Customer Analysis
Developing Patron Personas

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What are Personas?
A “persona is an archetype serving as a surrogate for an entire group of real people.”

Steve Mulder, The User is Always Right

Faces and Voices

Faces and Voices
Personas can...
- bring focus to a design process
- remind you that your users are real people
- encourage consensus among planners
- lead to efficient decision-making
- lead to better decisions

What’s in a persona?
- Picture
- Name, age, neighborhood, family members, etc.
- Defining goals, behaviors & attitudes
- Experience & education levels
- Story (scenario)
- Quote
- Anything else that helps make them real

Sample Personas

Self-Sufficient Power User
“It would be wrong to claim that these users just want a "book ATM," because the brief interaction with library staff is often deeply appreciated, but these folks want to be in and out of the building in 5 minutes or less. He'll place a hold online, wait for the email notification that it's in, then run in on a lunch break or the commute home to pick up the latest bestseller or that book on knitting socks from the toes up. She doesn't usually ask for help, but when she needs it, it had better be easy to find and use. A streamlined, minimalist, efficient experience is best - taking full advantage of in-house catalog computers, self-pickup of holds, self-checkout and excellent signage.”

Simpler personas
Simplest Personas

A thousand words...

Who are your users?

You ≠ Users
Developing Personas

1. Brainstorm
2. Collect data - qualitative & quantitative
3. Identify unique behaviors & goals
4. Segment your users into groups based on these
5. Write a persona description for each major group
6. Test and refine

Developing Personas

- Brainstorm with staff
- Talk with current users
  - User interviews - informal, contextual & critical incident
  - Surveys - online, offline, formal, informal
  - Usability testing
- Observe, listen, take notes
- Pull language & quotes from comments, emails, feedback forms, reference calls
- Get quantitative data from web analytics, demographic studies, census reports, reference stats, etc.

Getting Data

- User interviews
- Usability testing
- User surveys
- Site traffic/log file analysis

Goals & attitudes
(what people say)
Behaviors
(what people do)

From The User is Always Right by Mulder

Exercise 1: Who’s This?
Meet Chuck

Chuck & Emperor Norton's Stationary Marching Band

Exercise #2: Brainstorming
- Take 2 minutes
- Brainstorm possible personas or groups of users
- Focus on real users - people you’ve interacted with

Exercise #3: Make them real
- Take 5 minutes
- Choose one persona
- Give them a name, a face, a story
- What would they use your library/website for?
- How can you serve them?
What’s in a persona?

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Personas for physical spaces
Personas for digital spaces
http://www.flickr.com/photos/carpevia/3908268797/

Personas for programs
http://www.flickr.com/photos/pauleeke/1777465264/
http://www.flickr.com/photos/smilou/1049654877/

Personas for marketing
http://www.flickr.com/photos/libraryman/109470648/
http://www.flickr.com/photos/sillygwailo/3202378280/

Useful Resources
Thank you!

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