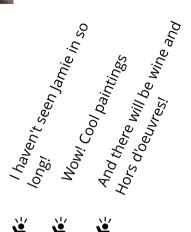
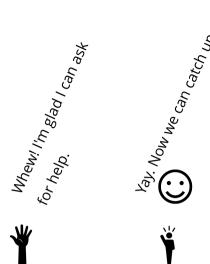
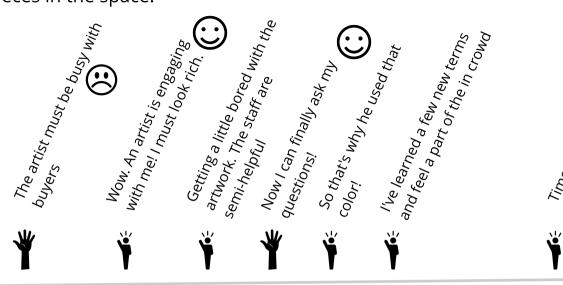
Robin's User Journey - Studio Visit (joint exhibition with two artists)

Robin just received a Facebook invite to a cool new gallery opening. Before committing, she knows that she must look up the artist, his work, and assess whether the work resonates with her emotionally. If this isn't the case, she may be swayed by having the chance to spend time with friends she hasn't seen in a while. Since she's new the the gallery world, she really relies on staff or signage at galleries to help her get acclimated to the layout and know how to interact with the pieces in the space.









Thoughts

& Feelings

Jamie arrives a few minutes after. They greet

She meets a staff person at the door who guides her to the gallery floor

Robin and Jamie get drinks at the bar and view the paintings. They wonder what the artist thought of as he conceived of them.

Peruse Exhibition

Getting Oriented

Robin is approached by one of the artists

Experiencing the Exhibit

Jamie is pretty bold and interrupts the group forming around the artist. He asks him about his inspiration for the piece Robin is drawn to.

Robin hears

from the artist

who was busy

Robin and Jamie are hungry. Robin uses her phone to find a nearby

restaurant.

Robin and Jamie exit, taking one of the artist's cards for an upcoming exhibition

Exit Gallery

Phases of the Journey

Negative

Emotional

Experience

Pre-visit
Robin can't find a ton of information about the artis
and his work beyond the
Facebook page and one
article

Dro vicit

She finds a nice

Research

Robin reads the FB

description

Robin's friend Jamie

opening

Discovery

sends a Facebook invite to an upcoming gallery

article on the artist



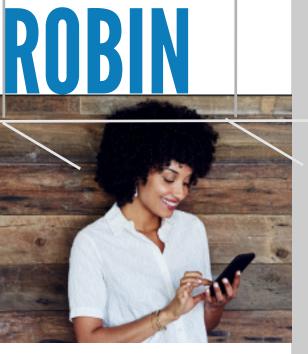
Arrival & Entry

Robin sees that the artist is surrounded by people and doesn't feel comfortable pursuing him for a question.

Preparing for re-enter the world Robin has to Google potential restaurants to go to while staff attempt to help her or assess that she is bored because she's on her phone.

Strategize

What's Next



Background

Female **25** years old, Single

Location: Chicago

Education: Bachelor of Arts in

Chemical Engineering

Occupation: Researcher

Socioeconomic Status: Middle Class

Computer Expertise: Middle/High

Level

"I want to see what art is being created across the city and learn the "how" and "why behind each piece. Truth be told, I also want to build up to confidently speaking with artists at studios and galleries.

Narrative

Robin has been living in Chicago for two years and has works as a public health researcher at Northwestern. She is seeking to get more embedded in the city by scoping out the art scene. She has a few friends who are also art aficionados. Separately, they usually find galiery and open studio events on Facebook and share them with one another. Most times, no one in her friend group has ties with the artist, and they venture out to get exposed to new forms of art creation. Robin knows that she needs to properly prepare by Googling artists

User Role

Patron/Visitor

Motivations

- Find cool venues in the city to visit time and time again
- Have fun with friends
- Learn more about art and how to appreciate it
- Understand the "how" and "why" behind art works
- Interface confidently with artists in the city

Frustrations

- Visiting galleries and studios and potentially not knowing anyone there
- Not knowing enough about art and art appreciation to confidently convey herself to artists and other people in the art world
- Trouble understanding how and if its possible to convey feedback as a layperson

Trott Business Program Etiquette

Dinner

Wednesday, April 26
5:00 - 7:30 pm
Quadrangle Club
1155 E. 57th St., Chicago, IL 60637
Business Professional Attire

You are cordially invited to join us for our annual etiquette dinner, featuring a four-course dinner and an interactive seminar facilitated by a Corporate Etiquette and International Protocol Consultant

Click here to RSVP by April 10th
Questions?
Contact your TBP Advisor or
Jasmine Omeke at jomeke@uchicago.edu