"I like to understand things deeply, but I need them to be presented in an engaging way and without chaos."

Name: Serena Rossi
Age: 31
Work: History teacher
Family: Single
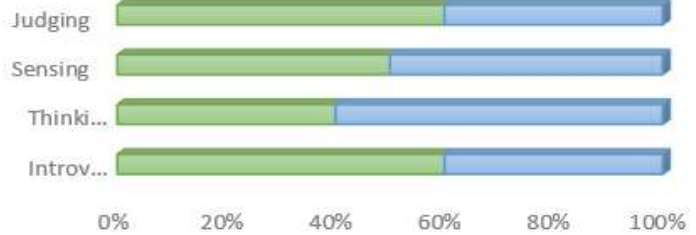Location: Florence, Italy
Character: The explorer

GOALS:
-Economic stability
-Spiritual and internal growth
-Move abroad
-For her, the goal at the museum is to learn new things interactively, by exploring, touching, and experiencing firsthand.
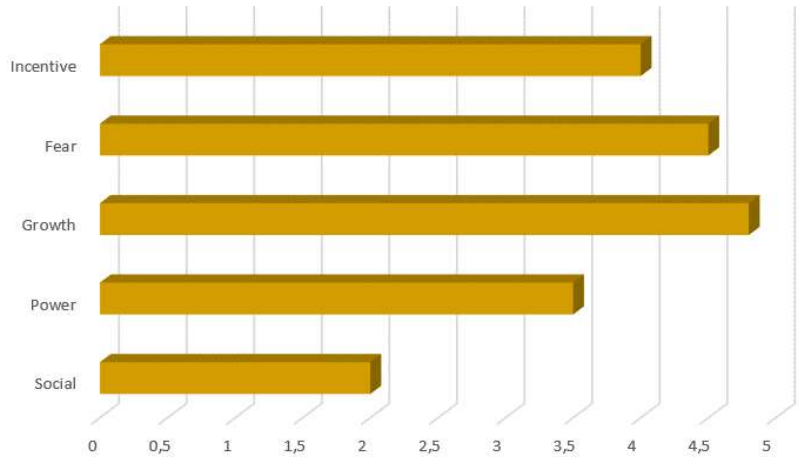
FRUSTRATION:
-Economic uncertainties
-Emotional difficulties
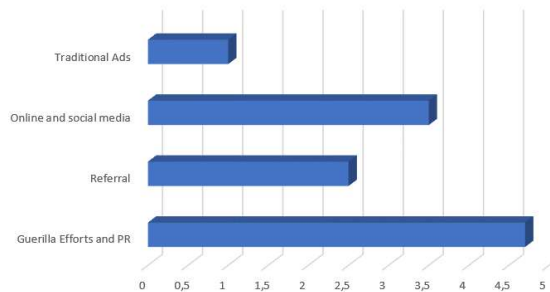-Too many visual stimuli in the museum

BRANDS AND INFLUENCERS

MOTIVATION

PREFERRED CHANNELS

BIO

Serena, a 31-year-old teacher, visits museums primarily to learn and find stimuli and inspiration for her work. She firmly believes that learning, to be effective and enjoyable, must be dynamic and engaging. This is why she always uses a variety of supports with her students, such as digital and audiovisual tools, to turn every lesson into an interactive experience.

This philosophy of hers is fully reflected in how she experiences a museum visit. Traditional labels with brief descriptions leave her unsatisfied; what she looks for is a deep, memorable, and personally engaging experience. This is why she is attracted to all those supports that allow for an active enrichment of the visit, such as apps with activities and interactive games to carry out independently. These tools turn her exploration into a journey of active discovery, satisfying her desire for non-static learning and making her cultural experience meaningful and unforgettable.