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 theybelieve 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) – Vocals

- Artist
- Creative

Lady Gaga (34) - Singer

- Artist
- Kind

Emma Watson (30) – Actor

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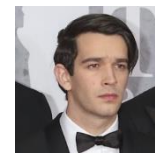
Matty Healey (31)- Singer

- Artist
- Smart

Scarlett Johansson (36) – Actor

- Artist
- Singer
- Model

Khalid Donnel Robinson (22) – Cantante

- 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

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│    Landing page     │                    │ Ticket purchase form│
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