Journey Mapping:

eBooks & eAudiobooks in Enterprise

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| Persona & Scenario: CarolCarol 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 a\_\_\_\_\_\_\_\_\_\_(vendor) account because she saw a bookmark at her library. | Goals & Expectations* With an account already set up…
* Find and download or stream an item from the library catalog
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| --- | --- | --- |
| SearchEmotional Experience | Request or Download | Read or Listen |
|  |  |  |
| Opportunities |

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# Instructions

## Before you start

You will need a device – you can use your computer, phone, tablet, or a Kindle.

You will also be assigned a St. Charles Public Library test card and one of these vendor formats:

* Hoopla
* Overdrive
* Baker & Taylor Axis 360
* Cloud Library

As the persona, go through the process of downloading or putting a hold on an eBook or eAudiobook. You can choose any title, unless you are assigned Hoopla – we want to avoid incurring costs for St. Charles, so you need to use a free title.

**If you are checking out a Hoopla item, you must use one of the titles from this list:** [**https://www.hoopladigital.com/tag/6219881919**](https://www.hoopladigital.com/tag/6219881919)

## Document your journey

1. Note the actions under each journey phase (4)
	1. 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)
	1. 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)
	1. 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 (use your emojis 😊)

## Group discussion

All groups will reconvene to identify opportunities:

* What needs to be done with this knowledge?
* Who owns what change?
* Where are the biggest opportunities?

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

* How are we going to measure improvements we implement?

And finally: How does this journey compare to our previous activity with Enterprise?