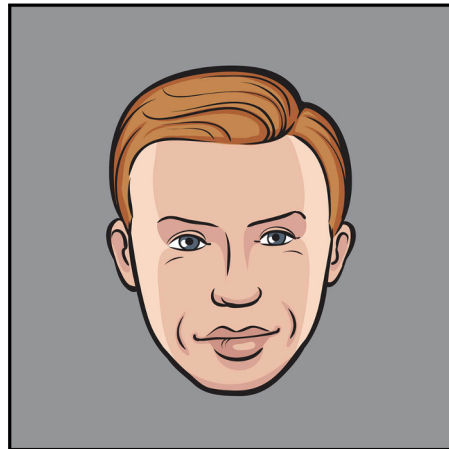


Persona: Alfie

Problem statement:

Alfie is a visitor looking for potential art for his apartment who needs a way to remember pieces and prices because he is seriously considering buying them for his home.



Alfie

Age: 30

Education: BS Accounting & Finance

Hometown: San Diego, CA

Family: Single, lives alone

Occupation: Senior Accountant

"Maybe I should of bought something for my apartment when I left. I am trying to redecorate and make it more interesting; but I haven't ever got around to going back there and kind of feel like I missed an opportunity."

Goals

- To experience the vibe of a gallery
- To be inspired to see something differently
- Find some grown up art for his apartment he's redecorating

Frustrations

- I would have liked to know more about what inspired the artist/would have been fun to ask them a question.
- I wish I had more to remember the art by. I forgot to take a photo and how much it cost

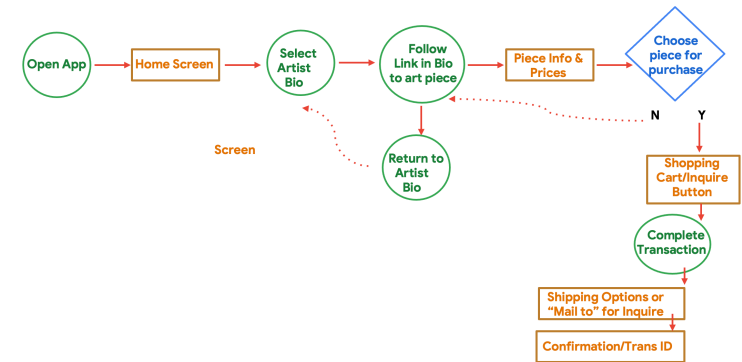
Alfie is a mid-career professional who was recently promoted in their job at a large accounting firm. They live in the suburbs on the outskirts of a large city. They enjoy the artistic appreciation and social life that San Diego has to offer, but may not be able to find as much time for those activities as they take on more responsibilities at work.

Alfie wants to make their team proud, level up their skills and forge positive relationships at work (and perhaps entertain more) so they are in good shape for another promotion in a year or two.

User journey map

Alfie, like other users, is someone who is curious about art and has an appreciation for it. His goals and characteristics represent the needs of a larger group of users, though he is not the only kind of user we envisioned.

User task: Use Artist Bio App to Click Through for Purchase.



Persona: Alfie

Goal: To know more about the art and artist from a gallery from which he considering a purchase

ACTION	Visit a Gallery	Look Around	Ask Questions	Exit Gallery	Think about the Purchase	Buy the Unique Piece
TASK LIST	Tasks A. Visit a Gallery that attracts them B. Download an App from a QR code at the Gallery	Tasks A. Move around gallery looking at items of interest B. May check app in gallery to see prices/details or learn about artist	Tasks A. Ask Gallery worker/owner about art B. May check or be referred to App for artist's bio and other relevant info	Tasks A. Eventually leaves gallery with or without a purchase B. May ask worker for a brochure and be invited to <u>download</u> App	Tasks A. Use app to learn more about art and artist. B. Share info from app with friends	Tasks A. Buy the art B. Go back to gallery to arrange pickup after purchase C. Could arrange delivery for a fee in App.
FEELING ADJECTIVE	<ul style="list-style-type: none"> Interested Attracted Excited to find a unique piece for their apartment 	<ul style="list-style-type: none"> Absorbed Interested 	<ul style="list-style-type: none"> Curious Engaged Frustrated if no one is available to answer questions or hasn't downloaded App 	<ul style="list-style-type: none"> Overwhelmed Pensive Confused about what to do if they want to think about it some more 	<ul style="list-style-type: none"> Excited Glad to have the information handy 	<ul style="list-style-type: none"> Satisfied
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> Social Media advertisement of App in advance to draw customers in 	<ul style="list-style-type: none"> Put other QR codes near different pieces to direct use in App/ as a reminder it exists 	<ul style="list-style-type: none"> Gallery owner keeps track of FAQs to put on App 	<ul style="list-style-type: none"> Feature ask the artist a question in App OR get a coupon on first purchase if you download App 	<ul style="list-style-type: none"> Suggest other pieces based on browsing Describe main colors of the piece for sight disability Ability to resize type 	<ul style="list-style-type: none"> Feedback button on App for user experience and questions