVE TO NEW YORK CITY WITH HER BEST FRIEND AFTER GRADUATION.**
- **LAND HER DREAM JOB WORKING AT OLGIVY FOR THE MAJOR LEAGUE SOCCER ACCOUNT.**

FRUSTRATIONS:

- **COURSE REGISTRATION: THE SIZE OF THE UNIVERSITY AFFECTS THE EXPERIENCE.**
- **THE COMPETITION IS EVERYWHERE, FROM SPORTS TICKETS TO GRADES.**
- **THE UNIVERSITY IS EXPENSIVE, AND YOU THEN HAVE TO PAY TO PLAY.**
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PERSONALITY:

- **MEGAN IS AN AMBIVERT. SHE ENJOYS SOCIALIZING BUT SOMETIMES NEEDS A NUDGE.**
- **MEGAN IS A VERY PASSIONATE PERSON, AND ENJOYS WHEN SHE GETS TO BE CLOSE TO HER PASSIONS.**
- **MEGAN IS FUNNY AND ENJOYS MAKING PEOPLE SMILE.**

PERSONA 2: THE IFC HOMETOWN HARD WORKER



NAME: TRIP SILO

GENDER: MALE

AGE: 21

LOCATION: CHAPEL HILL, NC

OCCUPATION: MANAGEMENT AND SOCIETY MAJOR AT UNC; PART TIME INTERN AT A TORTILLA MANUFACTURING PLANT

PROFILE:

TRIP IS A HARDWORKING, MOTIVATED STUDENT BALANCING CLASSES, GREEK LIFE, AND A DEMANDING PART TIME JOB AT HIS FAMILIES SMALL COMPANY BACK HOME. HE'S PASSIONATE ABOUT THE COMPANY HE WATCHED HIS PARENTS BUILD AND WANTS TO EARN HIS PLACE THERE. THOUGH NATURALLY LAID-BACK AND FUNNY, HE BECOMES FOCUSED AND DETAIL-ORIENTED WHEN IT COMES TO WORK OR ACADEMICS.

MOTIVATIONS:

- REACHING HIS GOAL OF EARNING HIS PARENTS APPROVAL IN THE WORKPLACE**
- STAYING INSPIRED BY UNC'S COMPETITIVE, HIGH-ACHIEVING ENVIRONMENT**
- BUILDING STRONG CONNECTIONS THROUGH GREEK LIFE AND MAINTAINING THEM**

GOALS:

- GET AN INTERNSHIP AT A COMPANY SIMILAR TO HIS PARENTS**
- DIVERSIFYING HIS RESUME AND GAINING MORE WORK EXPERIENCE**
- MAINTAIN BALANCE BETWEEN ACADEMICS, SOCIAL LIFE, AND WORK**

FRUSTRATIONS:

- FEELING A LACK OF EMPATHY AND SUPPORT IN UNC'S COMPETITIVE ATMOSPHERE**
- PRESSURE FROM HIS PARENTS TO APPEAR CONFIDENT AND CAPABLE ALL THE TIME**
- BEING COMPARED TO HIS VERY ACCOMPLISHED OLDER SIBLINGS WHO ARE UNC GRADUATES**

PERSONALITY:

- WARM, FUNNY, AND APPROACHABLE – THE KIND OF PERSON EVERYONE FEELS COMFORTABLE AROUND. HE'S EASYGOING BUT TURNS 'TYPE A' WHEN IT COMES TO SCHOOL OR PROFESSIONAL GOALS. A NATURAL HELPER, HE'S EMPATHETIC AND MOTIVATED BY HIS LOVE FOR HIS WORK AND HIS DESIRE TO IMPRESS HIS PARENTS. HIS COMPETITIVE SPIRIT DRIVES HIM FORWARD, BUT HE STAYS HUMBLE AND SUPPORTIVE OF HIS PEERS.**

PERSONA 3: THE FAITHFUL FRIEND



NAME: GRACE LOVE

GENDER: FEMALE

AGE: 20

LOCATION: CHAPEL HILL, NC

OCCUPATION: STUDENT, MENTOR, FRIEND

PROFILE: GRACE IS A BUSY GAL. WHEN NOT STUDYING FOR EXAMS, HITTING THE GYM, OR CATCHING UP WITH THE FOLKS BACK HOME, YOU CAN CATCH HER SPENDING EVERY LAST MINUTE WITH HER YOUNGLIFE GIRLS. SHE SPENDS EIGHT HOURS A WEEK PLANNING ACTIVITIES AND SHOWING UP FOR NOT ONLY HIGH SCHOOL GIRLS, BUT ALSO PEERS ON CAMPUS.

MOTIVATIONS:

- **PUTTING HER FAITH FIRST IN ALL SHE DOES**
- **LIFTING ONE ANOTHER UP IN ALL FACETS OF LIFE; FROM SCHOOL TO RELATIONSHIPS**
- **EXUDING JOY AND HOPING OTHER STUDENTS SEEK THIS SAME JOY OUT**

GOALS:

- **MAINTAIN WHAT'S MOST IMPORTANT, KEEPING PRIORITIES STRAIGHT**
- **MAKING MORE FRIENDS ON UNC CAMPUS AND HELPING THEM FIND IDENTITY**
- **LOOKING TO GOD AND FRIENDS/FAMILY FOR DECISION MAKING; NOT DOING IT ALONE**

FRUSTRATIONS:

- **FEELING JUDGED AND NOT SUPPORTED IN ENDEAVORS**
- **PEOPLE BEING ALL WORK AND NO PLAY**
- **A LACK OF RESPECT FROM PEOPLE WHO ARE DIFFERENT FROM HER**

PERSONALITY:

- **MOST EMOTIONALLY INTELLIGENT PERSON YOU WILL EVER MEET. IN TOUCH WITH HER EMOTIONS, BUT MORE IN TOUCH WITH OTHERS' EMOTIONS. A RELIABLE FRIEND, TRUSTWORTHY PEER, AND HONEST INDIVIDUAL. HAS A GOOD BALANCE OF WORK, SCHOOL, AND FRIENDS BECAUSE SHE MAKES SURE TO KEEP HER MORALS AND VALUES AT THE FOREFRONT OF ALL DECISIONS.**

PERSONA 4: THE INSTA BADDIE

NAME: SARAH SYED

GENDER: FEMALE

AGE: 21

LOCATION: CHAPEL HILL, NC

OCCUPATION: STUDENT, PSYCHOLOGY MAJOR (PRE-NURSING), CNA, DEPOP SELLER

PROFILE: SARAH HAS THE KIND OF INSTAGRAM THAT FEELS EFFORTLESS BUT ABSOLUTELY ISN'T. HER FEED IS A MIX OF THRIFTED FITS, LATE-NIGHT HOUSE PARTIES, CRAFT NIGHTS, AND PICS WITH FRIENDS. SHE'S NOT IN GREEK LIFE, BUT SOMEHOW KNOWS EVERYONE. A PSYCHOLOGY MAJOR ON THE PRE-NURSING TRACK, AND SHE ALREADY WORKS AS A CNA. WHEN SHE'S NOT STUDYING, SHE'S THRIFTING, SEWING SOMETHING SHE FOUND FOR \$4 INTO SOMETHING ICONIC, OR PACKAGING DEPOP ORDERS FROM THE PILE OF CLOTHES SHE SWEARS SHE'LL "STOP BUYING SOON."

MOTIVATIONS:

- **BUILDING COMMUNITY THROUGH SHARED EXPERIENCES, NOT STATUS**
- **TURNING HER THRIFT OBSESSION INTO SOMETHING SUSTAINABLE (AND PROFITABLE)**
- **PROVING YOU CAN EXPRESS YOURSELF, BE CREATIVE, AND SERIOUS ABOUT YOUR CAREER AT THE SAME TIME**

GOALS:

- **GET ACCEPTED INTO NURSING SCHOOL**
- **CONTINUE GROWING HER DEPOP INTO A CONSISTENT SIDE INCOME**
- **TRAVEL WITH FRIENDS AND DOCUMENT IT IN A WAY THAT FEELS REAL**
- **MAINTAIN A VIBRANT SOCIAL LIFE WITHOUT SACRIFICING ACADEMIC PERFORMANCE**

FRUSTRATIONS:

- **PEOPLE ASSUMING SHE'S SHALLOW BECAUSE SHE CARES ABOUT AESTHETICS**
- **THE PRESSURE TO ALWAYS BE "ON" SOCIALLY**
- **BALANCING DEMANDING CNA SHIFTS WITH SCHOOL AND FRIENDSHIPS**
- **WATCHING TRENDS CYCLE SO FAST THAT NOTHING FEELS ORIGINAL ANYMORE**

PERSONALITY:

- **EFFORTLESSLY STYLISH BUT ANTI-MAINSTREAM**
- **SOCIAL AND MAGNETIC WITHOUT BEING PERFORMATIVE**
- **CREATIVE BRAIN: ALWAYS CRAFTING, REARRANGING, REPURPOSING**
- **EMOTIONALLY INTUITIVE**
- **INDEPENDENT, SELF-SUFFICIENT, AND QUIETLY AMBITIOUS**

