

## Persona 2 (Patron/Visitor) - Draft

# ROBIN



## 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 gallery 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

## User Journey 2 (Patron/Visitor) - Draft