



James

I am a father to a curious 10-year-old kid, and I see museum visits as an opportunity to learn and expand their knowledge. I encourage them to ask questions and explore but want to provide guidance if they get stuck.

### Personal Information:

**Age:** 42

**Gender:** Male

**Occupation:** Finance

**City of Residence:** Oak Creek

**Marital Status:** Married

### Personality:

**Communicative**



**Emotional**



**Professional**



### Pain Points:

Sometimes unsure of the level of detail to go into when discussing scientific concepts.

Finds that some exhibits have limited information, which makes answering his child's questions challenging.

### Objectives:

To foster curiosity and critical thinking in his child, encouraging them to explore and ask questions.

To understand enough himself to guide and challenge his child intellectually.

### Wants and Needs:

- More detailed background information about exhibits, ideally accessible digitally or through the guide.
- Guided questions or prompts to help his child think critically and make observations.
- Opportunities for discussions about science topics they can continue at home.

### Common Questions:

"What more can I share to help my child understand this concept?"  
"How does this exhibit connect to real-world applications?"  
"Is there additional material we can take or access at home?"