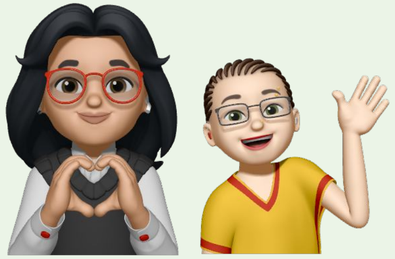
Who are our users?

Primary Users: Parents/ Children

“My son wants to have fun, and I wish he could learn something during the visit. It’s important he understands the world around him.”



Challenges

- Exhibits are not engaging enough for children.
- Children are not able to digest captions and descriptions in the museum.

Goals

- Spend quality time with children at the museum.
- Provide educational and enjoyable experiences for children.

Primary Users: Adults Visitors

"The museum is a fantastic spot for a weekend—it’s interesting, fun, and gives us plenty to talk about."

Challenges

- Lack of motivation to engage with the exhibits.
- Captions and descriptions are too text-heavy.

Goals

- Have a delightful and enjoyable visiting experience.
- Discover new and interesting aspects on each visit.

Secondary Users

Educators,
Researchers,
Aging Adults