Frank the Frustrated

About

Write a 3-5 sentence description about this persona. Think of a few specific people, and include at least one specific detail - like they love WWII movies or wear a purple jumpsuit on Wednesdays. Bring this persona to life!

Frank is frustrated because he is in constant pain and people around him don't seem to know it because he looks fit. He is exhausted with pain [we said great things earlier]

He looks like a million dollars but feels like 23 cents. He fails to fulfill commitments, appointments, including putting holds on materials and does not come in to pick them up. When he does come to the library he likes to sit in the comfortable chairs in the reading room and falls asleep. He doesn't like books that are more than 250 pages. He asks for lots of help but then won't let the staff actually provide assistance.

Age: 35
Home Library: Messenger Public Library
Occupation: Recently Unemployed
Education/Educational Needs: College degree
Recently looking for…
- Recommendation on meat smokers
- Books on entrepreneurship

Accessibility considerations:
He needs new glasses but doesn't have insurance or money to purchase. He is in pain and has mobility issues after sitting for a while. Has trouble concentrating.

Search Savvy

What's a Google?	2	3	4	I am a master of the SWAN catalog
		3 but thinks he's a 4		

I use the catalog…

Almost never	2	3	4	I obsessively check my holds 5 times a day
		x		

If I get frustrated…

Meh...I give up, I'll just buy it	2	3	4	I will sign up for a 2 hour training and read the entire library website
		x		

Motivators & Goals

Thinks

What are the key thoughts and interests the persona has about the library, the catalog, eBook apps, research, etc.

Frank thinks the library should provide whatever he needs. He'd like to use e-resources but he doesn't have a device and is unable to use on his smartphone. He doesn't know about database research. He looks for topics of interest as well as serious professional queries in hopes of landing a new career. He is demanding and negative and does not mean to be. He presents challenges to the staff merely by his presence in the library.

Sees

What are observations this persona would make? What other tools or services do they use that influence their library experience? What do they see other people do, or other libraries do?

He sees other people being more successful and efficient at getting library materials. He is impatient when he has to wait for service. WHO IS TYPING THIS? Dawne - someone else type something. Tag, you're it!
Frank always encounters the weirdest issues and no one can explain.

Feels

What underlying emotions affect this persona's experience of the library and the library catalog?
Pain, frustration, depression, exhaustion.

Does

How is this persona actually using the library and the library catalog? When? Where? What are triggers for actions? For example, 'I check the catalog on my phone when I'm at the bookstore, to see if the library has something I want. Include "quantiative-ish" data, like 'I use my phone to check my holds once a day.'

Frank checks the library catalog from his home computer, and sometimes at the library when he is there. He never downloaded the SWAN app and is not an app user. He just goes to websites and uses his phone mostly for calls and texting.

Scenarios

Use your persona to answer the following questions and develop two scenarios. You will start to see how much personas can help to define specific decisions and directions for our discovery platform.

The goals you describe should be specific but high-level enough you can think of several ways to address them and further break them down.

- *Yes: This persona would like to … see what ebooks are available to check out now*
- *No: This persona would like to … press a red button that shows what eBooks you can check out now in a bulleted list with detailed author biographies*

Scenario This persona would like to…	Alternatives Their current alternatives are…	Value Proposition The catalog could be better for this persona if...
Get a book about grilling that is not too long and not too complicated. He has very specific demands for his materials but	He has no alternatives, other than not getting the book and just watching a TV show about grilling.	Item information was very clearly displayed with cover and title--number of pages being the chief one.

doesn't actually like librarians helping him to find them.		
Find a new career or job but has no idea where to begin.		The catalog might provide some suggestions for different formats, like a DVD on grilling, or maybe even a streaming video. And, with our Library of Things, he can check out a grill to experiment.

Larry the Low-vision Leader

About

Larry is a working from home consultant in the business field. He grew up in Oak Park and started out selling jet skis before making an enormous profit. On the weekend he goes up to Wisconsin to take out his personal jet ski.

Age: 56
Home Library: St. Charles Public Library
Occupation: Consultant
Education/Educational Needs: MBA- Avid Tech Learner
Recently looking for…
- Business Reference Center
- The latest John Grisham collab

Accessibility considerations: Low vision and hand tremors due to macular degeneration, uses enlarged text in their browser

Search Savvy

What's a Google?	2	3	4	I am a master of the SWAN catalog
			X	

I use the catalog…

Almost never	2	3	4	I obsessively check my holds 5 times a day
	X			

If I get frustrated…

Meh...I give up, I'll just buy it	2	3	4	I will sign up for a 2 hour training and read the entire library website
	X			

Motivators & Goals

Thinks

What are the key thoughts and interests the persona has about the library, the catalog, eBook apps, research, etc.

He's research oriented, likes to look at the newspapers for the stocks, and grabs the latest book off the shelf, especially if it's by John Grisham. Heaven forbid he get on a computer at the library when he has a whole work set up at home. He doesn't know that ebooks exist at the library but knows about them for the Kindle. But he does know how to use the catalog.

Sees

What are observations this persona would make? What other tools or services do they use that influence their library experience? What do they see other people do, or other libraries do?

He uses the newspaper at the library that he doesn't get at home. He borrows the library-owned magnifying glass to read the stocks, so he is aware of the reference desk. He only visits his home library.

Feels

What underlying emotions affect this persona's experience of the library and the library catalog?

He likes his library, but he's not super invested in it. I mean, there's Amazon for goodness sakes. He has used the catalog for any Grisham novels, but he doesn't find it super helpful because it's not as good as Amazon. He is more into talking to the librarian.

Does

How is this persona actually using the library and the library catalog? When? Where? What are triggers for actions? For example, 'I check the catalog on my phone when I'm at the bookstore, to see if the library has something I want. Include "quantitative-ish" data, like 'I use my phone to check my holds once a day.'

When he's preparing for vacation, he needs to use the library to get a book before heading up to Wisconsin. He saw people in a small room and asked about it, finding out he can use the room for a business meeting. In the summer he vacations about every other week and in the winter he comes to the library for some human interaction. He likes to chat with the librarians.

Scenarios

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- *No: This persona would like to … press a red button that shows what eBooks you can check out now in a bulleted list with detailed author biographies*

Scenario This persona would like to…	Alternatives Their current alternatives are…	Value Proposition The catalog could be better for this persona if...
Larry would like to see that latest John Grisham collaboration because he enjoyed the one about the President being missing so much. He also needs it in large print.	Larry will just order it on Amazon or buy the e-book if he can't get it right away.	We could show Larry how to easily sort so that only large print and available books are shown. He learns how to enlarge the type on the OPAC in the library.
Larry wants to be able to access business reference databases.	Larry will ask the librarian to look up the info for him or just google it.	If it was more intuitive to search databases.

[Hanna the Pie-maker]

About

Hanna is a successful pastry chef in the Oak Lawn suburb. She loves a little romance in her Polish language novels. She also has four cats, Magdalena, Tekla, Urszula, and Wanda. She has a large family also living in Oak Lawn. They all use the library.

Age: 52
Home Library: Oak Lawn Public Library
Occupation: Pastry Chef
Education/Educational Needs: High School
Recently looking for…
- Novels in Polish
- Food-safety information for her small business

Accessibility considerations: English-language learner, Polish is their native language, uses computer translations and needs clearly written information

Search Savvy

What's a Google?	2	3	4	I am a master of the SWAN catalog
		x		

I use the catalog…

Almost never	2	3	4	I obsessively check my holds 5 times a day
	x			

If I get frustrated…

Meh...I give up, I'll just buy it	2	3	4	I will sign up for a 2 hour training and read the entire library website
		x		

Motivators & Goals

Thinks

What are the key thoughts and interests the persona has about the library, the catalog, eBook apps, research, etc.
Hanna doesn't use eBooks, and isn't so sure she knows how to use the catalog or the research tools the library offers. She loves the library, though, and when she's ready to do research she'll stop by the reference desk to talk to the librarians even if she might have an idea of how to start her research. Hanna is a happy browser of Polish-language materials, but doesn't rely on staff for recommendations, and doesn't use the catalog often to search for books.

Sees

Hanna sees that surrounding libraries offer Polish language storytimes and youth collections in Polish and would like to see these available to her nieces and nephews in Oak Lawn.

Feels

What underlying emotions affect this persona's experience of the library and the library catalog?

Hanna feels frustrated at times, that there aren't more Polish-language materials available. Sometimes it seems that the collection is so small compared to other languages. Hanna is also frustrated with how searching for Polish language materials in the catalog works.

Does

How is this persona actually using the library and the library catalog? When? Where? What are triggers for actions? For example, 'I check the catalog on my phone when I'm at the bookstore, to see if the library has something I want. Include "quantiative-ish" data, like 'I use my phone to check my holds once a day.'

Hanna, mostly comes into the library when she is ready for a new read or a specific research need. She finds books in the catalog but wishes there were more available. She would also like to find books that are available English but in Polish. Maybe she could suggest a purchase, but where?

Scenarios

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Scenario This persona would like to…	Alternatives Their current alternatives are…	Value Proposition The catalog could be better for this persona if...
obtain more romance novel in Polish	leaving frustrated and purchasing her own on Amazon using ILL, but waiting for long periods for availability	Suggesting titles for purchase was an option The catalog could include a translation feature in Polish