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

Persona 1 (Collector) - Draft



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DEMOGRAPHIC Male 46 years Furniture Designer

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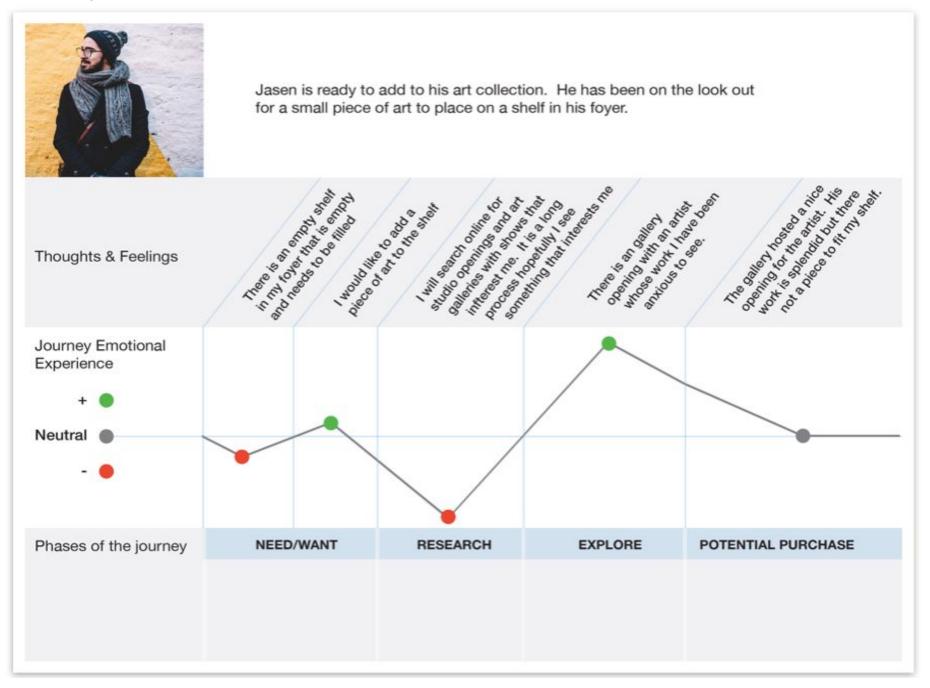
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User Journey 1 (Collector) - Draft



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



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Narrative

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User Role

Patron/Visitor

Motivations

- Find cool venues in the city to visit time and time again
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- Interface confidently with artists in the city

Frustrations

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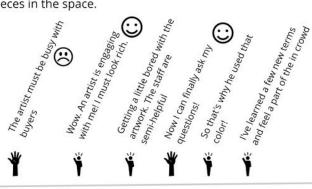


Robin's User Journey - Studio Visit (joint exhibition with two artists)

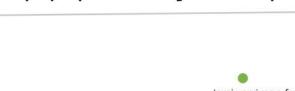
Robin just received a Facebook invite to a cool new gallery opening. Before committing, she knows that she must look up the artist, his work, and assess whether the work resonates with her emotionally. If this isn't the case, she may be swayed by having the chance to spend time with friends she hasn't 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



She finds a nice

article on the artist

Jamie arrives a few minutes after. They greet

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

Robin is approached by one of the artists

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

Positive **Emotional** Experience

Robin reads the FB description

Robin's friend Jamie sends a Facebook invite to an upcoming gallery

article

opening

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

Phases of the Journey

Discovery	Research	Arrival & Entry	Peruse Exhibition	Experiencing the Exhibit	Strategize What's Next	Exit Gallery
Pre-visit		Getting Oriented			Preparing for re-enter the world	
Robin can't find a ton of information about the artist and his work beyond the Facebook page and one		Robin arrives and sees that the	pursuing him for a question.		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.	
		building location is a little run down	•		•	

Negative **Emotional** Experience