Marcy the Mom (primary persona)

"My young children love it when I read to them. Since the library has been closed during the pandemic, we've been reading more ebooks, but it's frustrating because we can't check out as many at a time."

Age
37 years old

Occupation
Dental Hygienist

Family
Married with 2 children

Tech Skills
Intermediate

Location
Sharon, MA

Narrative

Marcy is a busy mom working as a dental hygienist at a local dentist office. In the evenings she loves reading with her two kids, Adrian and Stella. Adrian likes Captain Underpants and Stella likes stories about unicorns and princesses. With the COVID-19 pandemic, it's been hard to get enough books since the library has been closed. Marcy would love to see more children's books available electronically so they can continue having their bedtime reading.

Goals and Tasks

- Have quality time with her kids
- Get books during the pandemic
- Read about unicorns and princesses
- Laugh at Captain Underpants
- Cuddle with Adrian and Stella

Pain Points

- Limitation on the number of ebooks that can be checked out at one time
- Ebooks don't give her children a break from the screen like print books do
- Finding age-appropriate stories

Sam the Senior (secondary persona)

"I've had a hard time transitioning from paper materials to digital materials, but the library staff has helped me understand the technology better. I think I'll keep using the website even when the libraries reopen, just to be safe."

Age
71 years old

Occupation
Retired plumber

Family
Widowed with adult children

Tech Skills
Novice

Location
Sharon, MA

Narrative

Sam is a retired plumber who suffers from arthritis and some vision difficulties. Sam never used much technology in his work, so he needs some assistance figuring out how to search the catalog and download ebooks. Also, he needs larger font sizes so he can read the words on the screen. Sam enjoys historical fiction and biographies of famous jazz musicians.

Goals and Tasks
- Engage his mind in retirement
- Learn about famous jazz musicians
- Learn how to download ebooks
- Stay safe in the pandemic
- Search for books online

Pain Points
- Little technology experience
- Bad vision requiring larger font size
- Arthritis makes it hard for him to hold the e-reader for long periods; could use a text-to-speech feature

Tia the Teenager (secondary persona)

"I spend a lot of time on my smartphone because I don't have my own computer at home. I wish my library website was more mobile friendly and it had a chat feature so I could get my questions answered right away."

Age
17 years old

Occupation
High school student

Family
Single

Tech Skills
Advanced

Location
Sharon, MA

Narrative

Tia is a child of immigrants from Chile. She is interested in learning about Latin American economic development and neo-colonialism. She is an advocate for Latinx women at her high school and hopes to pursue a career in public policy after going to college for political science. She is using the public library to get a head start on her educational goals. She also enjoys a little Harry Potter fanfiction for a break from the serious reading.

Goals and Tasks
- Learn about Latin American economic development and neo-colonialism
- Discover resources for Latinx activism
- Get help on college applications
- Catch up on the latest Harry Potter fanfic

Pain Points
- No chat feature on the website
- Aggregating information about public policy regarding immigration rights
- Capitalist destruction of Latin American economic systems
- Library website is not mobile friendly