**Persona 2: Jack, The Family Planner**

* **Age:** 42
* **Occupation:** Teacher
* **Location:** Suburban, plans trips to the city for family activities
* **Tech Savviness:** Moderate, uses apps for convenience but prefers intuitive interfaces
* **Goals & Needs:**
  + Wants to find kid-friendly exhibitions and workshops for his children (ages 8 and 12).
  + Needs an easy way to plan visits around family schedules, including booking group tickets.
  + Looks for detailed information about parking, accessibility, and dining options.
* **Frustrations:**
  + Struggles to find family-specific events quickly.
  + Often finds parking and logistical information hard to access.