

Persona: Eleonor

Goal: Visit art galleries with her daughter and discover local artists

ACTION	Research local galleries & current exhibitions	Buy a ticket	Go to the gallery of choice	Visit the exhibition and research artists	Follow up on her new findings
<p>TASK LIST</p>	<p>Tasks</p> <p>A. Search online B. Compare exhibitions C. Choose a gallery to go to</p>	<p>Tasks</p> <p>A. Purchase online (if possible) B. Carefully input all the data (her dyslexia makes it challenging) C. Save the tickets on her phone or print if required</p>	<p>Tasks</p> <p>A. Drive to the gallery B. Find a parking spot C. Enter the gallery</p>	<p>Tasks</p> <p>A. Walk around and discover new art B. Look up artists behind the best pieces C. Ask the staff for more information about the artists</p>	<p>Tasks</p> <p>A. Research online B. Follow artists' account on social media C. Visit their websites to purchase artwork she liked</p>
<p>FEELING ADJECTIVE</p>	<ul style="list-style-type: none"> Overwhelmed with the amount of options available Passionate about art Hopeful to see an exciting exhibition 	<ul style="list-style-type: none"> Frustrated with all the amount of text she needs to input correctly Ashamed that she is struggling 	<ul style="list-style-type: none"> Focused on the driving and find an appropriate parking spot Worried there will be a lift (she recently sprained her ankle) 	<ul style="list-style-type: none"> Inspired by the art she sees Curious about the artists Overwhelmed by the amount of new information 	<ul style="list-style-type: none"> Passionate about the local artists she discovered Overwhelmed by the amount of information Skeptical about some of the online sources she finds
<p>IMPROVEMENT OPPORTUNITIES</p>	<ul style="list-style-type: none"> Collect all the information about local art galleries and exhibitions in one place 	<ul style="list-style-type: none"> Include an automatic fill in option for the credit card information Add a different option for ticket purchase (e.g., by phone call) 	<ul style="list-style-type: none"> Provide information about parking spots in the area Provide information about accessibility for the gallery 	<ul style="list-style-type: none"> Provide easy-to-digest bios of artists featured including a text reader friendly version Provide images and links to further sources 	<ul style="list-style-type: none"> Provide one for all source of information about artists and their exhibitions and works for sale