



Leo

Leo is naturally curious and loves to touch, try, and move things. He has a short attention span and is easily distracted, but when he finds something he loves, he can be fully immersed for several minutes.

Personal Information:

Age: 4

Hobbies: building blocks

School Grade: Pre-K

City of Residence: Whitefish Bay

Personality:

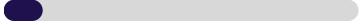
Communicative



Emotional



Professional



Pain Points:

Gets frustrated with exhibits that are too complex or beyond his physical ability.

Needs instructions to be simple and visual; complex words can confuse or bore him.

Objectives:

To try new things and discover how they work by touching and manipulating objects.

To play in a way that lets him feel like he's discovering things on his own.

Wants and Needs:

- Hands-on exhibits that are easily within his reach and visually inviting.
- Sensory and interactive elements (e.g., buttons to press, levers to pull).
- Clear visual cues to show him how to interact with the exhibits

Common Questions:

“Why does this work this way?”
(Wondering about the underlying mechanisms of exhibits)
“Can I try something different to see what happens?”
“How is this used in the real world?”