

CURIO

Create your own
interactive displays

USER PERSONA

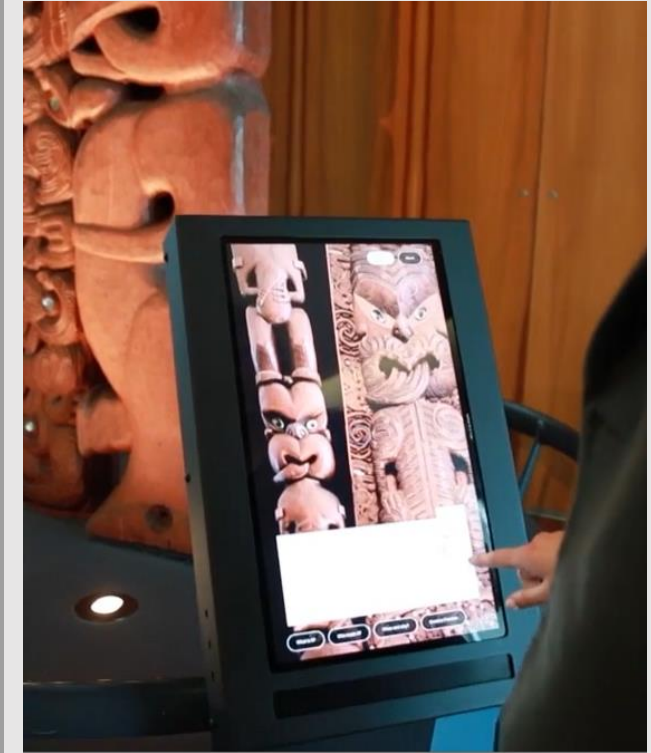
WHAT IS CURIO?

Curio is online exhibition design software that allows museums, galleries and cultural institutions to create interactive exhibitions without the need for a specialist external supplier or expert technical skills.

Its simple, straightforward and highly immersive platform can be used for various types of exhibition design but works particularly well for crafting interactive object-based touchscreen experiences, like the one pictured on the right.

Curio helps the user build an exhibition around a “hero” image—the focus of the exhibition. Content can include images, videos, audio and text. Designs are also highly customizable, allowing for different layouts or languages.

The software’s online design tool lets the user create for free, only requiring the purchase of a license when the final design is published and put into action. Curio also includes built-in analytics that allow creators to measure exhibition visitor engagement with the content.



www.curiopublisher.com

CURIO USER PERSONA



Jenny Lee

Assistant
Curator

"I love sharing new ideas with people. Nothing beats watching a museum visitor become totally immersed in one of our displays. I want to find creative solutions that help visitors enjoy the museum experience, and make my job easier—especially when it comes to the challenging, constantly changing circumstances of our new world."

PROFILE:

Age: 35

Gender: female

Nationality: Canadian

Background: grew up in Toronto and earned a Masters degree in Museum Studies in Quebec

Personality and behaviours: a people-person who loves helping others; loyal, compassionate, but sometimes impatient; values honesty and punctuality

KEY RESPONSIBILITIES:

- assisting with exhibition design and preparing exhibition materials, both print and digital
- writing grant proposals and publications, and delivering public talks
- researching, caring for and cataloguing objects in a museum collection
- sourcing new exhibition technologies
- acquiring new objects for the collection and organizing loans to other museums
- supervising curatorial interns

TECH EXPERIENCE:

- generally tech-savvy but might need a bit more time to learn complex applications
- uses both Windows and Mac OS, but prefers Mac for work
- MS Office, Chrome, Adobe CC, Adobe Substance 3D, Extensis Museum Management software, Exhibita 3D
- loves Instagram and uses most of its features daily

CHALLENGES AND FRUSTRATIONS:

- adjusting visitor-facing content platforms to accommodate pandemic social distancing requirements
- sourcing, pricing, learning and demonstrating to colleagues how to use the most effective technological solutions for exhibition design
- collaborating with colleagues while periodically working from home
- working with bloated, outdated and expensive software that wastes valuable time and needs updating to better suit the organization's changing needs

TECH TASKS AND ACTIVITIES:

- fills out museum collection databases and Excel spreadsheets
- creates Word and PowerPoint documents
- creates exhibition layouts using exhibition design software
- uses smartphone as primary work communication tool

GOALS:

- streamline exhibition design in terms of time, budget and the number of creators required
- make content accessible and engaging for a diverse audience
- find tools to facilitate collaboration with colleagues and ease interns' introduction to exhibition creation
- lighten workload to make more time to spend with family and friends