

"I want to Impress my friends"

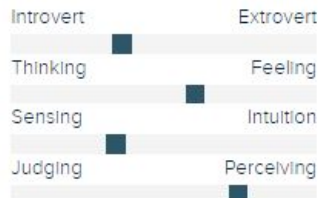
Age: 21

Work: College student

Family: Single

Location: Shanghai, China

Personality



Goals

- Spending her spare time more effectively/wisely
- Finding information about exhibitions more systematically
- Improving aesthetic appreciation skills

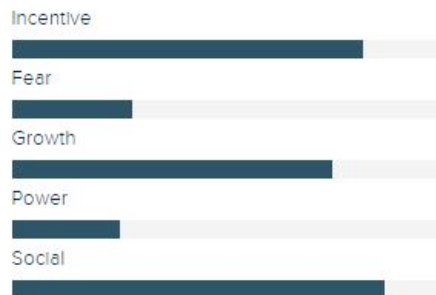
Frustrations

- Information is scattered and hard to find
- Information available is limited and not accurate enough
- All photos about the exhibitions seem to be over manipulated

Bio

Mia is a marketing major college student who is looking for more meaningful ways to spend her after hours. She just landed on her very first internship and she found out her colleagues who are more mature than her all have some artistic hobbies like going to galleries, museums. They want to join their conversations but Mia just has not been to many exhibitions and also too afraid to talk about it. So she needs a platform to learn about entry-level art and impress her colleagues.

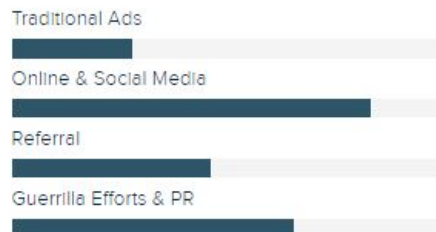
Motivation



Brands & Influencers



Preferred Channels





"I only want what's best for my child"

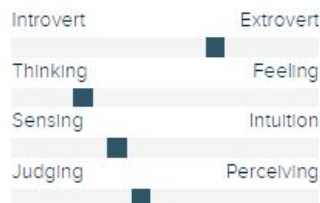
Age: 34

Work: HR

Family: Married, one kid

Location: Hangzhou, China

Personality



Goals

- Prompting her child to spend less time on phone
- Spending time with her child on weekends more meaningfully
- Finding a place where both her and her child can enjoy

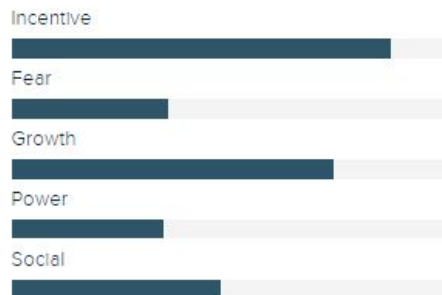
Frustrations

- Information about exhibitions that are kids-friendly is limited and content available on social media tend to be adult-focused
- Having so little time on finding places to go, she often ends up bringing her son to exhibitions that neither of them is intrigued

Bio

Zhu is a professional HR in a large international company, but more importantly, she is a mother. More than half of her time and energy is devoted to her 7-year-old son's education. In order to give her son a nurturing environment, she not only signs up for many extra-curricular classes for her son, but also tries to provide him with well-rounded immersive outdoor experiences. Zhu is a common visitor of museums, but she herself is no expert in art. So she is always thankful for any recommendations and advice about art exhibitions and it would be great if there is a professional app that does that.

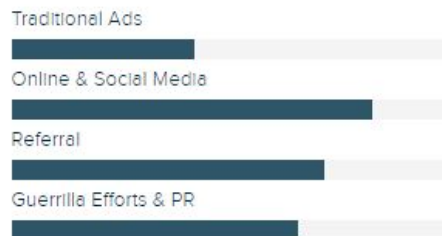
Motivation



Brands & Influencers



Preferred Channels





"Use the talents you possess, for the woods would be very silent if no birds sang except the best."

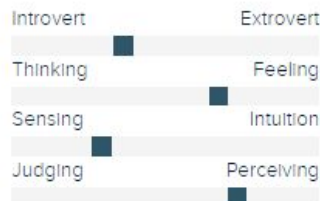
Age: 29

Work: Landscape Architect

Family: Single

Location: Suzhou, China

Personality



Goals

- Finding a community to share thoughts about landscape architecture design and related exhibitions to go, getting in touch with local artists
- Finding an authentic platform to buy handicrafts and souvenirs, both from exhibitions and art studios
- Finding exhibitions that are good for photo productions

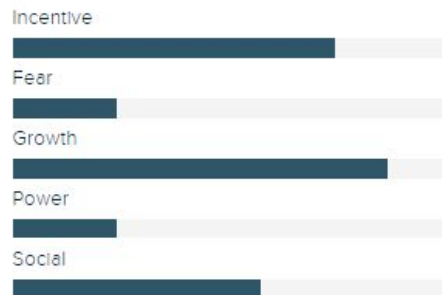
Frustrations

- His original channel to gain information about the local community and exhibitions is not applicable
- The information available regarding the exhibition quality is oftentimes not accurate and limited
- Handicrafts and information about art studios are hard to find

Bio

He is a 31-year-old landscape architect who just returned from overseas. He is very picky when it comes to exhibitions related to architecture and has outstanding tastes. He is actually a zealot collector of handicrafts by indie studios. Since he just returned from overseas, he is looking for a local community in Suzhou and in China in which he could share these small pieces of art and joy with others. Also, he pays visits to museums quite frequently as he is on a project reminiscing elements of traditional Chinese architecture. Besides his day job, he is also a freelance photographer. Finding a good spot is always something he wants to achieve.

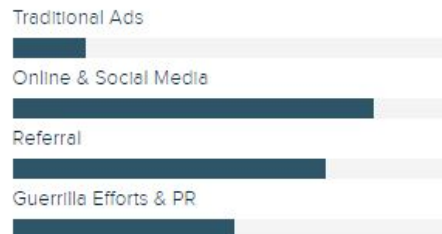
Motivation

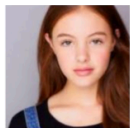


Brands & Influencers



Preferred Channels





Scenario:

Mia wants to be better integrated into her work environment, and she is searching for an app that will give her a lot of reviews on artwork and art history, so that she can better understand exhibition and increase her knowledge base. When she is enjoying her weekend, she finds a good plaza where she can communicate with people who have professional knowledge while at the same time seeing many pictures of exhibitions. Her professional knowledge increases, and she is very happy.



Scenario:

The weekend is approaching, Zhu is trying to find an exhibition that is beneficial for her 7-year-old son. Having little time to look through the comments and reviews on various exhibitions one by one, she decides to ask someone else that might have some experience and can give good recommendations. Trying to search for the term “kid-friendly” on Muse, she then finds a community that revolves around kid-friendly exhibitions and their experience there. Looking through several posts, she decides on one that is recommended by parents whose kids are similar to hers.



Scenario:

James just returned from the USA. After visiting the works of many American artists, he is looking for traditional-content museums and the traditional artists community. He is looking for a channel where he can see professional artists comments and the great artists group. As an artist, he wants the channel to have a good-looking interface and consist of professional artists.

