



User Personas

Four user personas namely
**Linda Zhu, Sonia Johnson, Morgan
Francesca and Arlene Smith**
have been listed below.

Their **user stories, problem statements and respective hypothesis** have also been mapped out





Linda Zhu

Age: 22

Education: University of Seoul

Hometown: Seoul, South Korea

Family: Parents with two sisters

Occupation: Art theory research student

"Art is a place of culture and creativity,I would like to know the artist who creates such fantastic pieces"

GOALS

- Learn about art and know what inspires the creations of the artworks
- Since the place she is currently studying at is not her hometown,she wants to explore and understand the place
- Study and follow through her research properly and create relevant and inspiring art.

FRUSTATIONS

- Whenever she visits art galleries,she always gets lost and the place confuses her.
- She is new to the place and does not know where the galleries are
- She doesn't know when which artworks are on the display

Linda is a masters student in University of Bechan.Most of her work revolves studying the art and the culture related to it.She likes to visit museums and art galleries as a part of her research work.

She is a very lively soul.She is open to meeting new people and new experiences.She has shifted abroad for study.She is interested in learning about cultures of different places.

Problem Statement

Linda is an art research student, who needs to know more about the form of art and the artist because she needs to improve her research and get real-world inputs.

Hypothesis

If Linda uses the app for her audio tours
Then she can better her understanding of the art

User Story

As an art student ,
I want to study the art and get to know more about the art
so that I can improve my research.



"I like visiting galleries but I think something could make the experience more enriched!"

GOALS

- Have a nice and fun experience at the art gallery
- Travel and provide her blog readers with good content

FRUSTATIONS

- Finds art galleries vague in the description of the art pieces.
- She is unable to experience the true story behind the painting and capture its essence

Sonia Johnson

Age: 27

Education: University of Chicago

Hometown: Chicago,US

Family: Lives with her parents, is currently
dating a man

Occupation:Blogger

Sonia has a degree in media and communication. She was working with an advertising agency before she found her calling in blogging and exploring places. She loves documenting her journeys and experiences. She enjoys visiting places of culture, history and artistic beauty.

Problem Statement

Sonia is a blogger ,who needs to know about the gallery and what they are housing
because she need to document her experience.

Hypothesis

If she uses the app to customize her tours
Then she can have an amazing tour

User Story

As a blogger,
I want to know more about the art
works
so that I can create content
according to it.



Morgan Francesca

Age: 45

Education: University of England

Hometown: Manchester,England

Family:Lives with his spouse

Occupation:Marketing Professional

"I would enjoy it if someone shows me around the library and tell me more about the art"

GOALS

- Book and view new exhibitions and art shows
- Know what else he can do at the art gallery

FRUSTATIONS

- He needs to call up the gallery frequently to know when one of his favourite artists' works are on display
- He is unable to learn more about the art pieces on display

Morgan is a marketing professional with a love of art. He finds these places calm, soothing and filled with creativity. He works dedicatedly on his 9 to 5 job but makes sure that he doesn't leave out his hobbies. He has recently bought a new property which he wishes to decorate himself with beautiful art pieces. He enjoys playing golf and chess as his other side interests.

Problem Statement

Morgan is an marketing professional , who needs to know the schedule of the gallery
because he always visits it at a wrong time

Hypothesis

If he uses the app to book tickets
Then he can arrive on time without any hassle and enjoy the tour

User Story

As a person who has art as a hobby,
I want to know what else can I explore at the art gallery
so that I can extend my knowledge.



Arlene Smith

Age: 62

Education: Bachelors in Education, Mount Mary University

Hometown: California

Family: Mother of two, married to her spouse

Occupation: Retired teacher

"I just got lost in one of the galleries and really tired by the end of the day"

GOALS

- Go through the whole art gallery without getting too tired
- Enjoy her day at the art gallery
- Never have a free day in her schedule

FRUSTRATIONS

- Gets bored just looking at the artworks and wants to know more about the pieces
- Has trouble navigating through huge galleries and doesn't get to see the whole gallery properly

Arlene is a retired English teacher. She likes exploring new parts of the city and staying connected with nature. She likes gardening and concerts. She enjoys visiting libraries and art galleries. She admires art. She is a part-time counsellor at the elementary school she worked at school guiding students in their career

Problem Statement

Arlene is a retired teacher and senior citizen, who needs to navigate through the gallery smoothly because she often gets lost

Hypothesis

If she follows the tour
Then she will go through all the works and can use the map if she is unable to find the entry/exit

User Story

As a senior citizen,
I want to navigate through art galleries
properly
so that I can see around without getting
lost.

Map of
the
gallery is
provided

Online
bookings

Schedule of
which
artists' display

Suggesting
similar
places to go

Showing classes
if the art gallery
provides it

Pace of
the tour
can be
changed

Voice speed
and
language
could be
changed

Suggesting near by
activities to do

Additional
links to
know more
about
the art form

Customiza
ble
tours