

PERSONA:

Paolo, age 7, from Bologna, likes science museum.

USER STORY/SCENARIO:

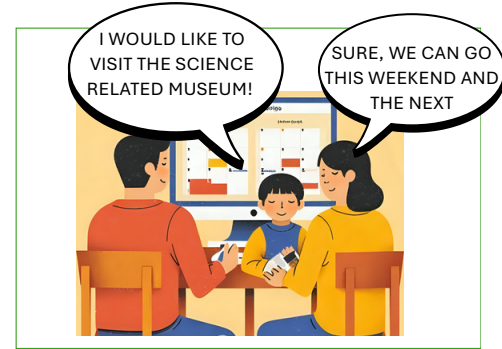
Paolo finds out about the The Real Tour app at school.



Receive an advertisement for the real tour experience at school. Paolo gets excited about trying a new game application.



Takes the flyer home to his family. The parents are happy to know that their child displays interest in visiting new museums.



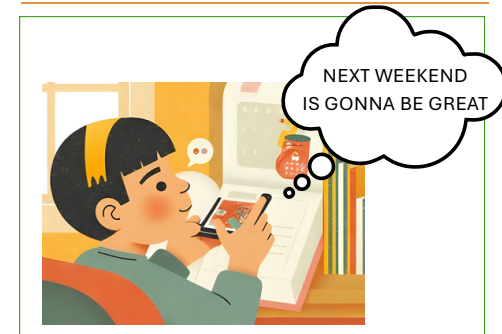
The family sit down that same night and download the app. Paolo selects the museum he wants to visit, they organize the visits of four different museum, in two different weekends.



After arriving at the first museum Paolo selects the icon on the map and starts the game. He explores the museum, and at the end of the game, he feels one step closer to the final reward.



Paolo runs to the next museum, that is just a few minutes away. He starts the museum's game quickly, he is feeling competitive.



Once the second museum game is finished, the experience for the first weekend is over. Paolo feels sad but also enthusiastic for next weekend visits.



Finally, is the next weekend, Paolo can finish the map. On the same day he visits the last two museums and plays the games proposed by the application.



Paolo is happy to find out that he can go back to his favorite museums to participate in the laboratory experience. He quickly rushes to the main desk at the museum to enroll.



Paolo also has received the poster of the map experience and hangs it in their bedroom as a token of the experience.