

PAOLO



Age: 7 years

Work: student

Family: lives with his parents and his little sister

Location: Bologna, Italy

Goals:

to have fun with his friends
to become a doctor

Frustration:

hates to wait
hates long explanation texts

Paolo is a 7 years old child. He attends elementary school and he is very curious. Alberto lives with his parents and his little sister in Bologna. Alberto enjoys school and gets along with his classmates. They are going on a school trip in the city to visit the Zoological collection and the Botanic Garden and Herbarium. He discovered The Real Tour application thanks to the flyers distributed at school that encouraged its use to keep children engaged during the visit. Paolo really appreciates the possibility to play a game after completing the visit and he manages to be more focused to get all the right scores in the end. His desire is to finish his tour and continue playing while learning to finally get his "Real Explorer Map" and brag about it with his friends.

MARA



Age: 43 years

Work: middle school teacher

Family: married

Location: Bologna, Italy

Goals:

to be updated on latest trends
being informed
visiting many cities

Frustration:

poor sense of direction
hates distractions

Mara is a middle school teacher, she is 43 years old and she teaches history. She is married and lives in Milan with his husband but she studied in Bologna while she was a university student. Mara remembered visiting the collections of the University Museum Network while she was living in the city. She is coming back to Bologna to visit her parent and for the occasion she is considering to re-visit a few of her favorites museums. Mara discovers about The Real Tour Application while navigating the University Museum Network website. Since she likes being updated on latest trends she downloads it. She then tries it to test its functionality and since she finds the games interesting as they encourage the use of critical spirit in children she is considering to suggest the app to the kids she teaches to.