Patron Journey Mapping:
Understanding what drives a patron to better design relevant library programming

Sam Passey for PCI Webinars
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What do you hope to learn from today’s webinar?
1. Learn how to Apply Journey Mapping in your planning and program design
2. Gain new insights in anticipating needed and desired library services and programming
3. Engage your team’s creativity in designing successful programming
What is journey mapping?
It is all about Empathy
When should you use journey mapping?

a. Assess how things are going. Self-study to learn where gaps or blockers are in the interactions people have with your organization.

b. To design, rethink, and create new interactions and experiences

c. To inform strategic action plans that will lead to desired changes

d. To encourage team and cross-organization collaboration
Key Steps

a. Create a team,
b. Persona: Create a customer persona to use as a model for this process
c. Journey: What series of interactions do you want to explore?
d. Mapping: Work through the mapping process
e. Innovate: Refine, revise, test
f. Measure
Who should be on your team?
Persona
Journey

- What series of interactions do you want to explore?
# Customer Journey Map

<table>
<thead>
<tr>
<th>Customer actions</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Purchase</th>
<th>Consideration</th>
<th>Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Click on ad, ask for recommendations, read reviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Touchpoints      | Social media ads, word of mouth, search engine results |               |          |               |         |

<table>
<thead>
<tr>
<th>Customer experience</th>
<th></th>
<th>![Emoji]</th>
<th>![Emoji]</th>
<th>![Emoji]</th>
<th>![Emoji]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>![Sad Face]</td>
<td>![Happy Face]</td>
<td>![Fear Face]</td>
<td>![Happy Face]</td>
</tr>
</tbody>
</table>

| Pain Points | Lack of information about the product |               |          |               |         |

| Solutions     | Provide clear, concise messaging, highlight unique selling points |               |          |               |         |
Innovate: Refine, revise, and test
Measure
Measurement Techniques

Key Performance Indicators
Observed things
Declared things
Review...up to this point

- Steps in the journey map process:
  - Create a team,
  - Persona: Create a customer persona to use as a model for this process
  - Journey: What series of interactions do you want to explore?
  - Mapping: Work through the mapping process
  - Innovate: Refine, revise, test
  - Measure
Case Study: Saige

Persona:
Saige has three children ages newborn, 2, and 4. She is a regular library visitor and everyone knows her and her children.

Motivations: Be a good mom, teach her children, and talk to other adults.

Journey to map: Checking out materials.
Case Study: Saige

What happens:

1. Saige tries to self-checkout while holding her newborn and attempting to place each item on the RFID pad.
2. How demanding is this task?
3. She looks up and one of her kids has taken off? How does that make her feel?
4. Saige ends up leaving her stack of books, hunts down the missing kid, and leaves the library without any items and three crying children.
Case Study: Saige

1. What were the pain points for Saige?
2. What was she likely feeling?
How might the library alter its processes to help Saige check out materials from the library?
Revise

Make a new plan

Make the needed changes
Her next visit

Changes:

Proactive Staff:

Staff member visits with her children and engages them by giving them some bookmarks or telling silly jokes.

Front desk employee says, hi Saige, hey’ let me help you with that.

Outcome: Happy Saige, happy kids, and successful checkout.
Case Study: Charlie

Seven year old girl.
Learning to read
Loves to create art and crafts
Sensory issues: loud noises, bright lights, and crowds cause anxiety and fear.
## Case Study Charlie

<table>
<thead>
<tr>
<th>Objective</th>
<th>Make art at the library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs</td>
<td>An environment where she feels safe and free to create.</td>
</tr>
<tr>
<td>Feelings</td>
<td>Anxiety, fear, maybe some excitement</td>
</tr>
<tr>
<td>Barriers</td>
<td>Noise of other kids, lights, signs everywhere</td>
</tr>
</tbody>
</table>
What changes could the library make for Charlie and similar children to feel more comfortable participating in the library’s craft time?
Case Study: Charlie
Journey Mapping and having empathy for your patrons can help you refine and design programs and services to better assist them.

Anyone can do journey mapping!
Application of Journey Mapping

Web sites
Processes
Deciding what collections of materials to provide and evaluate their effectiveness
Wrapping Up

- What are some of your takeaways?
- What ideas do you want to explore further?
- What questions do you have?