

Personas

Persona 1:

Name: Jasen

Age: 46

Occupation: Furniture Designer

Gender: Male

User Roll: Art Collector

Background:

Jasen works at a mid-size national furniture on the product research and design team. Jasen lives in the Palm Springs, CA area and is active in the community and volunteers on many green initiatives to preserve the architecture of that region. He frequents galleries and art shows at least once or twice a month and considers himself an art collector. He has purchased over 30 works of art.

Tagline:

Although I anticipate the interaction at an opening or an exhibit, if I had a resource to view works from a variety of artists before hand it would give me a chance to consider the works and help me select the shows I am interested in attending.

Motivations:

- Discovering a new up and coming artist
- Feeling a connection with a particular piece of art
- Finding a piece to purchase within my budget

Frustrations:

- Uninformed of an opening that may interest me
- Going to an exhibit with works that do not appeal to me
- Not having the time to visit an exhibit

Personas

Persona 1 (Collector) - Draft



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DEMOGRAPHIC

Male 46 years
Furniture Designer

USER ROLE

Art Collector

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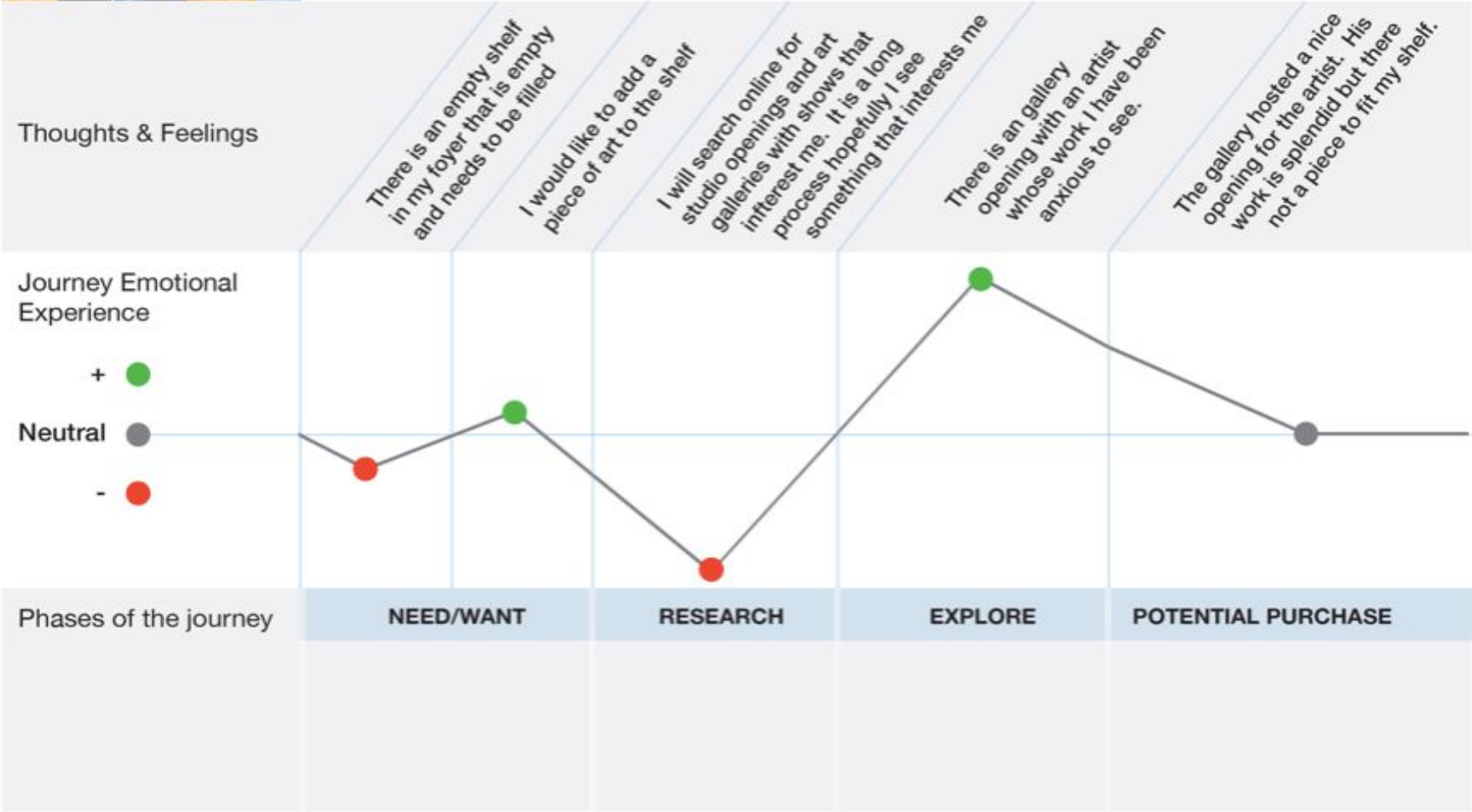
FRUSTRATIONS

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- Not having the time to visit an exhibit

User Journey 1 (Collector) - Draft



Jasen is ready to add to his art collection. He has been on the look out for a small piece of art to place on a shelf in his foyer.



Name: Robin

Tagline: 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.

Background

Female, Single

Age: 25 years old

User role(s): Visitor/Patron

Education: Bachelor of Science in Chemical Engineering

Job: Researcher

Level of computer expertise: Middle/High. She uses computers and applications daily on the job.

Socioeconomic status: Middle Class

Goals/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 and pain points:

- 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 it's possible to convey feedback as a layperson

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

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

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Narrative

Robin has been living in Chicago for two years and 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



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 to 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.

