

# Dora the Downloader



## About

Dora is a voracious reader. She takes the Metra to work and her commute is over an hour each way. Even though it is long, she doesn't mind as long as she has a good book to read and is wearing her favorite comfy commuter sneakers. Sometimes she finds book recommendations through the New York Times or from friends. Other times she just browses the library for something by an author she likes. She has a Kindle she uses to download books sometimes, but she also checks out print books. She likes that she can get so much for free from the library, but if she really wants something and there is a long wait she'll just buy it from Amazon.

**Age:** 47

**Home Library:** Oak Park

**Occupation:** Financial Services

**Education/Educational Needs:** Master's degree, reads mainly for fun now

**Recently looking for...**

- Wow, No Thank You by Samantha Irby
- Catch and Kill: Lies, Spies, and a Conspiracy to Protect Predators, by Ronan Farrow

**Uses eBooks?** All the time

**Uses databases?** No, but would use Novelist if she knew about it

**Accessibility considerations:** Has low-vision due to glaucoma, so uses the features on Kindle to increase text size, line spacing, and background colors

### 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.*

Dora thinks highly of the library - they have so much available for free! She doesn't understand why there is a wait for some eBooks, and why they aren't just all available for Kindle. It's a download, why are there "holds" and "copies"? Sometimes she will request a large-type book if she really needs to, but that isn't as convenient for her - both in terms of getting to the library and in carrying a book on the Metra. She thinks its easier to buy eBooks but that also gets expensive.

### 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?*

She has friends that have an Amazon eBook subscription. That seems really convenient - no waiting. But it is expensive and there isn't as much stuff. She also sees recommendations from Amazon, which the library doesn't have. The library also makes it harder than other apps to get things -- on Amazon she can just click and download but there's just more steps from the library, it is harder.

### Feels

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

She loves reading and having a bunch of books to read one after the other on the train. She also supports the mission of libraries and loves her local library, even though she doesn't visit in person very much. She feels frustrated sometimes trying to find something to read, especially when she has to go to work the next day and just wants to quickly download a new book the night before. She wants it to take a few minutes, but it is a whole ordeal. It takes away from the excitement of finding a new book to read.

## 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.'*

The process to find and checkout a book takes Dora about 10-15 minutes. She keeps a list in Goodreads of what she wants to read, and she goes back and forth to see what she can find on the list. Sometimes she also checks the New York Times bestsellers for something new. She uses her desktop computer for this, because the screen is bigger and her browser is set to increase the font sizes for websites. Then she has to sync her Kindle, which can take another couple of minutes. She downloads at least one book per week.

## 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...**

<p>Find a known eBook title in the catalog on her phone and download to a Kindle over the Metra Wi-Fi while on her commute</p>	<p>Purchase from Amazon if I can't find it from the library</p>	<p>There was a robust search that clearly shows if an ebook is available for Kindle, other formats that are available if its not, and how long it would take to get the item so Dora knows if she should buy it or wait a week to read the title.</p>
<p>Get a recommendation for something to read next and download it</p>	<p>New York Times, Amazon recommendations, GoodReads</p>	<p>Suggestions in the catalog with links to download would eliminate the need to cross reference other sites for titles, then do a search in the catalog. Highlighting Novelist would make her aware of that tool for recommendations.</p>
<p>Refer to her reading history to make sure she's getting something new – did I read that already?</p>	<p>Enterprise checkout history</p>	<p>Searchable reading history, alert if she places a hold on something she's already read even if its in another format</p>
<p>Save a list of items to read next in the catalog</p>	<p>GoodReads, Enterprise MyList</p>	<p>Show all the formats of the item thats available from the library, if its available for Kindle or large print, if you could export and save your list to GoodReads to use both</p>

# 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.

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

**Uses eBooks?** No but would be interested

**Uses databases?** Regularly

**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 search master
		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-books at home but he doesn't have a device and is unable to use on his smartphone. He recently started using databases on the library computers for research. He looks for topics of interest – like environmental issues in his neighborhood - 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. 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. He hates having fines on his record, it's a matter pride – he does not like that he can't pay a 10 cent fine and he is disgruntled if the payment does not process properly.

## 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.'*

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

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*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...

<p>Get a book about grilling that is not too long and not too complicated. He has very specific demands for his materials but doesn't actually like librarians helping him to find them.</p>	<p>He has no alternatives, other than not getting the book and just watching a TV show about grilling.</p>	<p>Item information was very clearly displayed with cover and title--number of pages being the chief one.</p>
<p>Find a new career or job but has no idea where to begin.</p>		<p>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.</p>
<p>Pay his fines immediately, no matter how small</p>	<p>Go to the desk, or pay online when the fines are higher</p>	<p>While the catalog will never accomodate 10 cent fines, the process could be smooth and easy and be designed for less "fine-shaming"</p>

# 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, and sometimes she goes with her niece, Agata who is 3, and her nephew, Mihal who is 8, for storytimes and to check out books for them.*

**Age:** 52

**Home Library:** Oak Lawn Public Library

**Occupation:** Pastry Chef

**Education:** High School

**Recently looking for...**

- Novels in Polish
- Food-safety information for her small business
- Children's books in both Polish and English, for niece and nephew

**Uses eBooks?** Nah

**Uses databases?** Sometimes, but needs help

**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 search master
	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, and she likes to get recommendations from the library staff and book displays. She uses the catalog sometimes, but it doesn't have a lot of recommendations for her. She doesn't know what books are good for young children, so she has to ask what is good for kids 3 and 8 years old.

### Sees

Hanna sees that surrounding libraries offer Polish language storytimes and youth collections in Polish and would like to see these available to her niece and nephew. She sees that other libraries have catalogs in different languages – her catalog offers a Spanish translation but not a Polish translation.

### 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 and that there isn't a Polish translated version of the catalog. 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. She is also frustrated when she looks for kids books there's no way to tell if its a book for a 3 year old or a 13 year old.

She really likes that she can pay her fines online. Sometimes her niece and nephew are rough on books, but she doesn't mind paying the fines since she gets so much for the library. She wishes she could pay the fines on her niece and nephew's cards – she ends up just using her own for their books so she can pay the fines and see the checkouts, but that means she can't borrow as much.

## 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.'*

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?

She checks out books and pays fines for her family on her card – wouldn't it be nice if you could link family cards?

## 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...

obtain more romance novels 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
Find books for her young nieces and nephews in Polish and English	Ask a librarian for help	Easily filter by language and by reading level, more browsing options for kids books
Pay fines and check out items on her niece and nephews card	Check everything out on her card	Catalog could link cards and allow fine payments for linked cards

# Kevin the Kid



## About

Kevin is an 8<sup>th</sup> grader at Elm Middle School. Every day after school, Kevin goes to the library if he doesn't have basketball practice, and waits for his older sister to pick him up. He likes video games and he's obsessed with TikTok videos. He's a good student and he likes to figure out how things work. He likes games where you build things, like Minecraft, Ninetendo Labo, and Roblox, and he usually isn't going to ask for help – he really wants to figure problems out on his own. He has his own laptop that he brings to the library and he's set it up to work the way he likes, with his favorite browser, Brave, and all of his saved games.

**Age:** 14

**Home Library:** Elmwood Park

**Occupation:** 8<sup>th</sup> Grade

**Education:** 8<sup>th</sup> Grade

**Recently looking for...**



- Animal Crossing New Horizons (Switch)
- Jedi Fallen Order (XBox1)
- Lincoln biographies for homework
- Lightning Thief, similar series

**Uses eBooks?** Nah

**Uses databases?** Yes – for homework only

**Accessibility considerations:** Kevin is a good student, but he just has an 8<sup>th</sup> grade reading level so he needs information to be clearly written without a lot of jargon or idioms.

### Search Savvy

What's a Google?	2	3	4	I am a search master
				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.*

Kevin sees the library as a place to hang out or get homework done, and of course to check out new video games. He really likes that he can checkout new games and his book series without bugging his parents. He uses the databases, but sees them as a way to just get homework done quickly so he can play video games. He thinks he knows better than the librarians, so he's not going to ask them for help.

### 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?*

Kevin sees a challenge in using the databases – he's not always sure which one will have what he needs for his homework. It's easier to search for video games on Amazon, so he usually uses Amazon as the jumping point to find things he wants. He sees there are more video games at other libraries, but he can't get them sometimes or they take a long time.

### Feels

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

Kevin feels frustrated when he wants a new video game, and a library that has it won't send it or its a really long wait to get it. He is also frustrated when he can't get books from the series he wants – he will check the catalog to see when the next one will get here and its hard. He is grateful for the soft seating and fast Wi-Fi at the library.

## 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.'*

He uses the catalog from his personal computer exclusively from his browser, and he usually uses it when he's just finished a book and wants to get the next one in a series. Or when he knows a video game is coming out. Also, when he gets a homework assignment, he'll look for books he could just use at the library without having to take them home and looks up the library databases. He knows he could use the databases at home, but when he's at the library he can just get on without having to log in. He goes to the library every day during the school week, but he doesn't necessarily get on the catalog or databases every day. Usually he's on the catalog or using a database about twice a week.

## 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*

<b>Scenario</b> <b>This persona would like to...</b>	<b>Alternatives</b> <b>Their current alternatives are...</b>	<b>Value Proposition</b> <b>The catalog could be better for this persona if...</b>
Find the next book in a series and take it home today, and he has a preference for the physical copy	Ask a librarian (ewww) or try to find it on the shelf. He can't buy it, but he'd prefer not to ask for help.	Showed the series in order, showed the availability in the library and where to find it, and/or let him save a whole series
Finish his homework assignment on Lincoln. The teacher said he needed to use at least 3 books and 5 articles. He has to have citations in MLA format.	Browse the shelves, look up articles in the library databases, and write those down on a sheet of notebook paper.	Save resources to a list in his catalog account, which would like to an MLA citation. Also could search multiple databases at once and save articles to a list.
Find a specific version of a game for a specific system – Jedi Fallen Order Deluxe Edition for XBox 1. All his friends are playing it.	Browse shelves, beg parents to buy it, ask a librarian to help find it	He could search for a game and see what systems and variations are available, see whats on the shelf or what could be delivered to him quickly.

# Larry the 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

**Uses eBooks?** Yes but not from the library

**Uses databases?** Yes

**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 search master
				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

*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.*

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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...



<p>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.</p>	<p>Larry will just order it on Amazon or buy the e-book if he can't get it right away.</p>	<p>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.</p>
<p>Larry wants to be able to access business reference databases.</p>	<p>Larry will ask the librarian to look up the info for him or just google it.</p>	<p>If it was more intuitive to search databases.</p>