**Persona 3: Mia, The Casual Visitor**

* **Age:** 27
* **Occupation:** Freelance Graphic Designer
* **Location:** Urban, occasionally visits museums for inspiration
* **Tech Savviness:** High, enjoys exploring new technologies and interactive apps
* **Goals & Needs:**
  + Prefers a spontaneous visit, looking for same-day ticket availability and event schedules.
  + Values features like self-guided tour maps and audio guides to enhance her experience.
  + Wants easy access to social sharing options to post about her visit.
* **Frustrations:**
  + Dislikes lengthy sign-up or check-out processes when purchasing tickets.
  + Finds it difficult to locate real-time updates on crowd levels and exhibition availability.