



Mia

I am a mom of a 5-year-old. She values play-based learning and wants to spend quality time with her child while helping them explore new concepts. She's not particularly well-versed in science herself but enjoys interactive exhibits that let her and her child learn together.

## Personal Information:

**Age:** 35

**Gender:** Female

**Occupation:** Human Resources

**City of Residence:** Whitefish Bay

**Marital Status:** Married

## Personality:

### Communicative



### Emotional



### Professional



## Objectives:

To guide my child through exhibits in a way they can understand and engage with.

To create memorable, positive experiences and see her child's curiosity spark.

## Wants and Needs:

- Simple explanations and prompts to help her child understand exhibits.
- Instructions on how to interact with exhibits.
- Quiet or calm zones where her child can take breaks if overstimulated.

## Pain Points:

Difficulty in understanding how to explain complex concepts in a way her child can grasp. Occasionally feels overwhelmed when exhibits are crowded or lack clear instructions.

## Common Questions:

- “How should I help my child engage with this exhibit?”
- “Are there quieter spaces we can go to if it gets too loud?”
- “What activities are best for a child in my child's age range?”