

# USER PERSONA

Four user personas namely

**Linda Zhu, Sonia Johnson, Morgan Francesca** and **Arlene Smith** have been listed below.

Their **user stories, problem statements** and **respective hypothesis** have also been mapped out



# Linda Zhu

Age: 22  
Education: University of Seoul  
Hometown: Seoul, South Korea  
Family: Parents with two sisters  
Occupation: Art theory research student

"Art is a place of culture and creativity,I would like to know the artist who creates such fantastic pieces"

## Goals

- Learn about art and know what inspires the creations of the artworks
- Since the place she is currently studying at is not her hometown,she wants to explore and understand the place
- Study and follow through her research properly and create relevant and inspiring art.

## Frustrations

- Whenever she visits art galleries,she always gets lost and the place confuses her.
- She is new to the place and does not know where the galleries are
- She doesn't know when which artworks are on the display

Linda is a masters student in University of Bechan.Most of her work revolves studying the art and the culture related to it.She likes to visit museums and art galleries as a part of her research work.

She is a very lively soul.She is open to meeting new people and new experiences.She has shifted abroad for study.She is interested in learning about cultures of different places.

# Problem Statement

Linda is an art research student, who needs to know more about the form of art and the artist because she needs to improve her research and get real-world inputs.

# Hypothesis

If Linda uses the app for her audio tours  
Then she can better her understanding of the art

# User Story

As an art student ,  
I want to study the art and get to know more about the art  
so that I can improve my research.





"I like visiting galleries but I think something could make the experience more enriched!"

## Goals

- Have a **nice and fun experience** at the art gallery
- Travel and provide her blog readers with **good content**

## Frustrations

- Finds art galleries **vague in the description** of the art pieces.
- She is **unable to experience the true story behind the painting** and capture its essence

# Sonia Johnson

Age: 27

Education: University of Chicago

Hometown: Chicago,US

Family: Lives with her parents,is currently dating a man

Occupation:Blogger

Sonia has a degree in media and communication.She was working with an advertising agency before she found her calling in blogging and exploring places.She loves documenting her journeys and experiences.She enjoys visiting places of culture,history and artistic beauty.

# Problem Statement

Sonia is a blogger ,who needs to know about the gallery and what they are housing because she need to document her experience.

# Hypothesis

If she uses the app to customize her tours  
Then she can have an amazing tour

# User Story

As a blogger,  
I want to know more about the art works  
so that I can create content according to  
it.



"I would enjoy it if someone shows me around the library and tell me more about the art"

## Goals

- Book and view new exhibitions and art shows
- Know what else he can do at the art gallery

## Frustrations

- He needs to call up the gallery frequently to know when one of his favourite artists' works are on display
- He is unable to learn more about the art pieces on display

# Morgan Francesca

Age: 45

Education: University of England

Hometown: Manchester, England

Family: Lives with his spouse

Occupation: Marketing Professional

Morgan is a marketing professional with a love of art. He finds these places calm, soothing and filled with creativity. He works dedicatedly on his 9 to 5 job but makes sure that he doesn't leave out his hobbies. He has recently bought a new property which he wishes to decorate himself with beautiful art pieces. He enjoys playing golf and chess as his other side interests.



# Problem Statement

Morgan is an marketing professional , who needs to know the schedule of the gallery because he always visits it at a wrong time

# Hypothesis

If he uses the app to book tickets

Then he can arrive on time without any hassle and enjoy the tour

# User Story

As a person who has art as a hobby,  
I want to know what else can I explore at the art gallery  
so that I can extend my knowledge.



"I just got lost in one of the galleries and really tired by the end of the day"

## Goals

- Go through the whole art gallery without getting too tired
- Enjoy her day at the art gallery
- Never have a free day in her schedule

## Frustrations

- Gets bored just looking at the artworks and wants to know more about the pieces
- Has trouble navigating through huge galleries and doesn't get to see the whole gallery properly

# Arlene Smith

Age: 62

Education: Bachelors in Education, Mount Mary University

Hometown: California

Family: Mother of two, married to her spouse

Occupation: Retired teacher

Arlene is a retired English teachers. She likes exploring new parts of the city and staying connected with nature. She likes gardening and concerts. She enjoys visiting libraries and art galleries. She admires art. She is a part-time counsellor at the elementary school she worked at school guiding students in their career



# Problem Statement

Arlene is a retired teacher and senior citizen, who needs to navigate through the gallery smoothly  
because she often gets lost

# Hypothesis

If she follows the tour  
Then she will go through all the works and can use the map if she is unable to find the entry/exit

# User Story

As a senior citizen,  
I want to navigate through art galleries properly  
so that I can see around without getting lost.



Suggesting similar places to go

Map of the gallery is provided

Online bookings

Schedule of which artists' display

Pace of the tour can be changed

Showing classes if the art gallery provides it

Voice speed and language could be changed

Customizable tours

Suggesting near by activities to do