

PERSONA 1

Charlotte Matthews



Age: 23

Gender: Female

Occupation: Student

Location: London

GOALS

- To enjoy and be entertained by the exhibitions
- To connect with the subject matter of the work
- To draw and be inspired at the museum
- To purchase a memento of the experience from the gift shop

STORY

Charlotte is a university student living in London. She has a general interest in the arts, including photography, film, literature, art and music. Charlotte was gifted a National Art Pass for her birthday and likes to spend her weekends exploring London's offerings of galleries, museums and attractions. Sometimes Charlotte will go to museums to meet up with friends, but other times she likes to attend on her own, seeing what is close by on a whim.

Charlotte has been interested in cartoons since she was a child and they are something she still enjoys. Her interest in the topic comes from her Dad, who she describes as a "comic nerd". Charlotte has always enjoyed drawing and finds it to be meditative and relaxing.

Charlotte likes to feel immersed in exhibitions and being able to put herself in the the artist's shoes. Furthermore, she enjoys learning and thinking about the messages behind an artist's work. As such, she finds the political and satirical aspects of cartoons interesting.

Charlotte also likes the subjectivity of art and cartoons and how you can "interpret the story how you want to". But she doesn't take thing too seriously and enjoys humour, especially humour that you can get in a second or two without having to read too much.

MOTIVATIONS

- Motivated to explore and be expose to a different art form
- Motivated to find interesting things to do on the weekend and have fun
- Motivated to find inspiration
- Motivated by a desire to feel nostalgic
- Motivated to do something lighthearted to counteract the current low mood because of Covid-19

FRUSTRATIONS AND OPPORTUNITIES

- Disappointed there was no opportunity to see 'behind the scenes' or the development of creating/drawing cartoons
- Didn't understand some of the jokes in the cartoons
- Disappointed in the lack of interactivity and "would have liked something to get [her] hands on"
- Wasn't sure if taking pictures was permitted
- Wished there was more interactivity to "bring [the work] to life"
- Felt there was a lot of material in a small space

PERSONA 2

James McKerman



Age: 50
Gender: Male
Occupation: Teacher
Location: London

GOALS

- Explore the cartoon museum as a whole
- Make use of the museum floor directions/guide
- Take pictures to show students
- Understand cartoon story development and get some help to create one
- Understand how people have been critical about political figures
- Check the giftshop to buy something interested in

STORY

James McKerman is a teacher living in London. Though an experienced professional, he constantly works at improving his teaching style. He is inquisitive and looks out for opportunities to enhance the learning experience of students. When he finds time, he explores the internet and finds spaces nearby, typically that does not require pre-booking. He found the cartoon museum to be a good choice for a mix of entertainment and learning, and at the same time, small enough for complete exploration in a single visit.

James constantly takes effort in analyzing his students and realizes that most kids appreciate the graphic novel style. He wished to understand the narrative style of cartoons better so that he could incorporate it into teaching. He was interested in identifying cartoons and comics of kids interests and thought of sending back pictures to his students. He expected to find content like DC and Marvel at the museum that would be appealing to kids. He assumed to get the help of a museum guide leading through the space and thereby perceive cartoons and cartoon story development better.

His interests include satirical content, political cartoons, the history of cartoons and graphic narrative styles that attract students.

MOTIVATIONS

- Understand/appreciate cartoons better
- Learn how to incorporate cartoons and its narrative style into teaching
- Amuze students by introducing graphic narrative style in lectures
- Be student friendly by analyzing students' interests and refining the teaching style accordingly
- Look for things relevant to professional work and personal interests

FRUSTRATIONS AND OPPORTUNITIES

- Not much variation in the work
- No really big thing to orient yourself towards
- Not good using technology like QR codes
- Gift shop was a bit chaotic
- DC and marvel were not included
- Black book was big - should have read in advance
- Difficult to relate historical cartoons