



## Museum Visitor

# Mary Morgan



Age: 36

Occupation Nurse

Education Level Bachelor's Degree

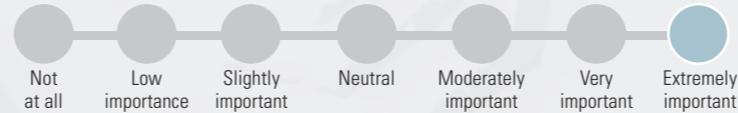
*I'm visiting from out of state and want to know if I need tickets to see the Constitution.*

### Primary Goal

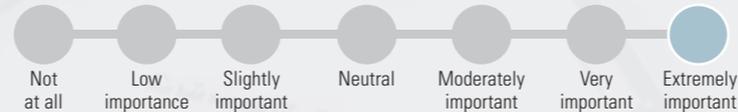
I need to know where the Constitution is, when I can visit it, and how to get there.

### Desired Features for Digital Platforms

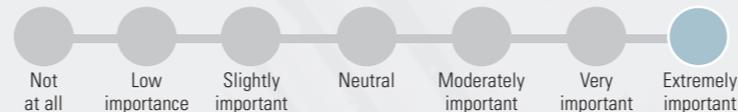
#### Mobile-Friendly Experience



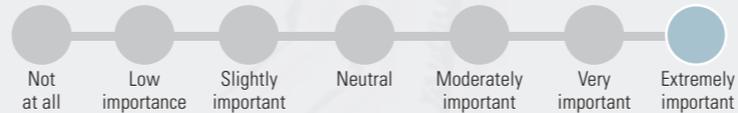
#### Consistent Look and Feel



#### Interactive and Multimedia Content

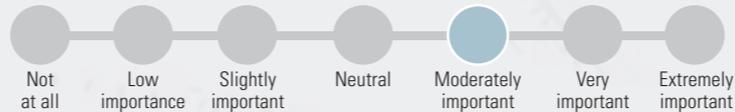


#### Social Media

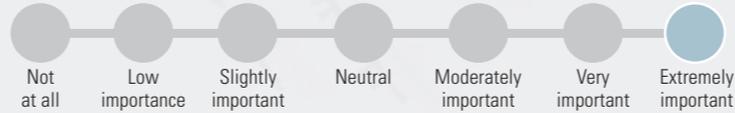


### Digital Platforms of Interest

#### Blogs



#### Mobile apps

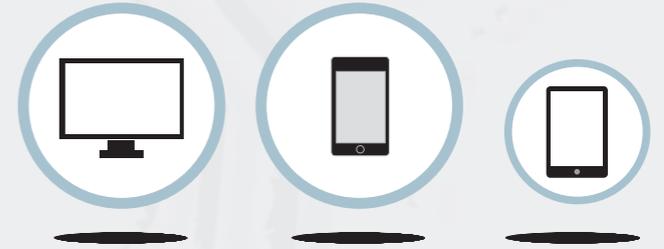


#### National Archives Catalog

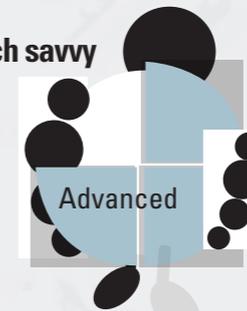


### Digital devices used

Desktop (preferred for planning), smartphone, tablet (preferred during visit)



### Tech savvy



### First touchpoint with NARA

Google search for "Where is the Constitution"



### Top Google Searches

- |                                |                                    |
|--------------------------------|------------------------------------|
| 1. declaration of independence | 4. the declaration of independence |
| 2. us constitution             | 5. bill of rights                  |
| 3. constitution                | 6. the constitution                |
| 3. bill of rights              |                                    |

\* Top search terms related to the Constitution

### Related sites

- |                |                        |
|----------------|------------------------|
| 1. Smithsonian | 4. Library of Congress |
| 2. TripAdvisor | 5. Washington Post     |
| 3. Yelp        | 6. Washingtonian       |

### Frustrations

- My Google search took me to a transcript of the Constitution. How do I visit the actual document?
- Where is the Constitution located? How can I see it? Do I need a ticket? Are there tips I should know for visiting? I can't find the basic information I need to plan my trip.
- I want to reserve a ticket for timed entry, but I can't find it on the website.

## MUSEUM VISITOR

# Mary Morgan

Female, 36 years old, Nurse



### USER STORIES

- As a visitor to Washington, DC, I want to know where the Constitution is so that I can visit it.
- As someone who is planning to visit the Constitution, I want to easily find out when the museum is open and how to get a ticket so I don't waste time.
- As a museum visitor, I want to reserve a ticket so that I can see the Constitution without waiting in line.
- As a visitor to the National Archives, I want to know what would be interesting to see there with my family so that we make the most of our time.
- As a mother, I want to know if the National Archives is family-friendly and has activities for kids so that I can decide if we should visit.
- As mobile user and visitor to DC, I want the website to be responsive so I can check my phone when we are out that day.
- As a mobile user and a museum visitor, I want a strong wifi connection in the building so that I can check information on my phone.
- As a first-time visitor to DC, I want to take pictures in the museum and share them on Instagram so my friends can see how much fun we're having and I can share memories with my kids.
- As a museum visitor with kids and a smartphone, I want to entertain my family with fun facts about the Constitution so we're not bored waiting in the long entry line.
- As a Facebook user, I want to engage with the National Archives on social media so that I have something to do while waiting in the long entry line.
- As a Twitter user, I want to tell people where I am and what my feelings are so that I can share my experiences.
- As an Instagram user, I wish I could take pictures inside of the Rotunda and other exhibits so I have a souvenir of my experience.