



# 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

I haven't seen Jamie in so long!

Wow! Cool paintings

And there will be wine and Hors d'oeuvres!

Whew! I'm glad I can ask for help.

Yay. Now we can catch up.

The artist must be busy with buyers

Wow. An artist is engaging with me! I must look rich.

Getting a little bored with the artwork. The staff are semi-helpful

Now I can finally ask my questions!

So that's why he used that color!

I've learned a few new terms and feel a part of the in crowd

Time to eat!

Positive  
Emotional  
Experience

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

Robin reads the FB description

She finds a nice article on the artist

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

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

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

Negative  
Emotional  
Experience

Robin can't find a ton of information about the artist and his work beyond the Facebook page and one article

Robin arrives and sees that the building location is a little run down

Robin sees that the artist is surrounded by people and doesn't feel comfortable 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.

# ROBIN



## Background

Female  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

# 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](mailto:jomeke@uchicago.edu)**