

Persona 1

Name	Tim Sedlmayer
Gender	male
Age	22 years
Marital status/family	single
Place of residence	Munich, Germany
Education	architecture student (engineer)
Profession	student
Hobbies	drawing, Biergarten (beer garden) with friends, riding his bike, listening to music, travelling
Type of visitor (Az W)	first visit
Frequency of museum visits per year	2-3
Social aspect of the visit	with friends (co-students)
Media affinity	high affinity for new media, low affinity for traditional media
Media use	- great user of smartphone and laptop, - makes photos, uses apps, communicates through WhatsApp and Skype, goes on YouTube, has accounts on Pinterest and Spotify - watches films and Video on Demand
Relation to the Az W	as a student, interested in the library especially for his general knowledge, for his studies, for researching,
Information needs related to Az W	- opening hours - program, background information, some broad information and some detailed information, - catalogue, special information online, - mailing list for community, networking, getting information, keeping up-to-date on exhibitions and topics - contacts to experts/professionals
Affinity to architecture	very high, wants to make it his profession
Behaviour in the exhibition	- professional visit/context - really focussed, looks at contents as well as at aesthetics and presentation (scenography)
Special needs	/
Personality	enthusiastic about architecture, "everything is possible", follows dreams and visions

Expectations towards an exhibition about Austrian architecture:

- such a museum should be a forum, a place to discuss, a social place for the public to learn about current and future architecture and meet a lot of experts
- should also be a meeting point for professionals
- would be interested in a guided tour through Vienna, tourist information but also architecture tour

Scenario 1:

Tim Sedlmayer comes into a section of the a_show where the information is presented in form of texts (no multimedia, no hands-on, nothing digital).

Question 1: How does Tim Sedlmayer react to this section and behave in it?

Question 2: What would be an appropriate response of the Az W to his needs, expectations or (dis-)satisfaction?

Question 3: As a student in architecture, Tim Sedlmayer has the eye of the expert. In which way does this make his visit different from the visit of a “lay-person”? What are/could/should be the specific offers for this particular target group in the a_show?

Comments:

- Tim Sedlmayer is the persona representing the category of visitors coming for professional reasons: (future) architects themselves, urban planners, designers, students or teachers of architecture or otherwise connected to buildings and architecture.

- About question 1: Tim Sedlmayer takes a look at the photos and drawings, looks at some of the texts but gets tired/bored quite soon. He needs more variety in the presentation. Besides, being used to new media, he thinks the presentation is out of date. So, he starts to imagine what he would do out of this material, how he would present the contents, how he would set up the exhibition.

- About question 2: reshape the exhibition in a more modern way, including multimedia. But since this complete redesign of the exhibition is highly improbable, the Az W could start with offering additional information online (small videos, pictures, sounds, moving pictures, 3D plans and models on a screen etc.), using QR-codes or whatever technique Tim uses on his smartphone, to give him added value to the text displays.

- About question 3: As a student of architecture, he is a visitor with high expectations: on the one hand, he wants to learn something, to get to know Austrian architects, to get to know about the development of architecture in this country. He looks for the architects he already knows as well as for some “new ones” to discover. He tries to recognise trends, architects, methods, styles he already knows, he also looks for new ones and most of all for inspiration. On the other hand, he looks at how the exhibition is made, how the space is organised and divided in parts, how the display is done, which sizes, which fonts, which colours, which contrasts etc. He does not relax and just enjoy the visit, he always keeps his critical mind in action. What makes his visit with an “expert point of view” challenging is that it combines three different purposes: measuring his own knowledge in the exhibition and if possible enlarging it; applying his analytical and critical mind as well as his own taste to the exhibition; looking for examples, new ideas, good ideas, inspiration.

- Since Tim Sedlmayer is a digital native, he always wonders how people could manage to draw those plans by hand and how laborious this was. So, there is a curiosity towards old plans, but he often considers them as missing something: the third dimension. What about modelling those buildings in a 3D-computer-design he is familiar with? Maybe as an interactive exhibit he could turn around and look at as he does with the sketches he draws on his own computer?

Persona 2

Name	Agnes Reisinger
Gender	female
Age	43 years
Marital status/family	partnership, no children
Place of residence	Vienna recently moved to Vienna from Germany
Education	engineer
Profession	sales engineer for a multinational company of building materials
Hobbies	hiking, playing the violin
Type of visitor (Az W)	second visit, in connection with temporary exhibition
Frequency of museum visits per year	1-2, visits the Az W about once a year
Social aspect of the visit	comes with her partner
Media affinity	in between: got used to new media without abandoning traditional media
Media use	equal traditional and new media: newspapers, TV, Internet, smartphone, Facebook
Relation to the Az W	familiar with Az W – partner may or may not be interested (<i>the group made no decision about this</i>). goes back to permanent exhibition, may choose something which her partner likes
Information needs related to Az W	temporary exhibitions, collections digitised and online hypertext
Affinity to architecture	medium: knows about materials and architecture because of her job with building materials company, but not trained as an architect
Behaviour in the exhibition	on a mission, as visiting temporary exhibition, reading quite a lot
Special needs	(hearing or visual impairment?) But: people with disabilities wouldn't represent % of women visitors, so better no impairment
Personality	active, sensitive, healthy, happy in relationship

Expectations towards an exhibition about Austrian architecture:

Good grasp of how architecture has developed over the years, materials used

Scenario 2:

Agnes Reisinger visits the a_show after having spent some time in the temporary exhibition. She already visited it once a few years ago, so that she has a broad idea of what to expect. She does not really remember details about the content, though, so she hopes she will avoid the boring feeling of repeating too many familiar things.

Question 1: How much attention can she pay to the exhibition before she gets tired?

Not much since she has already visited the temporary exhibition, so she would come in already tired. Before visiting the permanent exhibition: she goes for coffee and Sachertorte, then pays more attention.

Question 2: How much entertainment does she want, how much scientific content?

She wants both.

Question 3: Does she perceive the influence of architecture in building up the nation's cultural identity?

Yes, she does partly because of her job, partly because she came from Germany and thus has an “external” perspective on Austria.

Comments:

- Considering the other three personas, it may be better to let Agnes be Austrian instead of German, otherwise all visitors-personas would be foreigners, two of them tourists, one of them living in Vienna but nonetheless from a different cultural background.
- Agnes Reisinger is the persona representing the “local audience”, living close by, having already visited at least once, potentially coming for temporary exhibitions but not necessarily the greatest art-lover or museum-goer.
- Agnes Reisinger has an indirect link with architecture, since she is working for a company of building materials. In this, she may be representative of many visitors, not architects themselves, but in some way interested, be it because of their work, their sense of aesthetics, their own curiosity etc.
- Her partner is a key to the visit, even though he is “only” an “assistant persona”: if he is not interested, she won’t come. Thus, his needs might have to be considered too.

Persona 3

Name	Peter Smith
Gender	man
Age	63
Marital status/family	married, 3 adult children, first grand-child on its way
Place of residence	Philadelphia, USA
Education	holds a PhD in history
Profession	former teacher (history), now retired
Hobbies	volunteer in „living history“ events, car-racing, genealogical research
Type of visitor (Az W)	first visit
Frequency of museum visits per year	5-8, mostly historical sites and open-air museums
Social aspect of the visit	comes with his wife
Media affinity	high affinity for new media, no interest in traditional media except for historical research purposes
Media use	smartphone, Internet, tablet, Skype. Possibly Facebook?
Relation to the Az W	none, first contact
Information needs related to Az W	basics: hours, place, how to get there
Affinity to architecture	in a historical sense
Behaviour in the exhibition	a reader, looks closely at exhibits
Special needs	large prints on labels, benches, media texts in English
Context of visit	2 months in Europe, touring in London, Paris, Berlin, Munich, Vienna and Rome (plus some historical sites he always wanted to see)
Personality	- wealthy, maybe through heritage - proud of his house, large garage to keep some old-timers - collector: old-timers, antiques

Expectations towards an exhibition about Austrian architecture:

- overview
- historical context, information about what was going on in the building
- what's specific about Austrian architecture
- exiled architects who went to the United States
- video station, interactive exhibits
- digital collections on the Internet to visit after the visit (post-visit activities)

Scenario 3:

Peter Smith walks into a section of the exhibition where several floor plans and sectional drawings are displayed in showcases.

Question 1: Do they catch his attention/interest and how does he react to those plans?

Peter Smith understands the plans because he is well trained by experience. He wants to see some, but not too many because he feels bored.

Question 2: Is he able to read and understand the plans and drawings?

Yes, he is. As an historian, he is used to look at drawings, plans and reconstitutions of historical buildings.

Question 3: How many of these plans and drawings are appropriate for Peter Smith before he gets tired of them?

About 4 plans and drawings.

Question 4: What kind of presentation and/or information would Peter Smith wish in this section?

Photographs, models, films. Some information could be presented online to consult inside the exhibition or after the visit.

Comments:

- Peter Smith is the persona standing for all visitors coming to the Az W for purely touristic reasons. He is US-American because this is the country where most non-European tourists come from to visit Vienna.

- Related to question 4: Peter Smith is a trained reader, therefore he likes to find much information in exhibitions and does not avoid a fair amount of texts and labels. He may not read everything in the exhibition, but at least a large part of it. He is one of the visitors who like to learn something and take time in the museum, provided he is interested in the content or topic of the exhibition. Being a frequent museum visitor, he is also used to seeing many hands-ons and interactive exhibits, though he uses them only sparsely. He would miss at least some interactives in this exhibition. He probably likes to look closely at photographs and 3D models, but also at films. An exhibition containing only plans and texts would be really boring for him, he likes to mix up pictures/images and written information. Considering his love of history, Peter Smith may be really interested in details, especially those connected to the past. And he might find details in photographs as well as in texts.

- Peter Smith probably loved the time line in the exhibition, connecting the buildings with their historical context and giving him an orientation in the course of his own time frame, allowing also for comparison with what happened in other parts of the world, especially in the US.

Persona 4

Name	(Peter Kuchenbacher) <i>changed into Bastian Pichler</i>
Gender	man
Age	33 years
Marital status/family	partner, no children
Place of residence	surroundings of Vienna
Education	degree in politics and law
Profession	civil servant, works in the city hall
Hobbies	- cooking, food/food testing, wine/beer - sports, football - travel - local politics
Type of visitor (Az W)	non-visitor
Frequency of museum visits per year	maximum 1 per year
Social aspect of the visit	needs someone to accompany him, otherwise he does not visit museums
Media affinity	digital native, online, smartphone
Media use	- Internet, smartphone, social media (Twitter, Facebook, events all online) - recipes blogs
Relation to the Az W	none
Information needs related to Az W	none / doesn't know yet
Affinity to architecture	(urban planning) <i>has to be redefined, see comments below</i>
Special needs/interests	(wants to know about city planning) <i>has to be redefined, see comments below</i>
Personality	- loves his partner, wants to start a family, - saves money to eventually buy an apartment/flat, - wants to travel and see new places - likes sports - no family tradition in museum visiting, so he is not used to it.

Expectations towards an exhibition about Austrian architecture:

- cross-disciplinarity is important for him
- expects blueprints, models and photos, expects/suspects boring old buildings.
- would find the exhibition loud, expensive, would feel overwhelmed and out of place.

Scenario 4:

Bastian Pichler and his friend Florian Sailer are on their way from the City Hall (Rathaus) to the Market (Naschmarkt). While walking past the Museumsquartier, his friend suggests to visit one of the museums there. He is reluctant, hesitating between pleasing his friend or going to his favourite merchant and buy mushrooms, olives and spices.

Question 1: Which arguments could convince him first to change his plan and visit a museum, and second to choose the Az W?

Question 2: Supposing Bastian Pichler and Florian Sailer walk into the Az W and visit the a_show, how does Bastian Pichler react to the exhibition?

Question 3: How does he connect to architecture? Does he perceive the influence of architecture in building up the nation's cultural identity?

Comments:

- Since we already have a persona named Peter, the name of "Persona 4" was changed in Bastian Pichler.

- Bastian Pichler is the persona representing non-visitors, in this case understood as people who have never visited the Az W. Whether they know of its existence or not is irrelevant (at least at this stage). For the sake of audience development, he could either be a tourist, or be part of the local environment of the museum. We chose the latter and made him one of the locals, i.e. inhabitants of Vienna (or close by) who still have to be convinced to visit the Az W.

- The skeleton of Bastian Pichler said "civil servant, works in the city hall". The group decided he would be working in the town planning department. There are two reasons though why this should be changed: First, he studied law and politics, not urban planning or anything in this direction. As a young person, he should at least start his career in the fields he studied. Second, and more important: we need a non-visitor persona as representative as possible of non-visitors, i.e. with no professional connection whatsoever with architecture – just as the vast majority of people living in Vienna would be. The town planning department is too close and thus too connected to the contents of the Az W, it would therefore presuppose Bastian Pichler has a genuine (professional) interest in the Az W. To keep him as neutral as possible, let Bastian Pichler rather work as a legal advisor to the social and welfare department for example.

- Affinity to architecture: since the interest in urban planning has just been cleared, we could imagine that he loves cities and especially the beauty of Vienna and other places he has travelled to. He looks at architecture as someone appreciating beautiful neighbourhoods, places, streets or buildings. He is a lay-person but with a sense for the look of it.

- About question 1: First probably the time factor (does he has the time to visit the museum before going to the market or not? Is it very important he gets to buy his mushrooms, or could he do it tomorrow as well?), second the insistence of his friend (if insistent, he would go, if just a loose suggestion, he wouldn't), and third the exhibition itself (if general enough and with an appealing poster, then he might go, if too technical or too specific, he would not go).

- About question 2: He feels totally overwhelmed and does not stay long. Too many texts, too much information, not modern enough i.e. not engaging enough for him. He is not totally uninterested though and he picks up some hints and names he'd like to look for later (Internet, Wikipedia, videos etc.).

- About Question 3: For him, architecture is how the cities he has visited look like. They are connected to his travels, and thus he sees the architecture of a city as an expression of the local culture. He still has to figure out how the reverse process could work i.e. how architecture could influence cultures.