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

 **Emma Watson (30) – Actor**

* Artist
* Creative
* Curious

**Scarlett Johansson (36) – Actor**

* Artist
* Singer
* Model



**Lady Gaga (34) -**  **Singer**

* Artist
* Kind

**Matty Healey**  **(31**)**-**  **Singer**

* Artist
* Smart



**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

Location

Landing page

Ticket form