# Louvre

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# Concept

### Name and URL

*Name:* The Advent of the Artist
*URL*: louvretheadvent.com

### Products or Services

*For its fifth season, the Petite Galerie of the Louvre, a space dedicated to art and cultural education, will hold an exhibition* entitled "The Advent of the Artist"the edition will coincide with a cycle of Louvre exhibitions dedicated to *Renaissance s artists Leonardo da Vinci and Michelangelo.*

### Location

*Rue de Rivoli, 75001 Paris, Francia*

### Target market

- Students
- Workers
- Parents
- Artists

### Cost

*Exclusive*

### Elevator pitch

*The world thinks they* know art and calls *everything they see, but upon entering the Louvre, feeling the perfume of artists realizes* the difference that exists in what they*believe and wears n impregnated inspiration and therefore in order to recognize what is this museum has to remain in the hands* of an artist who *knows that that lotion is composed.*

# Strategy

## Target Market

The market that will access the  landing page is characterized by:

**Roles** (person groups with common goals)

- *Artists*
- *Innovator es*

**Dermographia**

- **Genre** - Men and Women
- **Education-**  High
- **Occupations** - Artists
- **Age** - 18 - 100
- **Location** -  France

Psychography (personality, values, attitudes, interests, lifestyle)

- **Personalities &** Attitudes**:**

  Reserved,  bold  and curious

- **Values:**

  Respect and love

- **Lifestyles  :**

  Active and personal development

- **Interests:**

  Art

# Strategy

## User People

**Ariana Grande (27) –  Singer**

- Artist
- Creative

**Lady Gaga (34) -  Singer**

- Artist
- Kind

**Emma Watson (30) – Actor**

- Artist
- Creative
- Curious
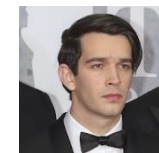
**Matty Healey  (31)-  Singer**

- Artist
- Smart

**Scarlett Johansson (36) – Actor**

- Artist
- Singer
- Model

**Khalid Donnel Robinson (22) – Singer**

- Humble
- Artist

# Strategy

## User Requirements  ( Needs)

The landing page must provide the user with the following:

- Reserve a ticket
- What's going to be found in the exhibition

## Customer Requirements (Needs)

The landing page must provide the customer (business):

- Those who reserve tickets

# Scope  Diagram

## Content Requirements

Content required (textp, images, video)
*"The user will be looking for..."*

- Text
- Images
- Reserve ticket

## Functional Requirements

The System will allow the user to complete the following tasks:
*"The user will be able to..."*

- Buy tickets
- Mail to warn of our next art exhibitions

# Sitemap

Add a landing page site map

```
┌─────────────────────┐                          ┌─────────────────────┐
│                     │  ──────────────────────> │                     │
│    Landing page     │                          │     Ticket form     │
│                     │  <────────────────────── │                     │
└──────────┬──────────┘                          └─────────────────────┘
           │
           │
           ▼
┌─────────────────────┐
│                     │
│      Location       │
│                     │
└─────────────────────┘
```

Louvre