**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  + Dislikes outdated information on museum websites.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.