

# King's Digital Lab

Creating digital tools to explore academic research in new ways.

**kdl.kcl.ac.uk**



@kingsdigtallab



- **Who are we designing and developing for?**



# Sample Persona

Emily, a 32-year-old history teacher, loves exploring local museums to enrich her lessons. She visits the Rural Heritage Museum to discover unique artifacts and immersive experiences that she can share with her students. Emily values detailed information and interactive elements like VR and AR to bring history to life. She frequently uses the museum's online platform to access additional educational resources and virtual tours, making history more engaging for her classroom



Image by DALL-E

# Sample Persona

Jake, a 16-year-old high school student, is passionate about technology and gaming. He visits the Rural Heritage Museum with his family but is particularly drawn to the VR and AR experiences. Jake enjoys interactive and immersive activities that allow him to explore historical events in a virtual setting. He also appreciates the museum's user-friendly online platform, where he can delve deeper into topics that catch his interest.



Image by DALL-E



# Sample Persona

How old are they?

What level of education do they have?

Occupation and hobbies?

What are their motivations for visiting the collection?

What elements do they enjoy most?

What is their familiarity with technology like?

What scenarios might they make use of the service?

