

What's My Motivation Here?

Creating User Personas to Market to Diverse Users



**Presented by Sabine Dantus, Outreach Librarian
Lynn University Library**

The
User

The
Library



“... We must study other people, and get as close to them emotionally as we can, until sympathy for them is transformed into feelings of our own.”

- Konstantin Stanislavski, Creator of Method Acting

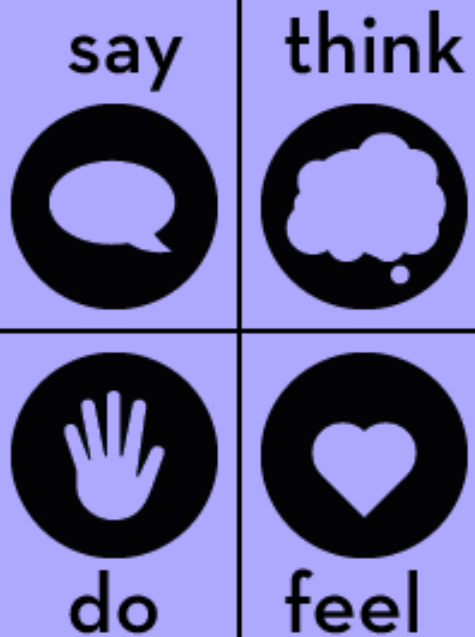
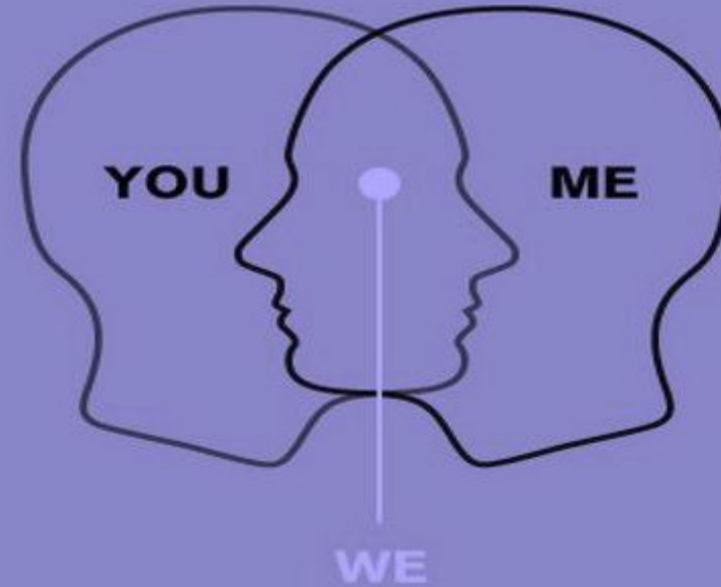


em • pa • thy

n. /'em-pə-thē/ or /ɛmpəθi/

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner.

EMPATHY



EMPATHIC DESIGN



According to Leonard-Barton and Rayport (1997) “empathic design is a low-cost, low-risk way to identify” user needs for your LIBRARY.

EMPATHIC DESIGN

1. Observation
2. Capturing Data
3. Reflection and Analysis
4. Brainstorming for solutions
5. Developing archetypes or personas



PERSONAS WILL HELP YOU...

- ✓ Visualize user needs to administrators
- ✓ Understand user motivations



PERSONAS WILL HELP YOU...

- ✓ Empathize with the users pain points
- ✓ Provide direction in web design and print design

TARGET AUDIENCE



PERSONAS WILL HELP YOU...

- ✓ Communicate research findings based on data
- ✓ Ensure staff consensus on target users

PERSONAS DEFINED

- Personas are fictional characters
- Personas blend the observational & qualitative data for a relatable and researched archetype



PERSONAS DEFINED

- Personas is NOT an imagined guess of your users
- Personas focus on the present NOT how they will interact with the library in the future



PERSONAS ARE NOT...

- ✓ Market Segmentation
- ✓ User Stereotypes
- ✓ Target Audiences

TARGET AUDIENCES

Lynn University Library

Primary audience:

- ✓ Students
- ✓ Faculty
- ✓ Staff
- ✓ Administrators/Board

Secondary audience:

- ✓ Alumni
- ✓ Citizens of Palm Beach County
- ✓ Partnerships with non-profits
- ✓ Students and faculty at other South Florida universities



#1 OBSERVATION

OBSERVATION

- ✓ Conduct User Research
- ✓ Observe and interview real users
- ✓ Outreach tabling
- ✓ Programs & Events
- ✓ Develop Quotes Campaign



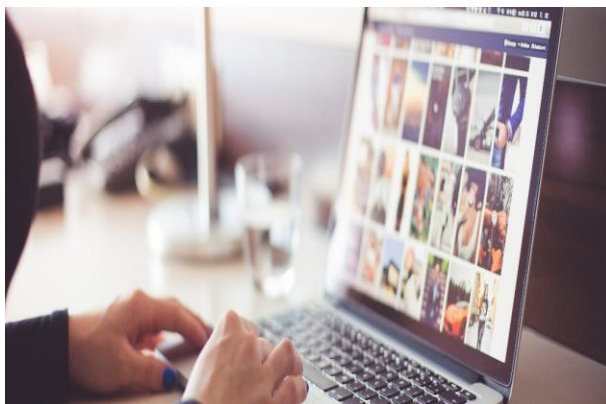
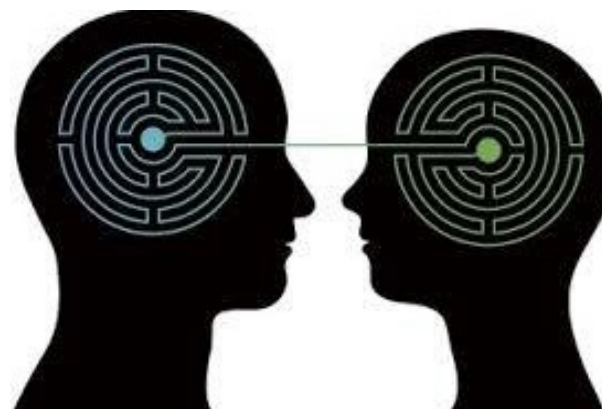


#2 GATHER THE DATA

GATHER THE DATA

✓ No research or time?

- Chat logs
- Patron satisfaction surveys
- Past focus groups
- Use Maslow's Hierarchy of Needs



USER NEEDS



MASLOW'S HIERARCHY OF NEEDS

“

“There are at least five sets of goals, which we may call basic needs. These are briefly physiological, safety, love, 'esteem, and self-actualization”.

-Abraham Maslow,
Humanistic Psychologist

BASIC NEEDS FOR USERS

PHYSIOLOGICAL



- Restrooms
- Fresh air space/ or open area
- Well-designed workstations
- Comfortable lighting
- Suitable temperature (A/C)
- Water fountain

“Where’s the bathroom”

SAFETY



- Library anxiety
- Needing a safe place to rest.
- Security guards

“I don’t want to bother the librarians”

LOVE & BELONGING



- Users need social programs and diverse types of events
- Specialized services
- One-on-one reference interactions.

“Wow, you all are helpful!”



BASIC NEEDS FOR USERS

ESTEEM



- Achievement
- Confidence
- Independence
- Freedom
- Importance
- Appreciation

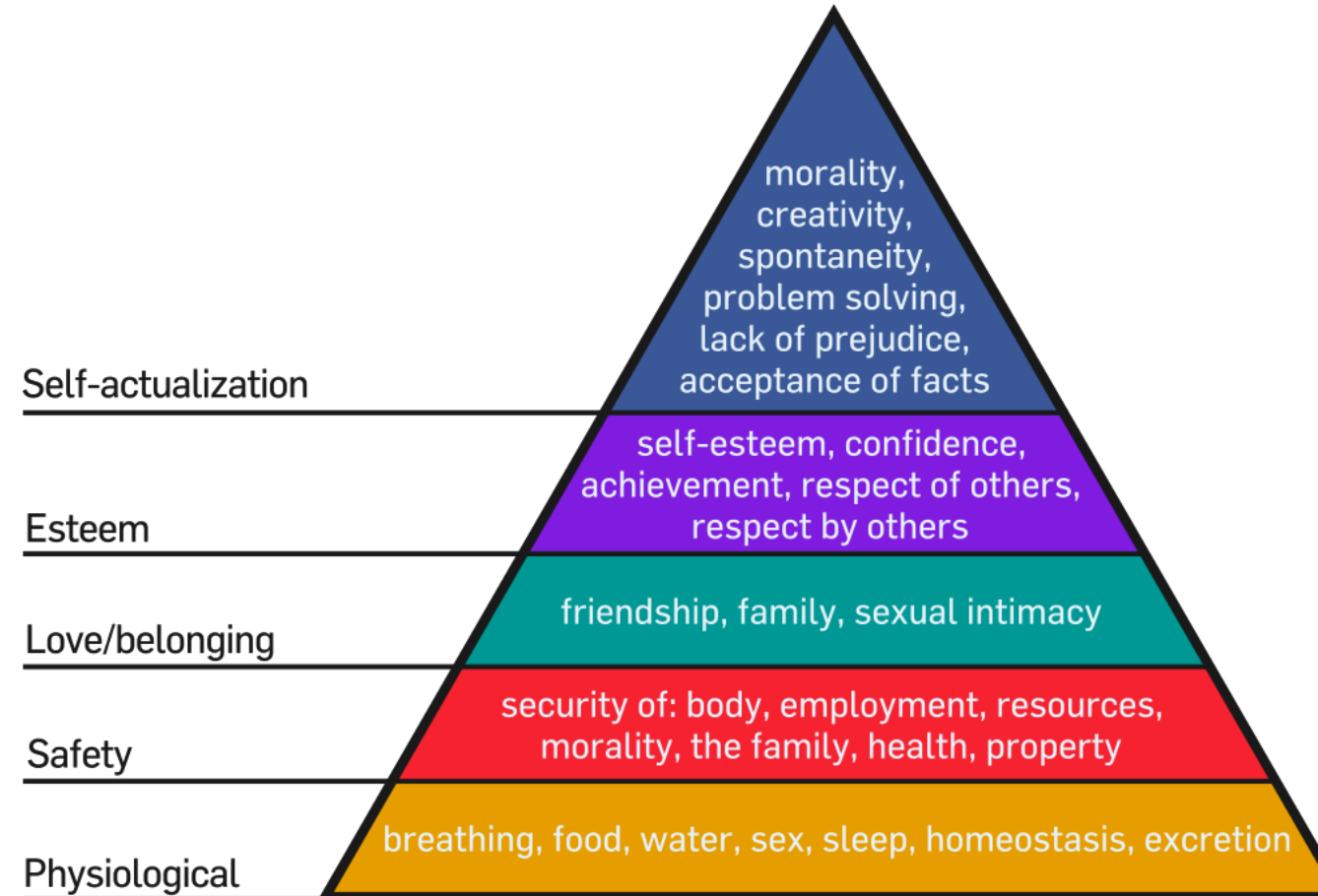
SELF-ACTUALIZATION



- Problem-solving
- Lack of prejudice
- Acceptance of facts
- Morality
- Creativity


“You should go ask a librarian.”

“The library research is so much easier now than my freshmen year”





#3 ANALYZE THE DATA



*Is that a
pie in the
sky?*

#4 BRAINSTORMING

A woman with long dark hair, looking upwards with a concerned or thoughtful expression. The scene is dimly lit with a strong blue color cast. She is wearing a dark, textured garment. The background is out of focus, showing some indistinct shapes.

CREATING USER PERSONAS

A
A GIRL HAS ~~NO~~ NAME



#5 DEVELOP PERSONAS

PERSONALITIES DEVELOPED



- 1. Task-Oriented**
- 2. Collaboration-Oriented**
- 3. Tool-Oriented**
- 4. Independent**
- 5. Patient**
- 6. Impatient for help or sources**



PERSONALITIES DEVELOPED



- 7. Collaborator**
- 8. Focuser**
- 9. Socializer or Social oriented**

Cara the Commuter



"When I'm in the library I feel like I'm more effective, even if that's not true. My mind knows I am here to study whereas if I am at my apartment I don't study. My mind associates studying with the library."

Age: 21

Work: Student

Location: Boca Raton, FL

Personality

Task-oriented

Focused

Independent

Key facts

- Undergraduate upper-classman who lives off-campus and commutes to Lynn University
- Not new to the research process and college-level research
- Working on several assignments in different disciplines, but not an expert in any of them

Frustrations

- When I do come on-campus "I would just like to know how the printers work because I can't figure out how to print from my iPad, or if I can."
- "I live off campus so I am not that informed on current activities or updates about Lynn. I think it would be nice to have a weekly email concerning everything that is happening at Lynn. I know there is an app for that but I the app doesn't cover things like free food for off campus students, intramural activities, or current library events, etc."

Motivations

- Goes to the Library to complete class assignments.
- Needs resources such as the library printers.
- Working on several assignments in different disciplines, but not an expert in any of them will take the first thing that's good enough.
- I use library catalog to research and will use the online chat to ask a librarian for help as needed.

Preferred Channels

Online/Social Media & Referrals

Email

Online & Social Media

Referral (by Peers and Faculty)

Guerrilla Efforts (Outreach) & PR

Simon the Scholar from Abroad



"Usually the same amount of work gets done when I'm with a roommate, they just help me not be so lonely. When I see other students studying, it gives me the feeling that they are being responsible and working hard so I should too."

Age: 20

Work: Student

Location: Boca Raton, FL

Key facts

- Lives on-campus and is an undergraduate international student.
- Uses iPad Pro to write assignments and access the library online.
- New to APA style and general American writing and citation styles
- Likes to study alongside with other roommates, classmates and friends.

Frustrations

"My biggest complaint with the services at Lynn is the hours of the library are too short. Most universities have the library open until 1am or later."

Personality

Collaboration-oriented

Socializer

Motivations

- Goes to the Library for working on assignments and to meet up with friends.
- Looks for textbooks or books on reserve for his class but he can only remember the professor's name and is not sure about how it is spelled.
- Needs free resources such as the library computers and Grammarly.
- Working on several assignments in different disciplines, but not an expert in any of them.

Preferred Channels

Guerilla Efforts & Referral

Email

Online & Social Media

Referral (by Peers)

Guerrilla Efforts (Outreach) & PR

Dr. Mel Dewey the Distinguished Faculty



"I have to stay current in my field and do the research work, publish, and keeping up with teaching obligations, etc. Those are the priorities of my department"

Age: 48

Work: Assistant Professor

Location: Boca Raton, FL

Personality

Task-oriented

Patient

Key facts

- Expert knowledge in research area
- Uses iPad Pro to access the library catalog
- Has been at Lynn University since 2010
- Ongoing, in-depth projects using primary sources
- Long term advanced user who has already learned how to use the catalog and databases to locate research materials
- Tells students to use the library and believes that "the library staff is extremely helpful in both my research and in helping with resources for teaching. They are quick to respond and provide excellent help to students. They have also created resources that are very helpful for faculty and students."

Frustrations

- "Would love to be more involved in decision making regarding the library's academic services."
- "Many times the articles pop up but when we click on them, they are not held by Lynn university and then when you click back it all goes back to the first results. It is not as user friendly as it should be!"

Motivations

- Goes to the library to check on their course reserves.
- Finds out how many books he has out and when they are due. Renews them.
- Needs reference sources on hand and uses bibliographies to continue researching topic.
- Emails liaison librarian about upcoming class to teach on library databases every semester.
- Use the library's Interlibrary loan when articles and books are unavailable.

Preferred Channels

Email & Referral

Email



Online & Social Media



Referral (by Colleagues)



Guerrilla Efforts (Outreach) & PR



Peter the Professional



"I am returning to school after some success in my field and would just like to enhance my knowledge and move up to an administrative level at my school district."

Age: 42

Work: Educator

Location: Boynton Beach, FL

Key facts

- Lives off-campus and is a graduate student. New to APA style
- Returning to school after several years
- Still working full-time outside of degree program
- Some subject matter knowledge and strong technology skills
- Spends very little time on campus, except for class, so all of his research is done remotely

Frustrations

- "Sometimes when I'm off-campus, I find it difficult to access the articles and other online resources, so I wait until I'm back on-campus for my classes to access the materials needed!"

Personality

Task-oriented

Focuser

Motivations

- Uses the Library online primarily and does not interact with librarians outside of email.
- Uses Interlibrary Loan to find articles and resources that the library does not have.
- Uses catalog to find primary sources and uses the advanced search.
- Request research assistance from his liaison librarian through a subject guide as needed.
- Exhaustive searches for journal articles on his dissertation topic to find all academic articles ever written about it.

Preferred Channels

Email & Referrals

Email

Online & Social Media

Referral (by Faculty or Classmates)

Guerrilla Efforts (Outreach) & PR

John the "Now What?" Grad/Lynn Alumni



"I really think that the library's helpful and free resources should be advertised outside of the library, because [some students] do not physically come to the library often."

Age: 22

Work: Graduate Student

Location: Fort Lauderdale, FL

Key facts

- Lives off-campus and commutes to Lynn University
- Understands the Lynn Library culture and has seen or interacted with the library or librarian during his undergraduate career at Lynn University
- No experience in field and has no hands-on practical knowledge of this field.

Frustrations

- "The "silent floor" is never silent and something needs to be done about that."
- "Comfort is important for me at the library, I go daily."
- "I do use the IBC many nights (close to the H lot) but when there is group work it gets to loud and you can hear the other students"

Personality

Tool-oriented

Focuser

Impatient for help

Motivations

- Uses the library for free resources such as Grammarly and research articles.
- Working on long-term assignments throughout the semester and needs help with in-depth research.
- Will ask a librarian for help as needed throughout the term.
- Exclusively uses the library for printing assignments and research.
- Uses library for comfortable place to rest in between classes.

Preferred Channels

Online/Social Media & Guerilla Efforts

Email

Online & Social Media

Referral (by Friends)

Guerrilla Efforts (Outreach) & PR

Rebecca the Rookie Undergrad



"It was very overwhelming to begin with. After the introduction to the library it made it easier for me to feel comfortable in the library and now I know there are people here to help me and there is excellent information."

Age: 18

Work: Student

Location: Boca Raton, FL

Key facts

- Lives on-campus and is an undergraduate student.
- Still taking Dialogues of Learning courses
- Working on several assignments in different disciplines, but not an expert in any of them
- Will take the first thing researched that's good enough
- New to college writing and research process, beginning APA style

Frustrations

- "I have been struggling with some of the databases at the library website because it is really hard to look for academic journals that encompass two topics. For example, "Marxism" and the "Holocaust". I would like to know how to do that."

Personality

Collaboration-oriented

Impatient for sources

Motivations

- Need to complete class assignments
- Needs free resources
- Working on several assignments in different disciplines, but not an expert in any of them.
- Will look for a quick half page overview of a topic that is mentioned in her textbook.

Preferred Channels

Online/Social Media & Referrals

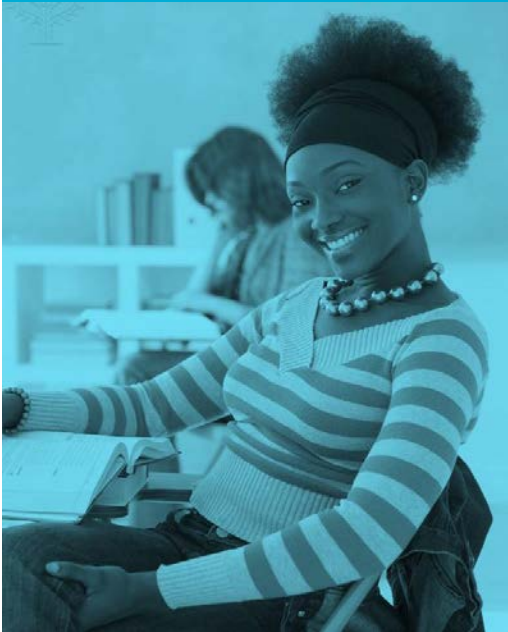
Email

Online & Social Media

Referral (by Peers)

Guerrilla Efforts (Outreach) & PR

Uryah the Undergraduate Online



"This is my 1st semester at Lynn and I am taking one class Lynn online so I don't have that much experience..."

Age: 19

Work: Transfer Student

Location: Boca Raton, FL

Key facts

- Intermediate APA style, due to classes at local Junior college
- Lives in another state and is a transfer student, may move on-campus next school year
- Uses Google to research and has never asked a librarian for help.

Frustrations

- "I don't have much frustrations yet, I'm just happy to be at Lynn University."

Personality

Tool-oriented

Focuser

Motivations

- Needs to complete class assignments.
- Likes library provided resources to help with doing assignments.
- Working on several assignments in different disciplines, but not an expert in any of them so will take the first thing that's good enough.

Preferred Channels

Email & Online/Social Media

Email

Online & Social Media

Referral (by Friends)

Guerrilla Efforts (Outreach) & PR

Sarah the Staff Member



"I am not a student so I do not use the library"

Age: 32

Work: Academics

Location: Delray Beach, FL

Key facts

- At Lynn University since 2013
- Expert knowledge in their department area
- Has never accessed the library catalog.
- Has no idea what the Library provides
- Has never used Library Reference Services
- The Library website is not too important to this user

Frustrations

- "Who to contact at the Library student's complain to me library-related needs?"
- "What are the available Library Services?"
- "What are the Library hours?"

Personality

Task-oriented

Patient

Focuser

Motivations

- Goes to the library for departmental meetings and trainings.
- Calls the library when students or colleagues ask her a question
- Would like to scheduling events in the Library.

Preferred Channels

Email & Referral

Email

Online & Social Media

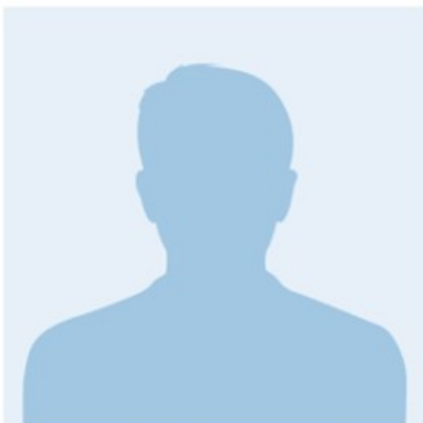
Referral (by Colleagues)

Guerrilla Efforts (Outreach) & PR



WHAT SOFTWARE TO USE?

User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

Trait 1

Trait 2

Trait 3

Trait 4

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

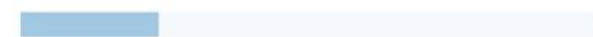
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Motivation

Incentive



Fear



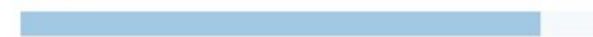
Growth



Power



Social



Brands & Influencers

Xtensio.com



NAME:

Sandeep

AGE:

28

FROM

Maharashtra, India

LIVES:

Delhi, India

OCCUPATION:

Research Scholar

education. He enjoys spending time with his professors and even thinks of them as friends.

Sandeep was introduced to computers in secondary school. He attended one of the most reputable English-medium private schools in his state, one for the children of military parents. There, he learned to type, conduct online research, and create high-quality reports and presentations.

His parents gave Sandeep a feature phone when he moved to Delhi to pursue a Bachelor's in History, because his mother wanted a means to stay in touch with him. After graduation, he enrolled in a Master's at JNU, and his friends convinced him to buy a smartphone so they could communicate on WhatsApp. Sandeep was initially hesitant to spend his meager JNU research stipend (Rs 3,000 or \$45 a month), but agreed to buy it after one of his professors hired him for a research project. His friends recommended he buy an LeEco Le 1s Android phone (Rs 12,000 or \$180) because it was a good value.

When on campus, Sandeep uses JNU's WiFi—he even has a private WiFi connection in his hostel room. When he's off campus, he has a data plan to access the internet on his phone. He uses a Dell laptop for research, writing, and studying for exams. He relies on his professors for academic information, but also supplements what they provide through Google searches and reliable sources (including JSTOR.org and EPW.in, Economic and Political Weekly) recommended by his professors and peers.

For any research project, Sandeep begins by searching on Google. He typically starts with relatively broad search terms and, based on the results they yield, will make his queries more targeted over time. During his Master's



Android smartphone
PRIMARY USE: Voice calls, WhatsApp, following conversations between friends but rarely participates himself.

NETWORK: Internet usage is mostly via WiFi on university campus because it is free. Maintains data on his phone in case WiFi on campus is too slow or goes out. He pays Rs 288 a month for his plan.



Personal Dell laptop

PRIMARY USE: Uses it for research, writing papers, etc.

DETAILS: Goes online in his hostel, and carries it to campus where he accesses the university's internet.

PERSONA TEMPLATES

Simple Persona Template

Name: _____

(Picking a gender specific name does not imply all patrons are of that gender)

Patron segment: _____

(Which user ? i.e. online student, commuter, parent, student, young adult, etc.)

Who are they?

(age, occupation, location, personality, & key facts)

Picture

(Use pixabay.com for royalty-free images)

Preferred channels of communication

(How are you going to reach this user?)

Quote

(use actual quotes from data)

Motivations and Frustrations

(Patron goals and pain points in using the library, use quotes when possible)



THE TAKE AWAY

Questions? More Information?

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before you

leave

bit.ly/lmcc18

LMCC 

Library Marketing and
Communications Conference