

# Prompt:

“Design a mobile app for art auctions.”

Groups included in this exercise:

1. Professional collectors and private gallery owners
2. Personal home decor shoppers

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## Amrita Chandarana

**Age:** 47

**Education:** Masters in Art History,  
Courtauld Institute of Art

**Hometown:** London, UK

**Family:** Husband, 1 son, 1 dog

**Occupation:** Gallery manager, collector

*“Artistic knowledge is cultural knowledge.”*

### Goals

- Seeks to add artwork to her gallery.
- Wants to teach people world history through art.

### Frustrations

- Wishes to know if the art was verified for authenticity.
- Wants more diversity, likes to support traditionally underrepresented artisans.
- Nearsighted, wants zoom-in features to see details.

Born and raised in the UK, Amrita first found interest in art history when she would make yearly visits to her extended family in India. Her travels introduced her to many different cultures and their unique art forms. She spent much of her youth curating in museums and art galleries before becoming a gallery manager, who uses her knowledge and appreciation of historic art to teach people about world history.

As a person, Amrita is very conscientious and seeks to create a gallery that represents many different cultures and art forms.



**Heather Smith**

**Age:** 25

**Education:** BBA in Business  
Administration, Augusta  
state university

**Hometown:** Duluth, GA, USA

**Family:** Husband, 2 cats

**Occupation:** Secretary

*“A house can always use a personal touch.”*

## Goals

- Wants to decorate her newly purchased house
- Wants to save money
- Hopes to raise a family soon

## Frustrations

- Limited funds, wants art in her price range.
- Only wants art from reputable sellers.
- Wants search features for genre and material to suit her safety requirements.

Heather recently graduated from university, has been married for two years and just purchased her first house with her husband. It's a relatively small, suburban home where they hope to raise a family. They have limited funds but would like to decorate their new house with some unique home decor.

Because they have two cats and want kids, Heather is mindful about the art material for safety and making her purchases last. She is very choosy about which types of art she buys and wants to avoid art that might shatter or otherwise break easily.