



Juan

Age: 33
Education: Master's in Art
Hometown: Buenos Aires
Family: Single with 2 dogs
Occupation: Art & travel blogger
Language: Spanish/English

***“I love travel & art,
& want to show people why.”***

Goals

- Juan wants to own a travel company.
- Juan wants to gain readers and potential travel clients.
- Juan loves details, options, and speed in a stylish format.

Frustrations

- “I can’t recommend that most of my readers use this app because it only offers English.”
- “This app doesn’t give enough art info.”
- “This app is ugly for an art app.”

Juan believes that art should be accessible to all. They believe that everyday items should reflect stylish sensibility. They love relaxing to all kinds of music and not wasting time with complicated directions.



Age: 75
Education: high school
Hometown: Buffalo
Family: widowed mother
Occupation: volunteer

“I love my children and grandchildren, but want my last years to be more about me.”

Goals

- Wants to travel alone for first time.**
- Wants to see a famous painting.**
- Wants to feel comfortable with technology.**

Frustrations

- “I don’t know art.”**
- “I’m not good with technology.”**
- “I’m losing my hearing.”**

Ellie is a widow who has never traveled alone. They think a museum app would help learn more about the museum to avoid feeling out of place or lost. They are ready for new adventures, but nervous.