

Scenario

Townsville Public Library wants to revisit the process of getting a library card at their branches.

Background

- Townsville Public Library (TPL) is a public library that serves the small city of Townsville in interior British Columbia. Across the city, it has three branches.
- Townsville residents can join the library by signing up for a card in person.
- There is currently no option to join the library / sign up for a card online. Library management is very interested in making this an option in the future.
- Recently, the city of Townsville has welcomed an influx of immigrants and refugees.
- During a visit to a local mom's group at the community, children's librarian, Lily Chen was approached by a group of Chinese speaking moms who had recently moved to the city. They asked her how much it would cost to join the library and get a card. From her conversation with the moms, Lily learns that a membership fee to use the library was standard in their home country. Lily also learns that one mom had visited the branch in person to sign up for a card but the language barrier with the person at the desk resulted in her leaving without a library card.
- Last month, TPL welcomed a new library technician, George Callis to their Accessible Library Services department. George is looking forward to working with the team on their latest projects: to evaluate their home services and to consult on the space configurations for the new branch opening next year.
- This week, Tina Sadana, one of TPL's branch head, will be training two new library assistants. As she prepares her checklist, Tina makes a note about showing the trainees the library card registration form for adults, the form for teens, the form for children, and the form for families.

Your Task

1. Think about the current process for getting a library card and identify at least 3 pain points.
2. Design Challenge: **Personas**
Drawing from your own personal observations of real library patrons and using the materials provided, create 3 Personas that you will be focusing on. Include their demographic information, needs and motivations and a quote for each persona.
3. BONUS: If you've completed your design challenge, brainstorm solutions (in small and/or big ways) to address the pain points you identified earlier.

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4. Think about the current process for getting a library card and identify at least 3 pain points.
5. Design Challenge: **User Journeys**
Using the persona examples provided, create a 3 User Journeys. For each persona, define a goal for your patron, and map out each step of their journey when registering for a library card for the first time.
6. BONUS: If you've completed your design challenge, brainstorm solutions (in small and/or big ways) to address the pain points you identified earlier.

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2. Design Challenge: **Service Blueprint**
Using the chart and persona provided, create a service blueprint for a user who signs up for a new library card.
 - A. Fill out the touchpoints/interactions for your user based on the persona provided.
 - B. Fill out the front stage and back stage processes.
3. BONUS: If you've completed your design challenge, brainstorm solutions (in small and/or big ways) to address the pain points you identified earlier.

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2. Design Challenge: **Prototyping**
Create paper prototypes of materials, signage, and/or screen-based interfaces used in the process of signing new users up for a library card.
3. BONUS: If you've completed your design challenge, brainstorm solutions (in small and/or big ways) to address the pain points you identified earlier.

Pain Points

Solutions