What’s My Motivation Here?
Creating User Personas to Market to Diverse Users

Presented by Sabine Dantus, Outreach Librarian
Lynn University Library

November 15, 2018
“... 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. /ˈem-pə-thē/ or /ˈempəθi/

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.

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

- Communicate research findings based on data
- Ensure staff consensus on target users
• 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
<table>
<thead>
<tr>
<th>Primary audience:</th>
<th>Secondary audience:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Students</td>
<td>✓ Alumni</td>
</tr>
<tr>
<td>✓ Faculty</td>
<td>✓ Citizens of Palm Beach County</td>
</tr>
<tr>
<td>✓ Staff</td>
<td>✓ Partnerships with non-profits</td>
</tr>
<tr>
<td>✓ Administrators/Board</td>
<td>✓ Students and faculty at other South Florida universities</td>
</tr>
</tbody>
</table>
#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
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

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

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

“Where’s the bathroom”
“I don’t want to bother the librarians”
“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?
CREATING USER PERSONAS

A GIRL HAS NO NAME
PERSONALITIES DEVELOPED

1. Task-Oriented
2. Collaboration-Oriented
3. Tool-Oriented
4. Independent
5. Patient
6. Impatient for help or sources
7. Collaborator
8. Focuser
9. Socializer or Social oriented
“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

Key facts

- Undergraduate upper-classmen 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
“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.”

**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."

**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.

**Personality**
Collaboration-oriented, Socializer

**Preferred Channels**
Guerilla Efforts & Referral
Email
Online & Social Media
Referral (by Peers)
Guerilla 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"

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

Age: 48
Work: Assistant Professor
Location: Boca Raton, FL

Personality
- Task-oriented
- Patient
"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."

**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!"

**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**

**Personality**
- Task-oriented
- Focuser

**Age:** 42  
**Work:** Educator  
**Location:** Boynton Beach, FL
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"

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

Personality

Tool-oriented  Focuser  Impatient for help
Rebecca the Rookie Undergrad

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."

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 that is mentioned in her textbook.

Preferred Channels
- Online/Social Media & Referrals

Personality
- Collaboration-oriented
- Impatient for sources

Age: 18
Work: Student
Location: Boca Raton, FL

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

**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."

**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

**Personality**
- Tool-oriented
- Focuser
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?"

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

Personality
- Task-oriented
- Patient
- Focuser
WHAT SOFTWARE TO USE?
User Persona Type

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

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

Age: 1-100
NAME: Sandeep  AGE: 28
FROM: Maharashtra, India
LIVES: Delhi, India
OCCUPATION: Research Scholar

PERSONAL 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

PERSONA: Sandeep

GENERAL DESCRIPTION: Sandeep is a 28-year-old research scholar from Maharashtra, India. He lives in Delhi, India and is currently pursuing a research project. Sandeep 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...
<table>
<thead>
<tr>
<th>Name: __________________________</th>
<th>Patron segment: __________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Picking a gender specific name does not imply all patrons are of that gender)</td>
<td>(Which user? i.e. online student, commuter, parent, student, young adult, etc.)</td>
</tr>
</tbody>
</table>

**Who are they?**  
(age, occupation, location, personality, & key facts)

**Preferred channels of communication**  
(How are you going to reach this user?)

**Picture**  
(Use pixabay.com for royalty-free images)

**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?

Sabine Dantus
Outreach Librarian
Lynn University Library
sdantus@lynn.edu
before you leave
bit.ly/lmcc18