

# 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.

# User Persona

## Jesse Garcia



### Goals

- For equality among women and men.
- To campaign women's rights.
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### Frustrations

- For woman to be represented fairly.
- Women being mistreated in the 21st century.
- Sexism in the workplace.

### Bio

Jesse Garcia is 24 years old she is a graphic designer, she is also a die hard feminist, she campaigns regularly for equality and for women's rights. She does not visit the museum and is keen to explore history.

## Samantha Reed



### Goals

- Sam's aim is to explore local museums.
- Sam wants to learn more about women's history.

### Frustrations

- She's annoyed she knows so little one women's history.
- She is annoyed that women are not given enough credit in history.
- She is frustrated with sexism in the workplace.

### Bio

Jesse Garcia is 23 year old post grad student, she is interested in learning more about history and possibly finding a new job working within the museum.