



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

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.

Personality:

Communicative



Emotional



Professional



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?”