

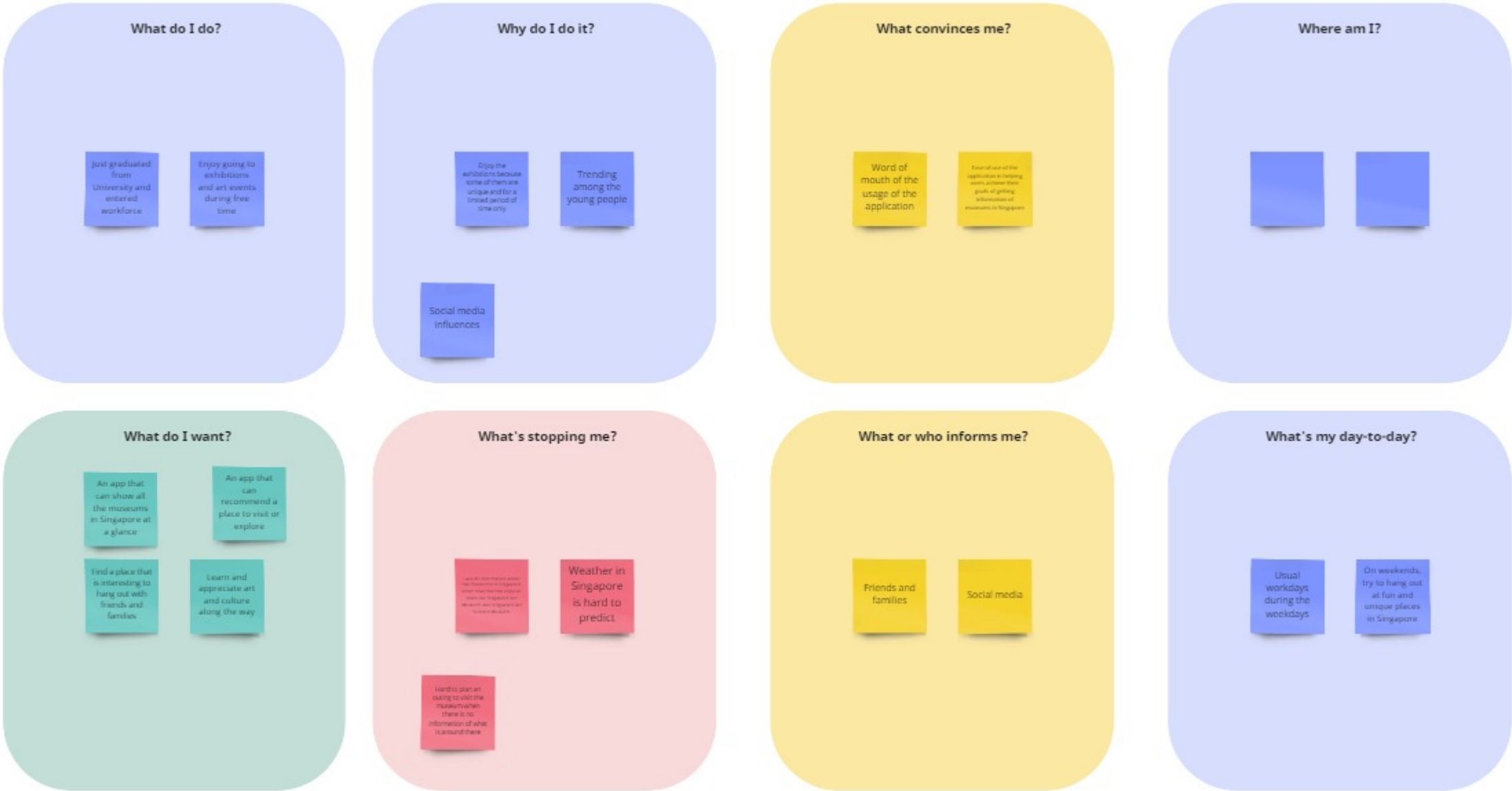
?

Shirley Tan
 Young adult, art-lover

Actions, Motivations and Pains

Values

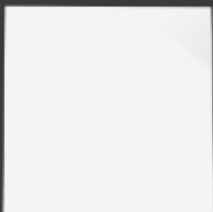
Context



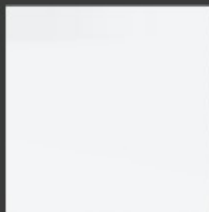
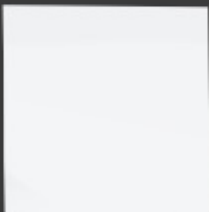
Our Response

What do we need to validate?

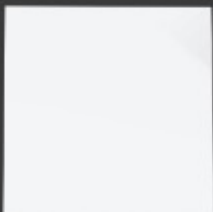
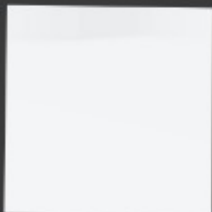
What are the key needs of young users when finding out about information about art events in Singapore



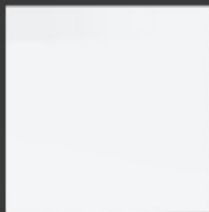
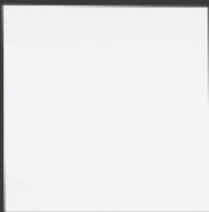
What don't we know?




How does it change our process?



What now?





David Ong
National Arts Council
(NAC)

Actions, Motivations and Pains

Values

Context

