

Journey Mapping: eBooks & eAudiobooks in Enterprise

Persona & Scenario: Carol

Carol loves to use her library. She usually prefers print, but she is interested in trying eBooks because she got a _____(device) for her birthday. She is comfortable using the library catalog and prefers to search for both print and ebooks to see what is available. But she has signed up for an Overdrive account because she saw a bookmark at her library.

Goals & Expectations

- With an Overdrive account already set up...
- Find and download an eBook from the library catalog.

| Search | Request or Download | Read or Listen |
|--|--|---------------------------------|
| <p>Default to no ebooks, can't find the format Nothing says iPad, but there is Kindle (facets, format label) + Can't type in eaudiobook into search bar Facet/limiter issues NY Times bestsellers only takes you to book</p> | <p>What is HTML? Account issues (overdrive and Hoopla) Adobe ePub – what is this, then download HTML and can't read Not clear the app is going to a device Finding what is an overdrive item is hard Aren't epubs just all epubs? (Axis 360 vs. Adobe) Can pass through that you already have that book (overdrive, doesn't take you directly to the book)</p> | <p>No send to device option</p> |

Opportunities

- Axis 360 – open web version, then option to download to device—everyone knows what an app is.
- Improve error message—“you have an error message, contact your library” have error messages that mean something “you already have this checked out”
- HTML = read in web browser
- ? What does this mean? Learn more? Links to learn more about what this is
- It is not clear what the end point is – did I get this? If I go feed my cat can I come back to it? Cloud Library, Axis 360 give a success message
- Return date (clear in Hoopla)
- Single Sign on with web services (Hoopla, Overdrive working on that)
- Redirect you with a link to the app
- Overdrive/Libby
- One consortium to rule them all
- “Check out” –then find on your app. Instead of download.

Instructions

Break into groups. There needs to be one device per group, and at least 2 people in each.

One person, as the persona, will go through the process of downloading or putting a hold on an eBook or eAudiobook.

The other group members will do the following:

1. Note the actions under each journey phase (4)
 - a. Actions are the actual behaviors and steps taken by users. This component is not meant to be a granular step-by-step log of every discrete interaction. Rather, it is a narrative of the steps the actor takes during that phase.
2. Note the thoughts or questions the user has. (5)
 - a. Mindsets correspond to users' thoughts, questions, motivations, and information needs at different stages in the journey. Ideally, these are customer verbatims from research.
3. Plot emotions across the journey phases (6)
 - a. Emotions are plotted as single line across the journey phases, literally signaling the emotional "ups" and "downs" of the experience. Think of this line as a contextual layer of emotion that tells us where the user is delighted versus frustrated.

All groups will reconvene to identify opportunities:

- What needs to be done with this knowledge?
- Who owns what change?
- Where are the biggest opportunities?
- How are we going to measure improvements we implement?

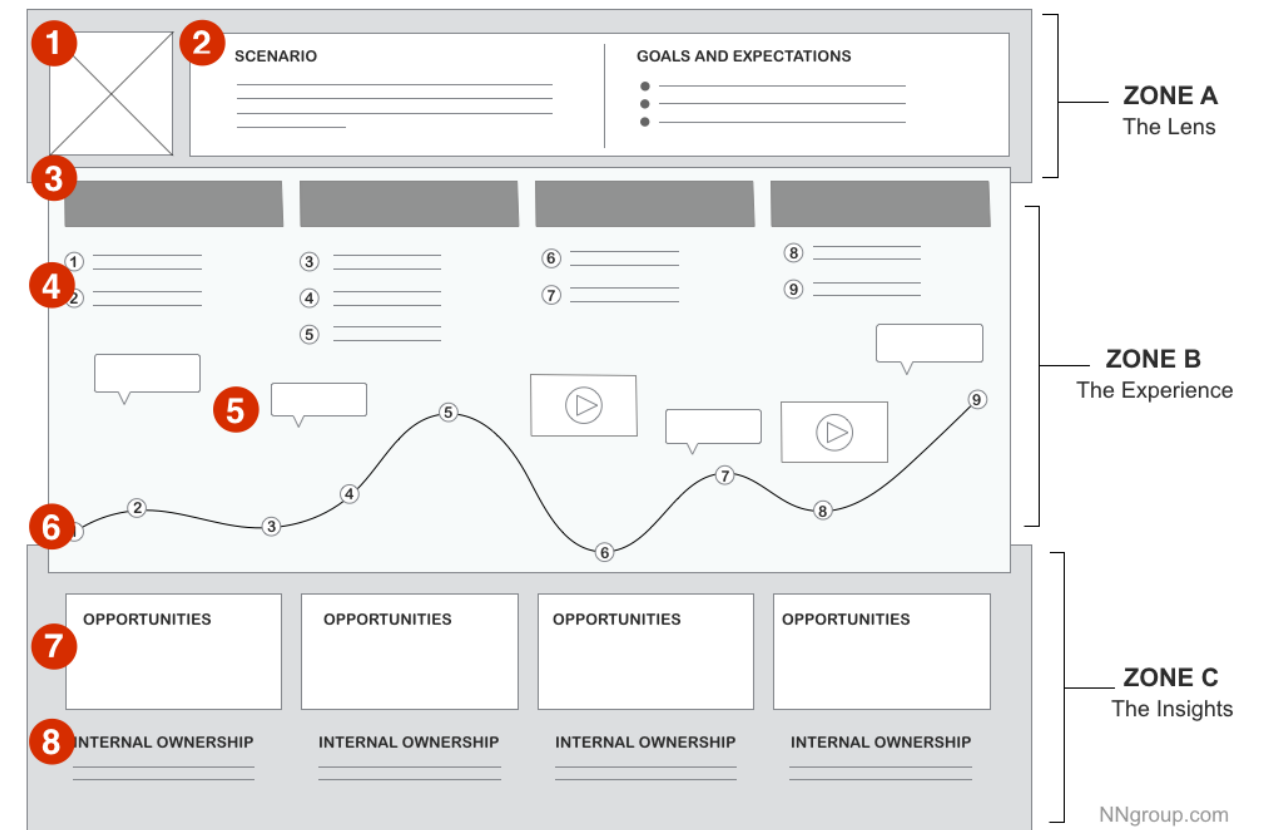


Figure 1 Source: <https://www.nngroup.com/articles/customer-journey-mapping/>

Journey Mapping: eBooks & eAudiobooks in Enterprise

Persona & Scenario: Bruce

Bruce has a long commute. He listens to audiobooks on his drive. He recently got a new car with no CD player, so he needs to figure out how to download eAudiobooks to his phone to play through his car stereo. He loves to listen to bestsellers, and he knows he'll have to place holds to get what he wants. He is new to using eBooks and hasn't done any research into how to get them.

Goals & Expectations

- With no previous account set up...
- Place holds on at least one eAudiobook.

Search

Request or Download

Read or Listen

+

-

Opportunities

Instructions

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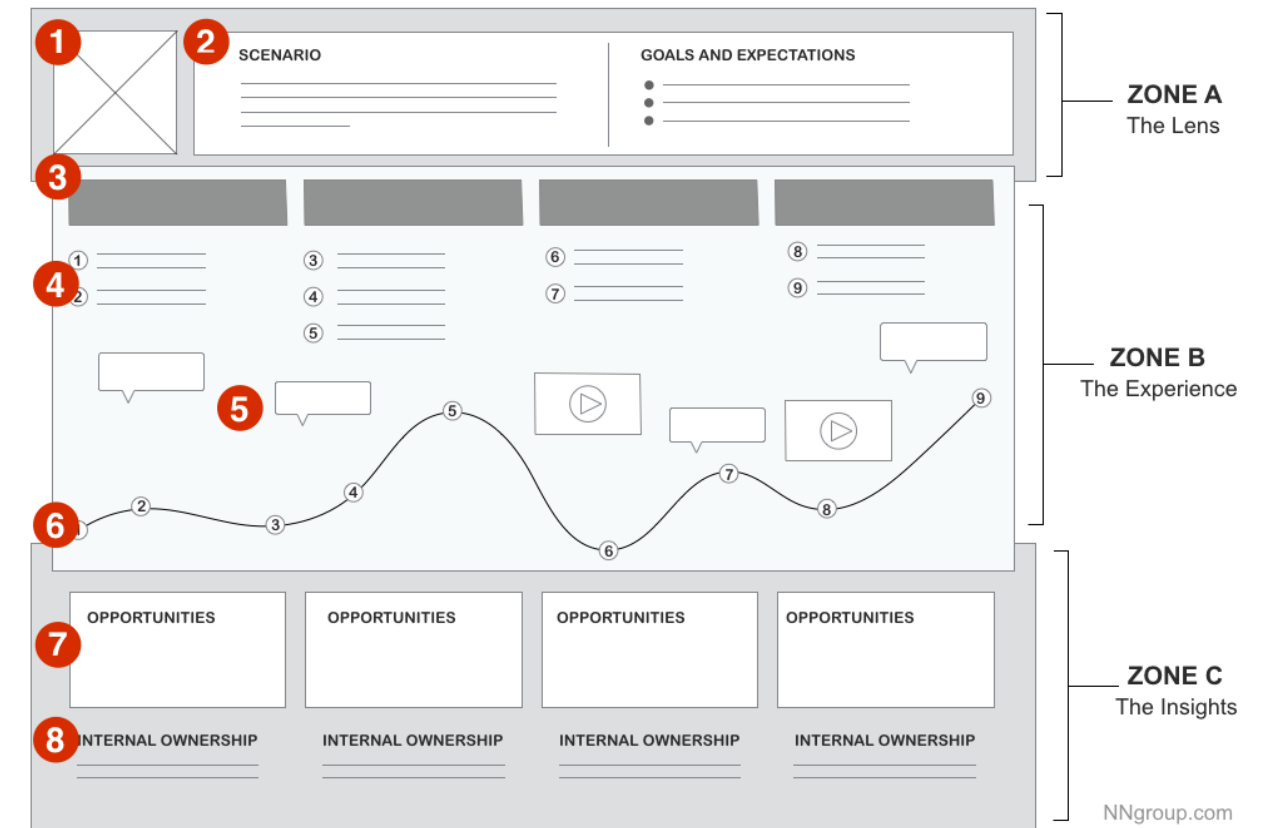


Figure 2 Source: <https://www.nngroup.com/articles/customer-journey-mapping/>