Thinking Like Your Users

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Boise State University
Objectives for Today

- Create a draft persona
- Understand how to create data driven personas
- Create one journey map
- Generate at least one idea to improve your library
- Define persona, journey map, touchpoint, and user experience
In Pairs: Meet Your Tablemates

- What’s their name?
- Where do they work?
- What is their role?
- What is the last gift that they gave?
- Who was it for?
- What was it?
- What was the color?
- What was the texture?
- How did it smell?
- Did it make a sound?
- How did it feel to give the gift?
At Tables: Choose a Favorite Gift

Introduce each other and your gift experience to others at your table!

After discussion, choose one gift experience to share with the entire room.
Why did we just talk about gifts?
Every library experience is a gift to our users
What is User Experience (UX)?

- Library's Goals
- User Needs

UX

What we can change
Customer Experience Management

Customer experience is the cumulation of all of the touchpoints that a user has during the lifecycle of using your services. They are both conscious and unconscious.

1. The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2. Consumers add or subtract brands as they evaluate what they want.

3. Ultimately, the consumer selects a brand at the moment of purchase.

4. After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.
Personas: The Foundation of a Great User Experience

A primer on personas and how businesses can get the most from them.

Article No. 1649 | March 25, 2011 | by Kevin O’Connor

Today’s consumers are demanding more from companies. Customers expect products, services, and information that are timely and catered to their specific needs and desires. Traditionally, companies develop and market products based on market segmentation and demographics, assuming that the features, functionality and messaging will meet the needs of all of the customers in that demographic—a "one size fits all" mentality. However, as the marketplace shifts from a mass manufacturing to a mass customization model, customers needs and desires are more accurately identified through the development of personas rather than through demographic data.
What’s a persona?

- data driven
- generalized
- contains tasks and common behaviors
- represents a user group
- treat them like a member of the team
- “how would Lucy do this?”
- “what would Lucy decide?”
- tells you more about their bottom line priorities
- bring your personas to meetings

**Lucy on Campus DIY**

*Freshman Environmental & Occupational Health Major*

Lucy likes studying with her friends at the library and thinks of herself as a good library user, but also likes to study on her own. She knows how to do some basic tasks in the library’s databases, but nothing too in-depth. She’d rather try to find the answer than ask someone, and might even give up on a task if she gets stuck.

- Finds full text articles in CINAHL
- Locates books on the shelf
- Downloads eBooks
- Cites sources
- Uses group study rooms & wifi

*“Librarians are helpful, but sometimes it would be nice if I didn’t have to ask them how to find something. It can be hard to know where to start. Also, more computers! Almost every time I come in during the day, all the computers are full.”*
Sean “Search Box” Coombs

- 24 years old
- Likes Monster energy drinks
- Stays up late watching the Daily Show
- Floated the river with friends a lot this summer
- Wait until midnight the night before to get started

SEAN
SEARCH BOX

Junior Nursing Major

Sean likes coming to the library because he can usually find a space to sit down and study. He’ll also meet up with other nursing students to study as a group in one of the library’s rooms.

- Uses CINAHL to locate and cite full text articles
- Uses group study rooms and wifi
- Locates books on the shelf

“I don’t do much research, but when I do, I know I’m supposed to use stuff from the library, so I use the search box on its site. It can be kind of confusing, but I’m pretty sure I’ve figured out how to use it over the years.”
Use data to form your opinions
Collect Data

- Lots of data already exists about your users
- UX is code for “assessment”
- Census.gov
- Idaho Commission for Libraries statistics and reports
- Library surveys
- City data
- Wikipedia
<table>
<thead>
<tr>
<th>Persona</th>
<th>Persona Characteristics</th>
<th>Scenario Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sally is 35, lives in Hoboken, NJ, and has been doing training and performance evaluation in a medium-sized electronics sales company for 8 years. She studied business in college and is in her second semester of part-time online graduate school. She hopes to finish in two more years and both apply what she’s learning to her job and move into management, which might be possible with a Masters in Curriculum and Instruction. She has 2 kids at home, 8 and 10 years old, and is married. School fits between 9-11 pm at night and a few hours Saturday and Sunday. She has to be efficient about her time, but she enjoys the discussions and readings in her coursework. Her biggest need is finding materials quickly without much support.</td>
<td>Relevant to BSU library website.</td>
<td></td>
</tr>
<tr>
<td><strong>Name:</strong> Sally Professional Grad</td>
<td><strong>Find additional articles and books suggested by course syllabus and colleagues. eBooks are preferable since she can access them immediately from a distance.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Quote:</strong> “I’ll do whatever works unless I find something that works better.”</td>
<td><strong>Find peer-reviewed articles needed for bibliographies in early courses.</strong></td>
<td></td>
</tr>
</tbody>
</table>
| **Goal:** Improve training performance, develop larger training/performance group in house or move to an ID consulting firm. | **Find peer-reviewed articles for research papers in later courses.**  
   - Search in catalog, use ILL. |
|  | **Fast-loading website, because of variable internet speeds (particularly international students).** |

**Features and Benefits**

More eBooks, a way to make finding and downloading peer reviewed articles easier. Training on filters in databases, step-by-step text/image tutorials for distance students, ebook checkouts.

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1 See [this presentation](#), slide 4 (female), slide 5 (age), slide 6 (location)
2 See also [this link](#).
3 [eCampus Snapshot](#) – not full-time.
4 [Comments from distance survey](#): “Make more textbooks available via electronic/ebook reserve”
5 Comments from [distance survey](#): “I’ve often had trouble accessing the library - not sure if it’s because I live overseas but the site is often down”
6 [Comment](#) – “Filters for journals including a year range, peer reviewed versus not, types of journals, etc.”
Design Rationale

We are lacking a lot of concrete data about faculty user behavior.

1. Only 3% of library website users are faculty members
   https://docs.google.com/a/boisestate.edu/forms/d/1hi7AomVoRRbaGH3mgMYD8ZDhOCPWP47uL_ZX2gLnbOTE/viewanalytics
2. Quote from LibQual 2012 “GREAT OPERATION. THE ONLY THING THEY NEED IS MORE RESOURCES FROM THE ADMINISTRATION.”
3. 17% of survey responses from Faculty May 2014 indicate that they use the A-Z list daily
   https://docs.google.com/a/boisestate.edu/forms/d/1Uh4T9fOMXxa0LTRQypMaJa1SYUHyzyr73C4gYOI7q7Ins/viewanalytics
4. LibQual 2012 indicates comments about obtaining the permanent URL as a place for improvement
5. Indicated by 2012 LibQual data as an area for improvement and in the comments
6. LibQual 2012 “The Library website could use an overhaul. As with most computers when I ask a specific question for theatre or textile information I get a lot of random useless information. Still need to write down specific books and articles rather than being able to save information and print it out.”
7. Faculty perceive in LibQual 2012 that the library website is #2 ranking in terms of an area suggested that needs improvement. #1 was journal collections and #3 is electronic information resources
Ideate
Brainstorm
Think
Think About A Task
Empathize With Your Users
what are the characteristics of those who need to complete this task?
Design Your Own Persona

- What are the tasks they need to accomplish at the library?
- What’s their story?
- Write down everything that you know about them.
What’s a journey map?
Touchpoints
**Journey Map Example**

**Sean "Search Box" Combs - On Shelf Hold Journey Map**

<table>
<thead>
<tr>
<th>On Shelf Hold</th>
<th>Touchpoint with the library</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reads assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understands he needs a book</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knows the library provides books</td>
<td>😊</td>
<td></td>
</tr>
<tr>
<td>Comes to the library, meets friends</td>
<td>😊</td>
<td></td>
</tr>
<tr>
<td>Finds computer</td>
<td>Computers may be busy</td>
<td></td>
</tr>
<tr>
<td>Logs on</td>
<td>Has to wait for computer</td>
<td></td>
</tr>
<tr>
<td>Opens Chrome</td>
<td>Library homepage comes up when Chrome is open</td>
<td>😊</td>
</tr>
<tr>
<td>Determines search term</td>
<td>Assignment has book title - no real thinking</td>
<td>😊</td>
</tr>
<tr>
<td>Enters terms in search box (all)</td>
<td>enters title in search box</td>
<td>😊</td>
</tr>
<tr>
<td>Gets search results and searches through the results for the appropriate book</td>
<td>There are other formats in my results list, I have to make sure I get only books so had to click books on the left.</td>
<td>😊</td>
</tr>
<tr>
<td>Finds appropriate book</td>
<td>Book 1st one in results list now</td>
<td>😊</td>
</tr>
<tr>
<td>Clicks title</td>
<td>I'm a junior so I know to click on title</td>
<td>😊</td>
</tr>
</tbody>
</table>
Create a Journey Map as a Conference Goer

Each group has a task.

Walk around the Student Union Building together listing the steps it takes to accomplish the task.

Indicate your group's experience with that step.
what did you learn?
Create a Journey Map for Your Library

Our users have a journey.

What steps will your persona take to accomplish their library related tasks?

Think about your product or service in detail. From the point of view of your persona. Not your point of view.
What would Sean do?

SEAN
SEARCH BOX

Junior Nursing Major
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In Pairs: Touchpoints

- what touchpoints did you identify that need improvement
- what steps can you easily take that are easy towards a fix?
- what steps are the challenge?
- share with your partner
- listen to your partner
- does your partner have ideas to help you overcome the challenges?
- what do you want to share with the group at large?
Your Ideas
Journey Maps for Physical or Digital Strategies
Turn the touchpoints with the library into smiley faces.
It’s not you, it’s ME!
It’s not me, it’s YOU!
1. Hemingway Editor http://www.hemingwayapp.com/
2. Useful, usable, desirable : applying user experience design to your library by Aaron Schmidt and Amanda Etches Johnson
3. WEAVE http://weaveux.org/
6. UX Magazine
Thank you!

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