

F3c Directed Storytelling

Purpose:

- Directed Storytelling is used to uncover customer journeys and experiences over time.
- These interviews help the organization explore who its customers are as people, examine how the library fits into their lives, and identify opportunities to design services and interactions that create better outcomes.
- The stories and insights gathered will inspire new ideas for improving library services and enhancing the quality of life in the community.

Description:

- The process of conducting Directed Storytelling Interviews involves Staff working in pairs with one person acting as facilitator, and the other person being the note-taker, to interview a library customer on a recent library experience.
- Conducting in-depth interviews helps identify relevant and general customer needs, as well as a cross-examination of all customer types and their perception of the current state of the library.
- The Staff can use the information gathered through Directed Storytelling to identify users and then “go deep” in creating customer journeys to envision future services.

Sample Directed Storytelling Narrative:

The following Directed Storytelling narratives were written by the Annapolis Library staff. The staff interviewed three customers at the library in order to record their experience of using the library. The interviews were conducted by Dana Newman and Gloria Harberts.

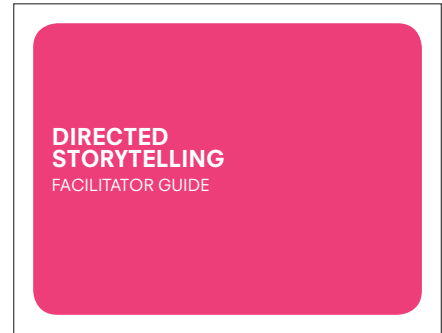
CARLOS, AVID COMPUTER USER

Carlos is an African-American male, who appears to be in his early 30s.

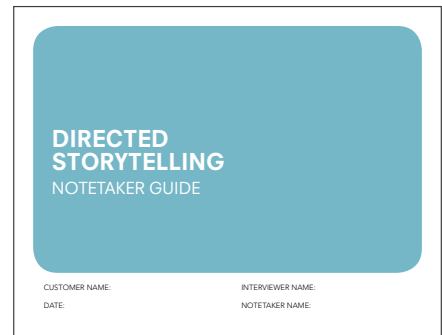
- Please tell us about the last time you used a PC at the library?**
I came to the library last week to use the computer for job searching. I search job websites and world news.
- Who did you encounter, interact or communicate with while at the library?**
Nobody. I come into the library by myself and use the computer.
- Did anything happen during your visit that hindered your enjoyment of the library?**
Nothing. It's usually quiet when I come into the library in the mornings.
- What else did you do while visiting the library?**
I used the bathroom.
- Did the library facility influence or have an impact on your use of the computers in any way?**
I use one specific computer when I come into the library. I selected one on the far left where there is more space between computer users.

Note: The computer on the far left where Carlos pointed only has one customer seat to the right side. More space between people would be good.

- What was particularly helpful during your visit?**
The Internet - it goes straight to what I need to go to. The speed of the Internet is good.
- What were the most important aspects of the whole experience?**
To be able to get on the computer. To get applications done in a timely manner. I like the new process for extending time on the computer, which is automatic.
- What are the most beneficial resources, services, or programs offered by the library?**
For me, the most beneficial part is the computers. I come to the library once or twice a week. He uses the computers to apply for jobs. I recently got two jobs (at auto service locations). I walk to get to the Annapolis Library. I live near Annapolis Seafood off Forrest Drive. I am familiar with EAN, but I go to the ANN library. I have been using the ANN library for the past three months. I like to come into the library in the morning because I want to show an employer that I would be reliable and be available. I wouldn't want to work on an application in the afternoon.
- What are the top three reasons you come to the library?**
I come to the library to get in here and get stuff done. The Internet drops at other locations. I like that it is quiet when I come to the library (early in the morning).



Directed Storytelling Interviewer Guide



Directed Storytelling Notetaker Guide



A Diagram Showing the Components of The Library Experience which can be Identified Through Directed Storytelling Interviews