

## B.7 The director



Photo by [Shurkin Son](#) from [Freepik](#)

Type of persona	Name	Age
Customer	Ella Martin	57

Education	Family	Household income
PhD in Visual Arts, multiple Masters in business and economics	Husband, two teenage sons	180.000/yr (80.000 husband income, 10.000 real estate income)

Competencies	Experience	Attention level
<u>Domain</u> : Excellent <u>Linguistic</u> : Excellent	Expert	Very involving activities

Goals	System objectives	Type of usage
<p><u>End goals</u>: She wants to upgrade the position of the museum, improving the educational offer and underestimated collections.</p> <p><u>Experience and life goals</u>: Being a reference for her peers and setting new best practices in CH management</p>	She knows and uses the system only for understanding its logic and being able to describe its output to others.	Looking up information.

Behaviour	Attitude	Physical fitness
She strenuously operates for funding new initiatives and produces documents and reports in order to win bids and financing.	She is a persevering and solid professional used to hard work and dedication. Her social position is crucial.	Very fit, she cares about her appearance. She is healthy, with some insomnia problems. Good reaction time.