



**Amelia**

**Age:** 38  
**Education:** Bachelor's in Marketing Degree  
**Hometown:** Detroit, Michigan  
**Family:** 2 sisters  
**Occupation:** Marketing Manager

*“Amid the busy city life, finding time to immerse myself in art feels like a sanctuary. But the difficulty in keeping track of exhibitions and events discourages me from using art museum website.”*

### Goals

- Stay updated on current and upcoming exhibitions and events at the museum.
- Easily access museum information such as opening hours, ticket prices, and location.

### Frustrations

- Limited time to physically visit the museum due to her demanding job.
- Difficulty in keeping track of multiple exhibitions and events happening simultaneously.

In the midst of busy city life, Amelia wants to stay updated on current and upcoming exhibitions and events at art museums, which longs for a easier way to explore art museums without the difficulty in keeping track of multiple exhibitions and events happening simultaneously, leading her to discover an app and website that revolutionize her museum-going experience.