

Eleonor

Age: 45

Education: BSc in Nursing

Hometown: Tulsa, OK

Family: teenage daughter

Occupation: Head Nurse

“My daughter and I connect through art and we both love discovering new artists.”

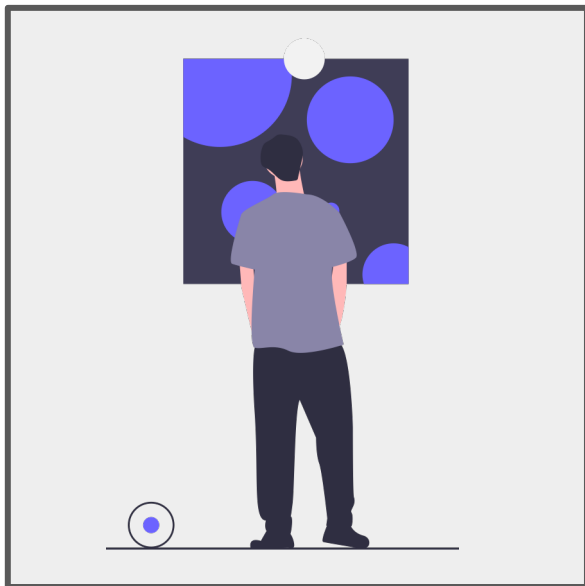
Goals

- Visit art galleries and museums with her daughter
- Discover local artists

Frustrations

- Limited information about artists available in the galleries she visits
- When available, the information is too text-heavy.

Eleonor is a busy nurse who loves art. She loves visiting local art galleries with her teenage daughter. She would love to learn more about local artists, but the information is usually limited. It can be difficult for her to read long passages of text, because of her dyslexia.



Alex

Age: 54

Education: MA in Visual Arts

Hometown: London, UK

Family: Gigi the Goldfish

Occupation: artist, art gallery owner

"I want to connect artists with new audiences and help them attract potential buyers."

Goals

- Attract new artists who could display work at their gallery.
- Connect artists with art lovers and potential buyers.
- Make art more accessible.

Frustrations

- Social Media platforms are not great for new artists.
- The art world is being too exclusive.

Alex has been active in Visual Arts community for over 35 years. They run their own art gallery and want to support young artists from all around the world. But they find social media platforms frustrating to use. They would love to make a lasting change in the art world by making it more inclusive.