James McKerman
Visiting to Cartoon Museum

WHO
- 50 year old, Male, Teacher

GOALS
- To understand and learn more about cartoons

EXPECTATIONS
- To learn about the history of cartoons
- To learn about different cartoon styles
- To learn about the artists' story

JOURNEY PHASE	1. DISCOVERY How the user finds the space	2. ORIENTATION How the user begins exploring the space	3. EXPLORATION How the user navigates the museum	4. CONCLUSION How the user concludes the visit
ACTIONS	Googles thing to do in the area that don't require pre-booking Finds the Cartoon Museum and picks it because it is interesting and small enough to completely explore Goes to the Cartoon Museum entrance and follows the stairs down	Walks to the Front Desk to speak with receptionist Buys an Adult ticket Walks to the Main Collection Gallery and listens to an introductory talk given by a volunteer Reads text on the Introduction Wall	Starts at the entrance to the Main Collection Gallery and follows the arrows on the floor around the Museum Looks closely at the work, lifts his glasses to read the annotations and the *BLACK* exhibition book Takes a picture of cartoon and laughs Stands and watches the video content on the TV displays in the *BLACK* and *V for Vendetta* exhibitions	Walks out to the reception area and goes to the bathroom Goes to the Gift Shop and looks around, pausing to pick up hold and read items Picks a book and print to buy and goes tot he Front Desk to pay Speaks to the receptionist about his experience in the Museum Walks out to the Lift area and exits

MINDSET & EMOTIONS

Liked the way you move around the space: the "one way system guides you around in a chronological order"

Amused by the satirical stuff, it always makes him laugh

Surprised: by the work from 17-1800s and how these political issues have been handled in a similar way to today

Looked for things that might be relatable to his identity and his work as a teacher

Found the *BLACK* room to be the best part of the exhibition because it was immersive

Curious: was looking to see if there was something he could take pictures of to show. his students

Impressed: the "experience was quite opening"

Not good with using QR codes (used to connect to the BLACK exhibition Spotify playlist)

Overwhelmed: found the *BLACK* book "quite thick" and needed prior context to really understand it

Lost: overwhelmed by the amount of work on the walls - nothing central to orientate yourself toward

Not much variation in the format of the work

Disappointed: not to see "the DC and Marvel stuff"

Found the Gift Shop to be a bit "chaotic", but "like[s] that"

OPPORTUNITIES & INSIGHTS

Think about the development of creating cartoons.

E.g. Can users write their own story?

Enhance the narrative by guiding the user through the space

E.g. A virtual map guide with audio that is activated by the users' location in the space

Make exhibition pieces like the *BLACK* book easier to consume

E.g. More video content

Introduce tactile variety in the space to give users more things to orientate towards

miro

Charlotte Matthews
Visiting to Cartoon Museum

WHO
- 23 years old, Female, Student

GOALS
- To be entertained by the Cartoon Museum

EXPECTATIONS
- To be amused by the cartoons
- To draw cartoons
- To purchase memento of the experience

JOURNEY PHASE	1. DISCOVERY How the user finds the space	2. ORIENTATION How the user begins exploring the space	3. EXPLORATION How the user navigates the museum	4. CONCLUSION How the user concludes the visit
ACTIONS	Search for 'fun things to do nearby' on Google Maps	Enters the Museum and goes to the Front Desk to speak with the receptionist	Looks at the work in Main Collection, reads annotations	Exits V for Vendetta and goes to the Gift Shop
	Find and choose the Cartoon Museum	Buys an Student ticket at Front Desk	Laughs at cartoon, calls over friend to look at it - laugh together	Browses the Gift Shop - finds a comic strip print for a friend
	Meet up with friends at the Cartoon Museum	Walks to the Main Collection Gallery, reads text on the Introduction Wall	Takes a picture of cartoon	Purchases the item from the counter
			Walks to Clore Learning Studio to draw cartoons with friends	Walks out to the Lift area and exits
		Follows arrows around Main Collection Gallery	Follows floor arrows to *BLACK* exhibition - sits on the bed, watches the video and looks at cartoons	
			Follows arrows to *V for Vendetta* exhibition - watches videos	

MINDSET & EMOTIONS

- "My friends and I watched cartoons as kids and we even watch cartoons now for fun"
- "Its nice to have something to lighten up the mood, especially during the pandemic"
- "The satirical theme throughout the exhibition is really interesting"
- "It makes you think about political issues in an off-beat and humorous way that's easy to grasp"
- The *BLACK* installation with the bed and little cubby hole was so encompassing and immersive, although it was a little overwhelming
- "The *V for Vendetta* exhibition was cool. It was more spread out and it gave you a bit more time to engage in the work and take it all in"
- I wonder if my friend would like this gift

- She "was in the area and just wanted to do something fun nearby"
- Some of the satirical cartoons just weren't funny. But that's fine
- It takes too long to draw. I wish there were some storyboards or templates we could use
- "I like that you can interpret the cartoons' message how you want"

OPPORTUNITIES & INSIGHTS

1. DISCOVERY
Get visitors to create their own cartoon story with templates

E.g. An interactive whiteboard that allows users to pull in pre-made cartoons into a storyboard

2. ORIENTATION
Allow users to create their own captions or jokes to cartoons. llowing them to interpret the meaning of the cartoon how they want.

E.g. A user can type a caption and it gets presented on the cartoons

3. EXPLORATION
Allow users to see the creative process behind creating the cartoons.

E.g. Show a video of the cartoonist creating the work

4. CONCLUSION
Allow users to purchase a cartoon or storyboard that they created

miro