

User Persona

Jim Zhang



Age: 23
Work: Student
Location: London
Character: Type

Personality



Outgoing

Curious

Adventurous

Goals

- Come out of the museum with an unexpected discovery
- Have a different experience in the museum as usual
- A reason to try out some of the interactive activities available

Frustrations

- When going to a museum you usually know what to expect
- Interactive activities tend to have a long waiting time
- Hasn't had much of a reason to try out interactive activities

Bio

Jim is an international student from China, studying in Greenwich. He has a passion for the British history and visits museums on a regular basis.

Mary Johnson



Age: 32
Work: Accountant
Family: Married
Location: London, UK
Character: Extrovert

Loud

Whitty

Adventurous

Goals

- Wants to try new things
- Take more trips to the museum
- Have more to talk about museum trips

Frustrations

- A lot of interactive activities in museums are quite static
- Doesn't have much drive to visit the museum
- Most interactive activities are targeted towards children

Bio

Mary was born in London and has lived there her entire life. She wants to make the most of her life and try new things. She visits museums occasionally but would like to visit more but lacks the drive.

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