Personas & Jobs To Be Done

- Definitions: Personas, Jobs To Be Done
- Elements of personas: Goals, Pain Points, Context, Roles, Logins, Devices, Skills
- Personas: Jackie, Matt, Emily, Margaret
The creation of a **representative user** based on available data and user interviews. Though the personal details of the persona may be fiction, the information used to create the user type is not.
A framework based on the idea that whenever users “hire” (i.e., use) a product, they do it for a specific “job” (i.e., to achieve a particular outcome). The set of “jobs” for the product amounts to a comprehensive list of user needs.
GOALS
To complete school assignments using the process laid out by the teacher

JOBS TO BE DONE
- Find background about an assigned topic that’s easy for her to read
- Find the kinds of sources she’s supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

PAIN POINTS
- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

CONTEXT
- Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what’s relevant and appropriate

SKILLS
- Motivation
- Comfort with Tech
- Research Skills
Goals
Persona Aspect

Separate from specific JTBD. Related to personas’ contextual, life-related goals that may influence how they use the library.
**GOALS**

To complete school assignments using the process laid out by the teacher

**JOBS TO BE DONE**

- Find background about an assigned topic that's easy for her to read
- Find the kinds of sources she's supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

**PAIN POINTS**

- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

**CONTEXT**

- Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what’s relevant and appropriate

**SKILLS**

- Motivation
- Comfort with Tech
- Research Skills
Aspects of the research workflow that create pain for the persona. May not necessarily be in the library’s control to solve, but important to know as we design for the users personas represent.
JACKIE

GOALS
To complete school assignments using the process laid out by the teacher

JOBS TO BE DONE
- Find background about an assigned topic that’s easy for her to read
- Find the kinds of sources she’s supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

PAIN POINTS
- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

CONTEXT
- Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what’s relevant and appropriate

SKILLS
- Motivation
- Comfort with Tech
- Research Skills
Details about the persona’s life that may affect their approach to research or the library. Helps to serve humanize these personas for team members who don’t get to talk to users often.
**GOALS**
To complete school assignments using the process laid out by the teacher

**JOBS TO BE DONE**
- Find background about an assigned topic that’s easy for her to read
- Find the kinds of sources she’s supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

**PAIN POINTS**
- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

**CONTEXT**
- Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what’s relevant and appropriate

**SKILLS**
- Motivation
- Comfort with Tech
- Research Skills
Role, Logs In & Devices
Persona Aspects

**Role:** Persona’s role in relationship to the institution their library is a part of.

**Logs In:** Represents how many different ways users want to access resources.

**Devices:** Represents how many different devices users want to use to access resources.
JACKIE

GOALS
To complete school assignments using the process laid out by the teacher

JOBS TO BE DONE
- Find background about an assigned topic that’s easy for her to read
- Find the kinds of sources she’s supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

PAIN POINTS
- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

CONTEXT
- Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what’s relevant and appropriate

SKILLS

6th grader

Logs in:
- In class
- From the public library
- From home

Devices:
- Class
- Home

Motivation

Comfort with Tech

Research Skills
Motivation describes how a user is motivated to engage in research: whether they see research as a task to be accomplished or as an opportunity to improve valuable skills.

**Persona Scale**

**Extrinsic:**
- Anxious about the consequences of doing research “wrong”
- Research is unpleasant - minimize research time
- Gives up and returns to familiar ground when encountering research obstacles

**Intrinsic:**
- Identify as someone who conducts research
- Research skills are valuable, willing to spend time to improve
- Persists when encountering research obstacles
Comfort With Technology

Persona Scale

Low:
- Anxious in unfamiliar UIs
- Gives up, returns to familiar ground when encountering a technical obstacle
- Unlikely to try new things for fear of losing previous progress

High:
- Confidently explores new technologies
- Persists when encountering technical obstacles
- Likely to try things out in a new environment to see how they work.

Comfort with technology describes a user’s comfort with learning new technologies, overcoming obstacles when using technology, and their confidence experimenting with workflows and solutions.
Research Skills
Persona Scale

Low:
- Research happens in an unorganized way
- Not familiar with available tools
- Anxious when using research tools
- Likely to see library & library tools as for people who “know how” to do research

High:
- Makes a plan for the research process
- Has preferred research tools & processes
- Can transfer research skills to new tools
- Likely to see library tools & librarians as valuable resources

Research skills describe a user’s level of comfort with the research process, the tools involved and available to them, and their perception of the library as a resource.
GOALS
To complete school assignments using the process laid out by the teacher

JOBS TO BE DONE
- Find background about an assigned topic that's easy for her to read
- Find the kinds of sources she's supposed to use in her report, like magazine articles and images
- Print her sources out so she can take them home with her

PAIN POINTS
- Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
- Finding information on her own is hard — she prefers it when her teacher assigns a specific article or reading

CONTEXT
- Teacher doesn't call research “research” yet — her class is just being introduced to research as more than a Google search
- Searching for general topic searches such as omnivores, earthquake, etc.
- Confident searching on her own, but needs help determining what's relevant and appropriate

SKILLS
- Motivation
- Comfort with Tech
- Research Skills
GOALS
To complete school assignments using the process laid out by the teacher

JOBS TO BE DONE
» Find background about an assigned topic that’s easy for her to read
» Find the kinds of sources she’s supposed to use in her report, like magazine articles and images
» Print her sources out so she can take them home with her

PAIN POINTS
» Her family has one computer that she shares with her siblings to do homework, so she tries to get as much done in class as possible
» Finding information on her own is hard – she prefers it when her teacher assigns a specific article or reading

CONTEXT
» Teacher doesn’t call research “research” yet – her class is just being introduced to research as more than a Google search
» Searching for general topic searches such as omnivores, earthquake, etc.
» Confident searching on her own, but needs help determining what’s relevant and appropriate

SKILLS
Motivation
Comfort with Tech
Research Skills

6th grader
Logs in:
• In class
• From the public library
• From home

Devices:
Class
Home
GOALS
Do well enough on his research assignments that they don’t affect his grade or his chances of getting into college
Conduct research efficiently so it fits in with other activities

JOBS TO BE DONE
» Quickly find an overview of my topic so I know I’m in the right place
» Quickly find primary sources to meet the requirements of my assignment
» Quickly find an article I can skim and scan quickly, then find 4 more like it to meet the requirements of my assignment
» Cite my sources correctly so I don’t get marked down

PAIN POINTS
» Citing is confusing and makes him anxious – he frequently gets marked down for incorrect citations
» His home internet connection is slow, so images and videos take a long time to load

CONTEXT
» Still a novice searcher, but beginning to explore more complex concepts like “social media and bullying”
» Has had some research training from teachers and librarians to prepare him to research at the college level
» Research is not comfortable – he doesn’t like spending time conducting research

SKILLS
Motivation: 4
Comfort with Tech: 5
Research Skills: 3

Logs in:
- In class
- From the school library
- At home

Devices:
School & Personal
**EMILY**

**GOALS**
Design curriculum that aligns with state standards & other standards mandated by schools and that aligns with department
Prepare students for level-appropriate standardized tests and to move up to the next grade level
Engage students in a meaningful way with assignments that excite them and challenge them to be creative

**JOBS TO BE DONE**
» Find curriculum resources that align with the curriculum standards at her students’ reading level
» Support students in finding resources that are related to their topic and at their reading level
» Grade the quality of students’ projects and determine that they’ve submitted original work

**PAIN POINTS**
» Finding lesson plans and other curriculum materials is a constant – almost daily – challenge
» Difficult to prioritize research skills and information literacy among other classroom priorities

**CONTEXT**
» Just starting to introduce the concept of “research”
» Collaborates with teachers and librarian on curriculum planning
» Doesn’t feel like she engages the librarian for in-class support as much as she could or should

**SKILLS**

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Comfort with Tech</th>
<th>Research Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>● ● ● ● ●</td>
<td>● ● ● ● ●</td>
<td>● ● ● ● ●</td>
</tr>
</tbody>
</table>

7th grade Social Studies

Logs in:
- In class
- During prep periods
- At home

Devices:
- School
- Home
GOALS
Help students build research skills including searching, selecting credible & appropriate sources, and citing
Support teachers in including research and information literacy in their curriculum
Make sure rising freshmen are ready to do research at the college level

JOBS TO BE DONE
» Teach students to use databases available through the library
» Support students in becoming critical thinkers, capable of evaluating resources
» Make at-home access seamless for students working at home

PAIN POINTS
» Has to open library early and keep it open during lunch and after hours to support students without internet at home
» Supporting at-home access using passwords is painful – she’s often online on her own time helping students
» Not heavily enough involved in curriculum planning, which leads to not enough time with students

CONTEXT
» Works with teachers to integrate information literacy into the curriculum
» Responsible for a certain percentage of test scores related to information literacy
» Selects and purchases library resources based on curriculum need, teacher requests, student popularity and budget

SKILLS
Motivation
Comfort with Tech
Research Skills
THANK YOU!

Questions?
dcostello@ebsco.com
Resources

- ”Describing Personas,” Indi Young: https://medium.com/@indiyoung/describing-personas-af992e3fc527
- “User Persona Creation Course,” for EBSCO, Kyle Soucy: https://www.youtube.com/watch?v=PYv46j02zvY
- The Nielsen Norman Group also has a number of valuable resources on Personas, including an article on Personas & Jobs to be Done: https://www.nngroup.com/topic/personas/
- ”Know Your Customers’ Jobs to be Done,” HBR staff: https://hbr.org/2016/09/now-your-customers-jobs-to-be-done
- Diverse images with full usage rights for personas: https://diverseui.com/