**Persona 1: Lisa, The Art Enthusiast**

* **Age:** 34
* **Occupation:** Marketing Manager
* **Location:** Urban, lives in a city with access to multiple museums
* **Tech Savviness:** High, comfortable with apps and online services
* **Goals & Needs:**
	+ Seeks detailed, updated information on exhibitions and events.
	+ Wants a seamless way to purchase tickets in advance and schedule guided tours.
	+ Enjoys interactive content, such as virtual tours and exhibition previews.
	+ Values curated recommendations based on her past visits or preferences.
* **Frustrations:**
	+ Dislikes outdated information on museum websites.
	+ Finds it cumbersome to navigate between ticket purchasing, event scheduling, and exhibition details.