Suggested Resources

We hope you enjoy the webinar: Patron Journey Mapping: Understand what Drives a Patron to Better Design Relevant Library Programming and suggest the following resources to continue your learning after the program.

Books:


Websites:
Nielsen Norman Group “UX Mapping Methods Compared: A Cheat Sheet”
https://www.nngroup.com/articles/ux-mapping-cheat-sheet/

Qualtrics “Customer journey mapping 101: Definition, template”

Urban Libraries Council “ Customer Experience Journey Mapping at EPL”
https://www.urbanlibraries.org/innovations/customer-experience-journey-mapping-at-the-edmonton

All the best,
The People of PCI Webinars