Design for Experience Workshop Toolkit

PATRON FACT SHEET

Customer:

Meghana, 19-year-old

Program:

Make your own beats: Music workshop

Story:

Meghana is a motivated undergrad who is loving all the discoveries she is learning in her program. A friend invites her to a music workshop at the library. Since Meghana has not been to the library since she was in elementary school, she did not expect to find anything that interested her on her first visit. However, she is shocked to find so many music resources and class options! From digital sound mixing to learning how to play the Chinese lute. At the end of her first workshop, Meghana and her class talk about planning a live performance of the music they create. She grabs a bite at the cafe while she does her homework and is brainstorming ideas about music research she'd like to explore in her next school project!

In Brief:
Meghana is a freshman at Carnegie Mellon majoring in neuroscience.

Strength:
Motivated and a hard worker with a creative side.
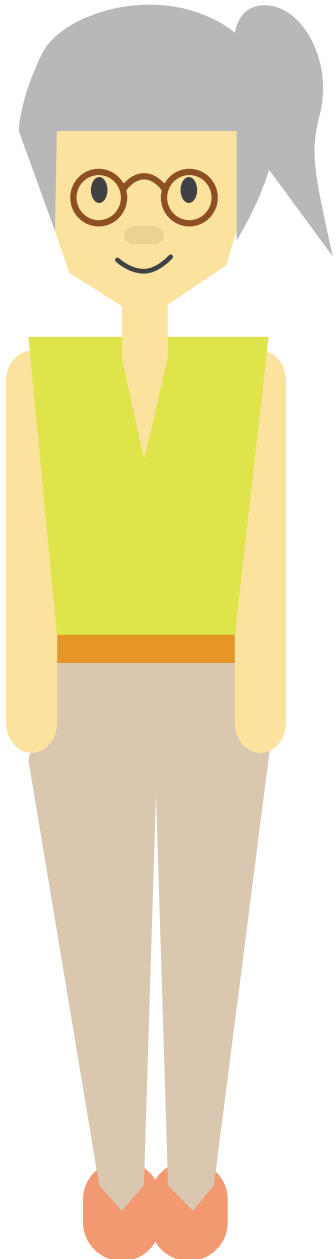
Motivation:
Fascinated with what she's learning in school about music and brain development.

Library Connection:
A friend invites her to be a "making your own beats" workshop but finds that there is so much to do at the library. She quickly gets involved and takes advantage of all the cool resources.

MSS
MARGARET SULLIVAN STUDIO
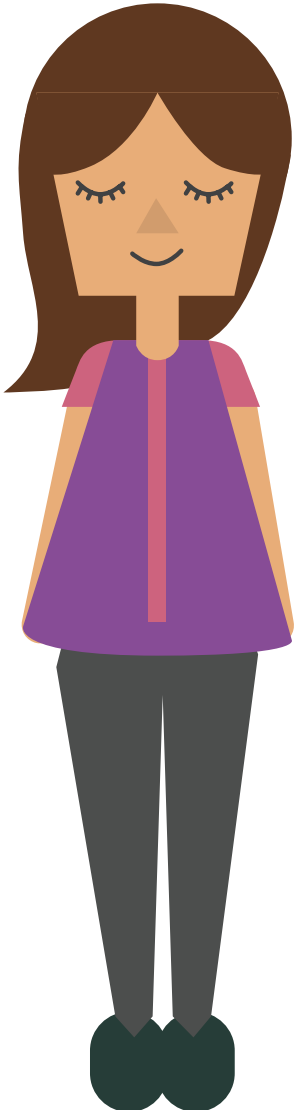
PATRON FACT SHEET

Customer:

> Gretchen, senior

Program:

> HOW: hands-on workshop series

Story:

> Gretchen is a widow living in the area. Since retiring she has picked up a knack for gardening and healthy eating. In order to learn more about the best gardening techniques, she heads to the library to check out their resources. When she walks through the doors, there is a huge video screen displaying all weeknight activities at the library. There is a gardening club on Monday evenings! She attends the next week and also discovers the HOW workshop series. She enjoys the fellowship of others with similar interests. After a few weeks of meetings, she and her group members decide to start a community garden and think about ways to use food they grow as a teaching tool to talk about sustainability and health issues in their community.

In Brief:
Gretchen is a senior that loves to garden and build community.

Strength:
Personable around strangers and passionate about sustainable initiatives.

Motivation:
Wants to meet new people, values education, and learning about new ways to reduce her environmental footprint.

Library Connection:
She is intrigued with the Cooking with Insects workshop and eagerly looks forward to the series of hands-on workshops to learn more.

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PATRON FACT SHEET
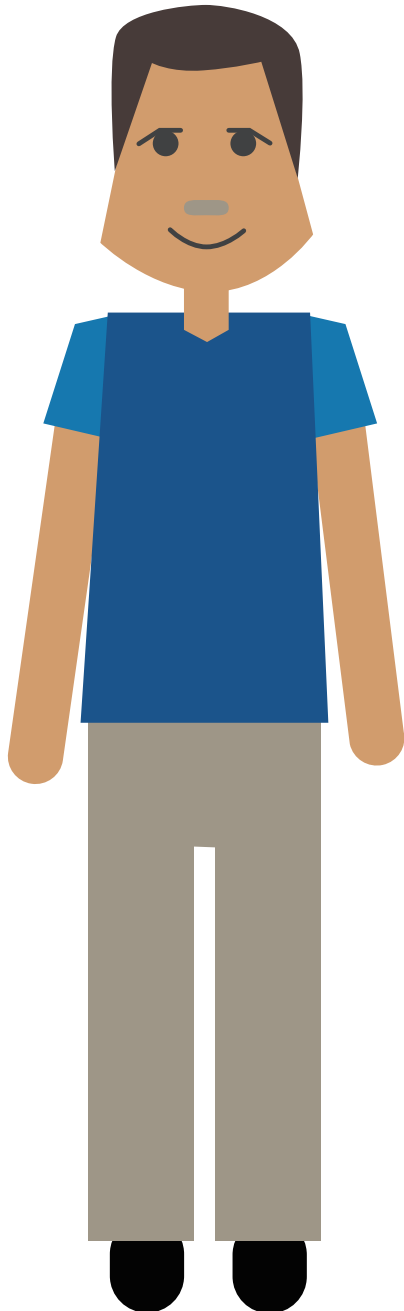
Customer:

Marcus, 22-year-old entrepreneur

Program:

Business Incubator/Conference Rooms

Story:

Marcus is a soon to be college grad and feeling ambitious to launch his career. He is ready to start his own business with a few of his classmates. He and his team meet at the library every morning to create a business plan and strategize the release of their app. It is a perfect central place for meetings as they can reserve conference rooms for private meetings away from school. The room has a large TV, video conferencing capability, and resources for scanning and printing close by. Marcus has even met other people like him who use the library to conduct business. It is a great source for not only for his own start-up, but for prototyping his app in real life with patrons at the library!

In Brief:
Marcus is graduating soon from University of Pittsburgh and is interested in starting his own business.

Strength:
Go-getter personality and not afraid to fail.

Motivation:
Marcus and some friends have an app idea they're getting ready to launch.

Library Connection:
Needs a place for his team to meet and prototype their idea. The library has conference rooms with space to meet and resources he needs to file their business in Pennsylvania.

PATRON FACT SHEET

Customer:

Ann, 15-year-old

Program:

Gender & Sexuality Alliance (GSA)

Story:

Ann has been home-schooled their whole life by their mom. Ann has increasingly been interested in LGBTQIA topics as they explore gender and sexuality issues. The GSA program has been a great outlet for Ann to meet peers and to take their passion in social justice issues and learn about ways they can advocate around LGBTQIA awareness and issues in their community. Ann designed a campaign with their GSA group and made Zines in the "LAB" (the library's teen content creation zone). She and her friends are brainstorming workshops to teach at other branches to support their local network.

In Brief:
Ann is a freshman in high school and recently told their family that they identify as queer. They are exploring their sexuality and is passionate about learning more about LGBTQIA issues.
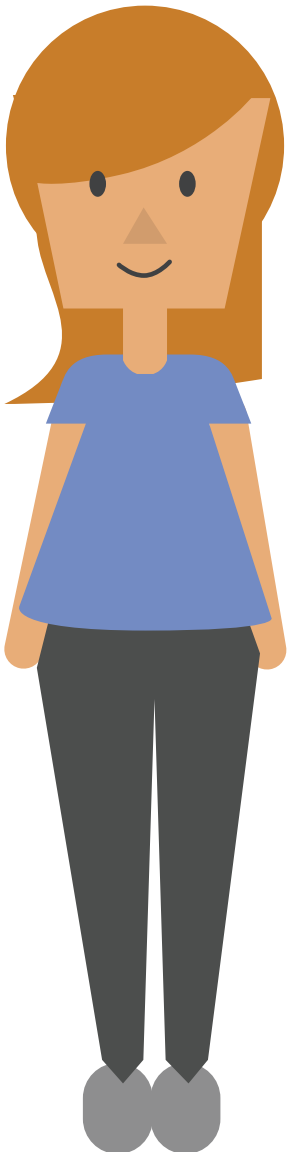
Strength:
Ann is outgoing and is interested in social justice issues.

Motivation:
They enjoys being a mentor to other LGBTQIA youth and wants to build a support network in their community.

Library Connection:
The GSA program is Ann's home away from home and primary resource for all LGBTQIA information.

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PATRON FACT SHEET

Customer:

Maria, young nanny, recent immigrant, bi-lingual
Spencer, 4-year-old

Program:

Afternoon Storytime

Story:

Maria recently moved to the area and began working as a nanny for a nearby family. Her responsibilities include some housekeeping while the parents are at work and taking care of (and entertaining) Spencer, the rowdy toddler full of energy and an appetite. Maria takes Spencer to the library every morning to engage with other boys and girls his age while she sits and observes. On Tuesdays he enjoys participating in Storytime. They used to go home afterwards for lunch, but now the library has a cafe! Maria buys Spencer a healthy lunch and interacts with some other nannies and mothers who stick around after Storytime. In fact, she meets a mother who is also an English-learner. The two chat for the afternoon and organize a play-date for Spencer next week!

In Brief:
Maria is a nanny for a family nearby. She is a recent immigrant with few friends and a native Spanish speaker who is still learning English. Spencer is a 4-year-old with a lot of energy and always hungry.
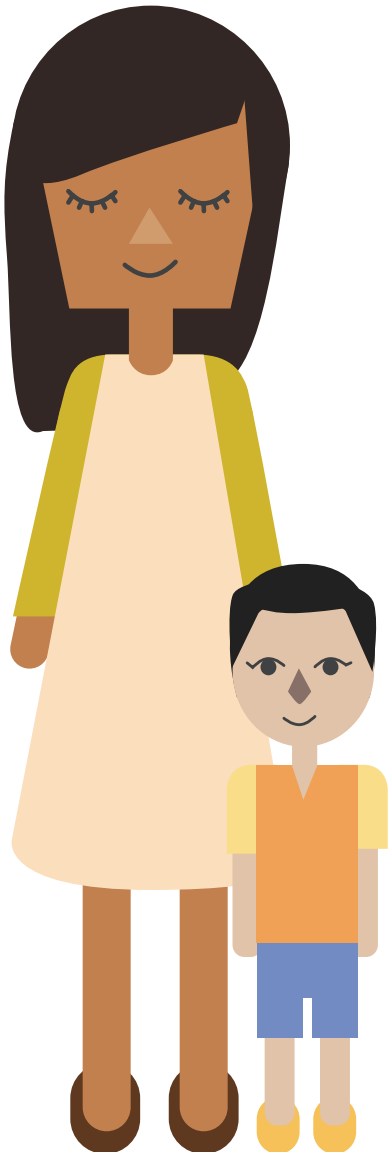
Strength:
Maria is caring, protective, and always up for new activities. Spencer is usually obedient and never shy.

Motivation:
A place to spend the mornings and interact with other children.

Library Connection:
Storytime is fun time and place to release some of Spencer's energy so he is ready for nap time.

Play Personalities!

JOKER

Loves to play around and make others laugh

DIRECTOR

Enjoys executing, planning events. Loves organization

COLLECTOR

Enjoys gathering collections of objects & experiences

COMPETITOR

Loves competitive games with rules, and likes to play to win

ARTIST, CREATOR

Enjoys making and creating things

EXPLORE

Loves to explore something new or different: physically, emotionally, or mentally

KINESTHETE

Someone who loves to move and push their body to see what it can do

STORYTELLER

Loves to use their imagination to tell stories in writing, or in acting

Play Personalities, Dr. Stuart Brown

Learning Styles!

VISUAL-SPATIAL

Think in terms of physical space. Taught through drawings, imagery

BODILY-KINESTHETIC

Keen sense of body awareness. Taught through physical activity, hands-on learning, acting out

MUSICAL

Show sensitivity to rhythm and sound. Taught by turning lessons into lyrics, speaking rhythmically

INTERPERSONAL

Understanding, interacting with others. Taught through group activities, seminars, dialogues.

INTRAPERSONAL

Understanding their own interests. Shy away from others. Taught through independent study and introspection

LINGUISTIC

Highly developed auditory skills and often think in words. Taught by saying and seeing words, reading books

LOGICAL-MATHEMATICAL

Think conceptually, abstractly, and able to see patterns. Taught through logic games

Customer Experience

Customer

Who is the customer? What's their name? How old are they? What are their interests? What community do they come from?

Play Personality

What are the play personalities of this user? How do they manifest in him/her?

Learning Style

What is the customer's learning styles? How can they use this at the library?

Give A Story

What does the customer need? What is their learning motivation for coming to the library? What is the learning outcome you envision for them?

Customer Experience

Before

Where was the customer before coming to the library? What were they doing? How did they feel?

During

What did the customer do at the library? What activities and programs did they participate in? What spaces did they use?

After

What were the results of their experience? How did they feel? When will they return? And why?

MARGARET SULLIVAN STUDIO

LEARN CREATE SHARE

Learning

What is your customer Learning at this library?

Creating

What is your customer Creating at this library?

Sharing

What is your customer Sharing at this library?

YOUR LIBRARY!

(Give us the motto of your library)

" "

Core Services

What are the Core Services offered in the library to support the user?

Partners

Who are the Partners in the area that can amplify the goals of the user?

Skills and Talents

What are the Skills and Talents of the people that can support the user's goals?

Technology and equipment

What are the Technology and Equipment the user needs that they can get in the library? Or in the area?

Defining Your Branch Library

Describe your library: What is its purpose? Why is there a need for this focus? Who is using this library?

Activities and Programs

What Activities and Programs do you imagine happening in this library?

Look and Feel

What does this library Look and Feel like?

Create Your Library!

Glue down the
elements here!

LIBRARY as...

WELCOME CENTER

COMMUNITY CAFE

POPULAR MATERIALS DISPLAY

QUIET ROOM

ENTREPRENEURIAL CENTER

COMMUNITY LIVING ROOM

GENIUS BAR

TECHNOLOGY TRAINING LAB

MEETING ROOM

BUSINESS CENTER

STAFF AREA

LIBRARY as...

CULINARY KITCHEN

SMALL GROUP STUDY

POP-UP

COMMUNITY MEETING ROOM

SMALL GROUP STUDY

STORY-TELLING LAB

OUT-DOOR GARDEN

MEDIUM GROUP STUDY

HI-TECH MAKER'S STUDIO

EARLY LITERACY

TINKER LAB

HOME-SCHOOL/HOMEWORK CENTRAL

TEEN HANGOUT

MARGARET SULLIVAN STUDIO

PROGRAM COMPONENTS

DESIGN YOUR PROGRAM WITH THESE COMPONENTS.

LOUNGE SEATING
TRADITIONAL READER SEATS
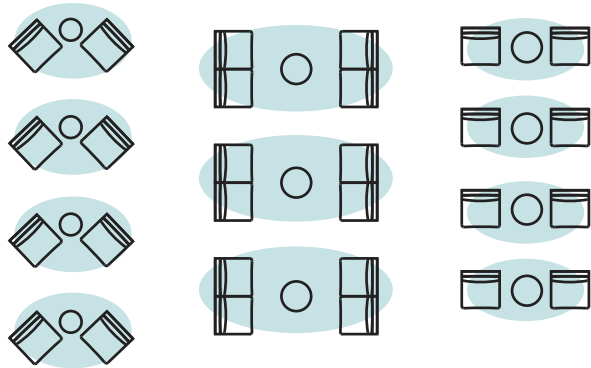
"ALONE TOGETHER" READER SEATS
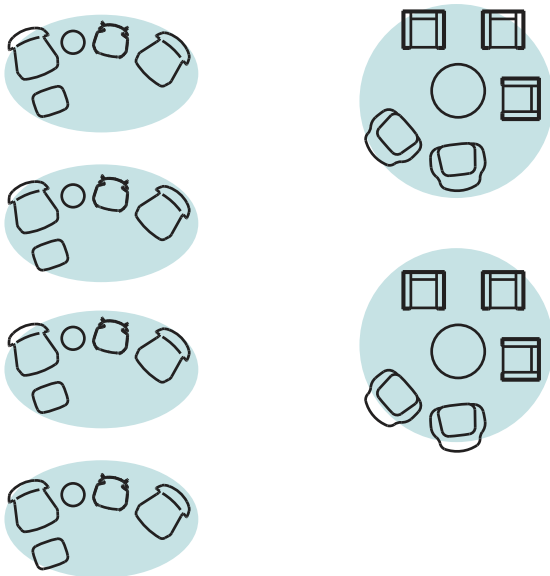
COMMUNITY SEATING
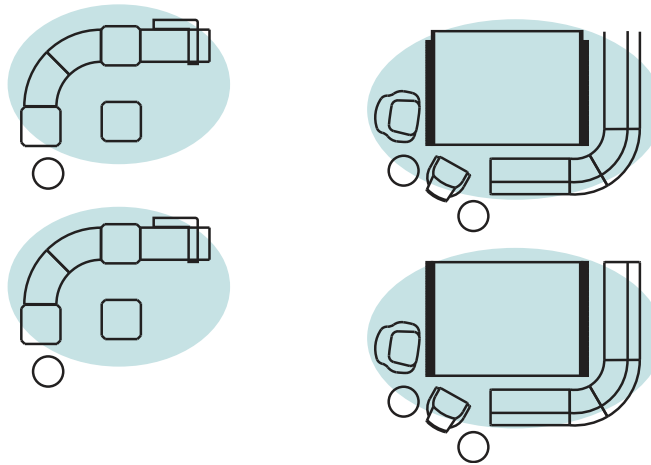
CASUAL SEATING, POUFS
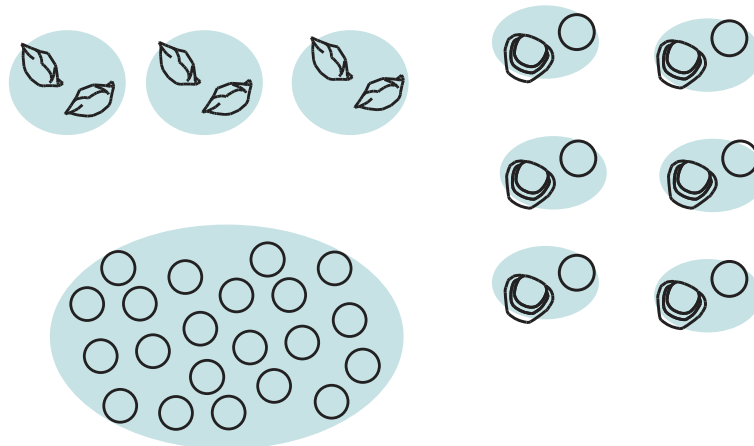
PROGRAM COMPONENTS

DESIGN YOUR PROGRAM WITH THESE COMPONENTS.

TABLE SEATING

TRADITIONAL WORKING AND READING TABLES
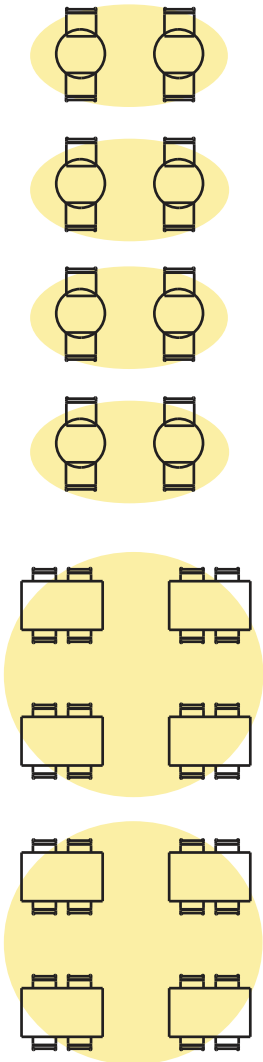
WORKING TOGETHER TABLES
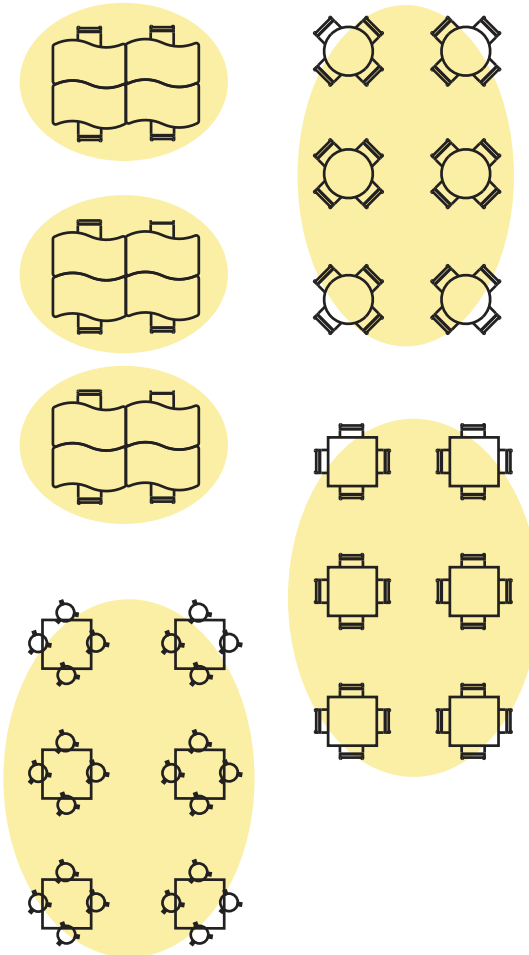
FARM AND CONFERENCE TABLES WITH POWER
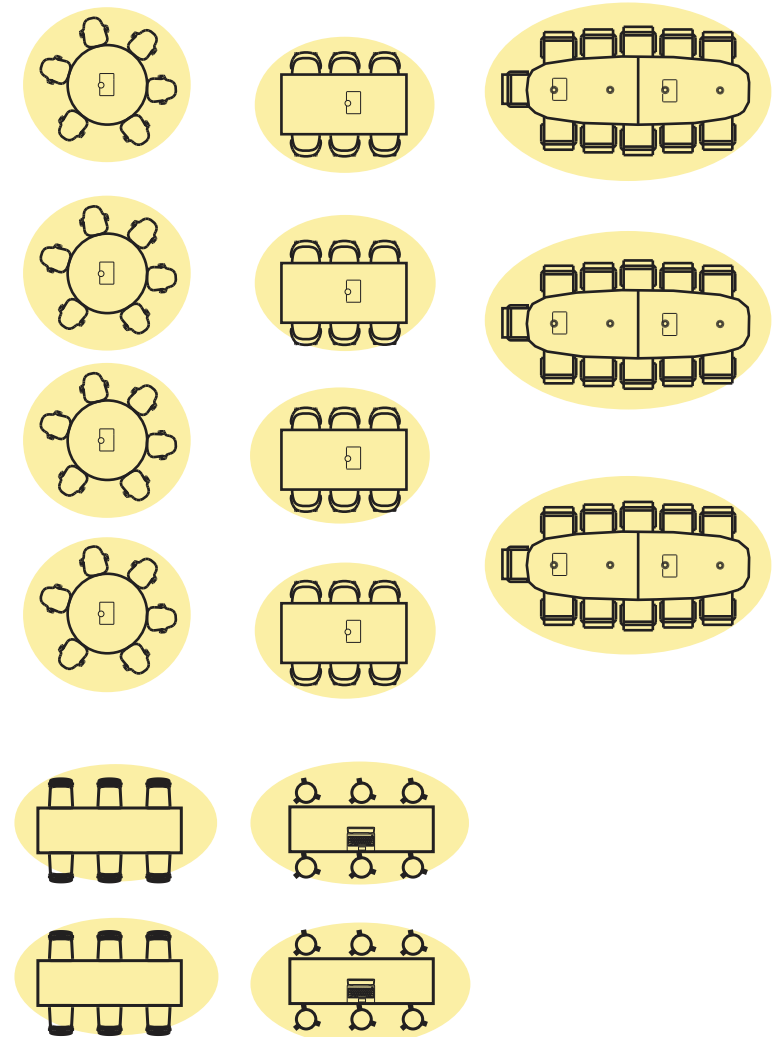
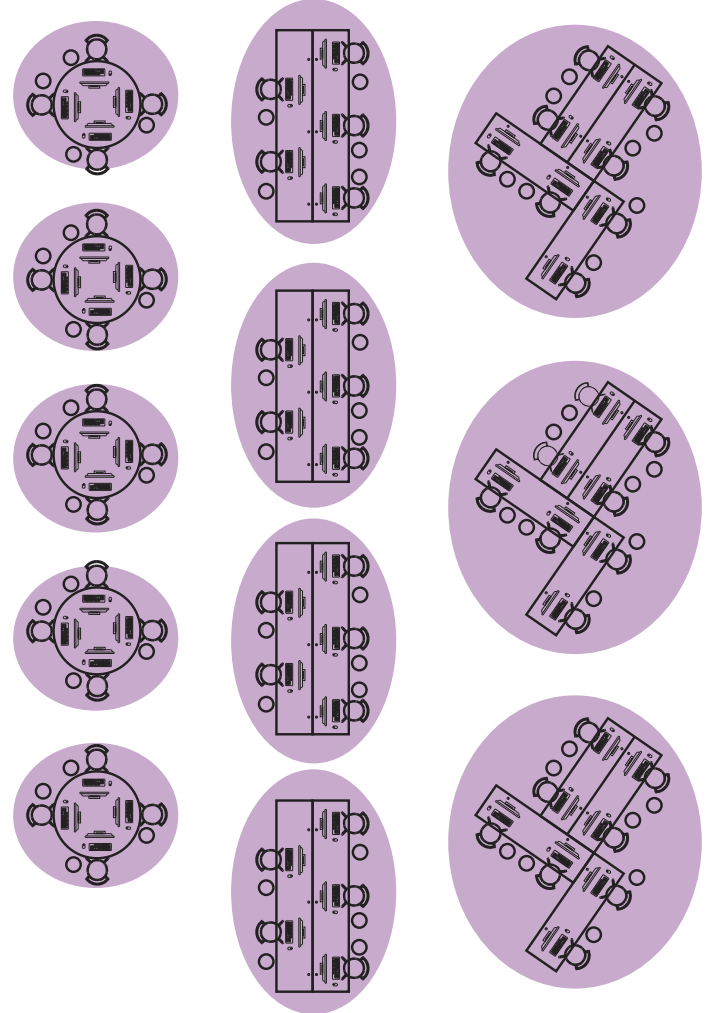# PROGRAM COMPONENTS

DESIGN YOUR PROGRAM WITH THESE COMPONENTS.

TECHNOLOGY SEATING
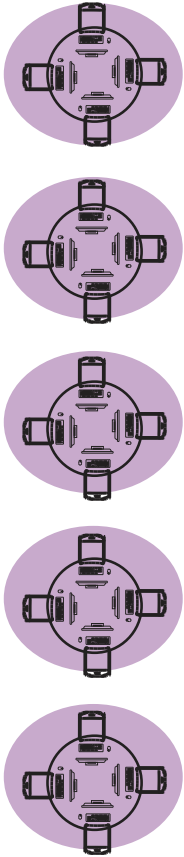
ROUND TABLES | **GANGING TABLES** | **CHILDREN'S COMPUTER TABLES**
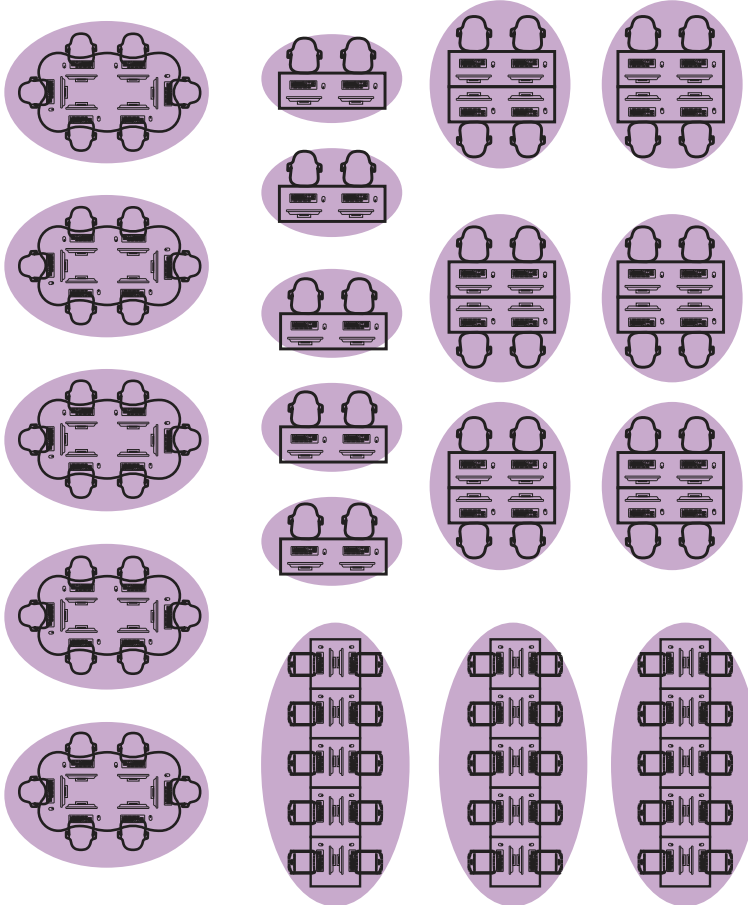
PROGRAM COMPONENTS

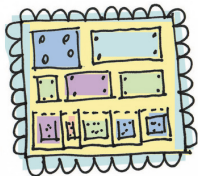## DESIGN YOUR PROGRAM WITH THESE COMPONENTS.

PROGRAM TOOLS

SERVICE DESK

WELCOME!

COLLECTIONS

ADVOCACY TABLES

THE PERFECT CAMPAIGN FOR...
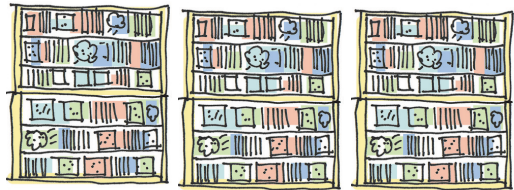
COMMUNITY DISPLAY BOARD

NEW BOOK DISPLAY

NEW ARRIVALS!

COMMUNITY ASSET MAP

3 MIN
2 MIN
1 MIN
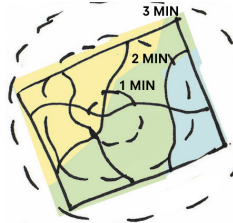
DIGITAL PROGRAM DISPLAY

THE PERFECT PROGRAM HERE!

TECHNOLOGY

ACTIVITY CART

CREATE SPACE!

MOBILE MONITOR

TED TALKS!
YOUTUBE!
GAMING!
TECH COLLAB!
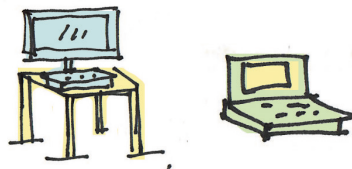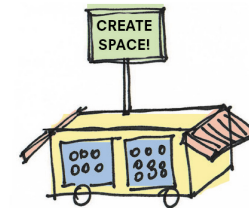
MOBILE MARKERBOARDS
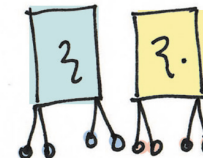
MOBILE PROGRAM EQUIPMENT

MOBILE DIGITAL SOFTWARE

MOBILE GREEN SCREEN KIT!
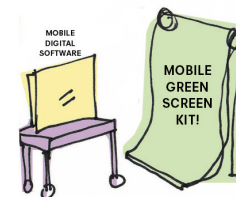
Exercise
Design Your Own Destination Feature!

In this exercise, you are given a total of $15 to select any combination of features from each page that will come together to become a creative destination for your library. This feature will be one of a kind and become a primary identifier for your library!

THE BEST PLACE IN THE AREA TO...
$10 FEATURES

EXPERIENCE SELF-DIRECTED LEARNING

WOW! It's so great that children can participate in such cool learning experiences at my own neighborhood library!

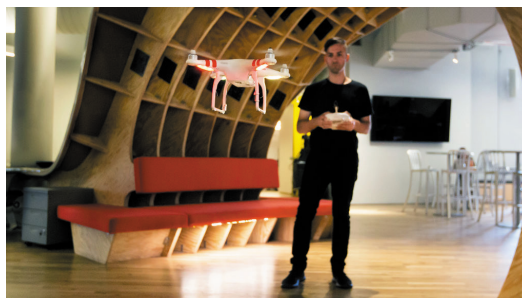**CREATE YOUR OWN INTERACTIVE STORY**

WOW! I can't believe I just designed my own book trailer and made my first short film!

PORTAL TO ANOTHER WORLD

WOW! I can't believe by day I am taking an ESOL class with people in San Francisco and by evening, I'm at a dance party in LA!

TEST FUTURE TECHNOLOGY

WOW! I can't believe I can learn how to fly a drone and also have it deliver my books!

LEARN SHARE CREATE

WOW! I love that writer Neil Gaiman is making a robot at the workshop after he just gave a talk on imagination!

Exercise
Design Your Own Destination Feature!

$5 FEATURES!

**SHORT STORY
PRINT DISPENSER**

**INTERACTIVE LEARNING
FLOOR PROJECTION
GAMES**

**POP-UP
DANCE FLOOR**

**OUTDOOR READING
GARDEN**

**LITE BRITE
WALL**

**MUSICAL INSTRUMENT
CHECK-OUT**

**COMMUNITY
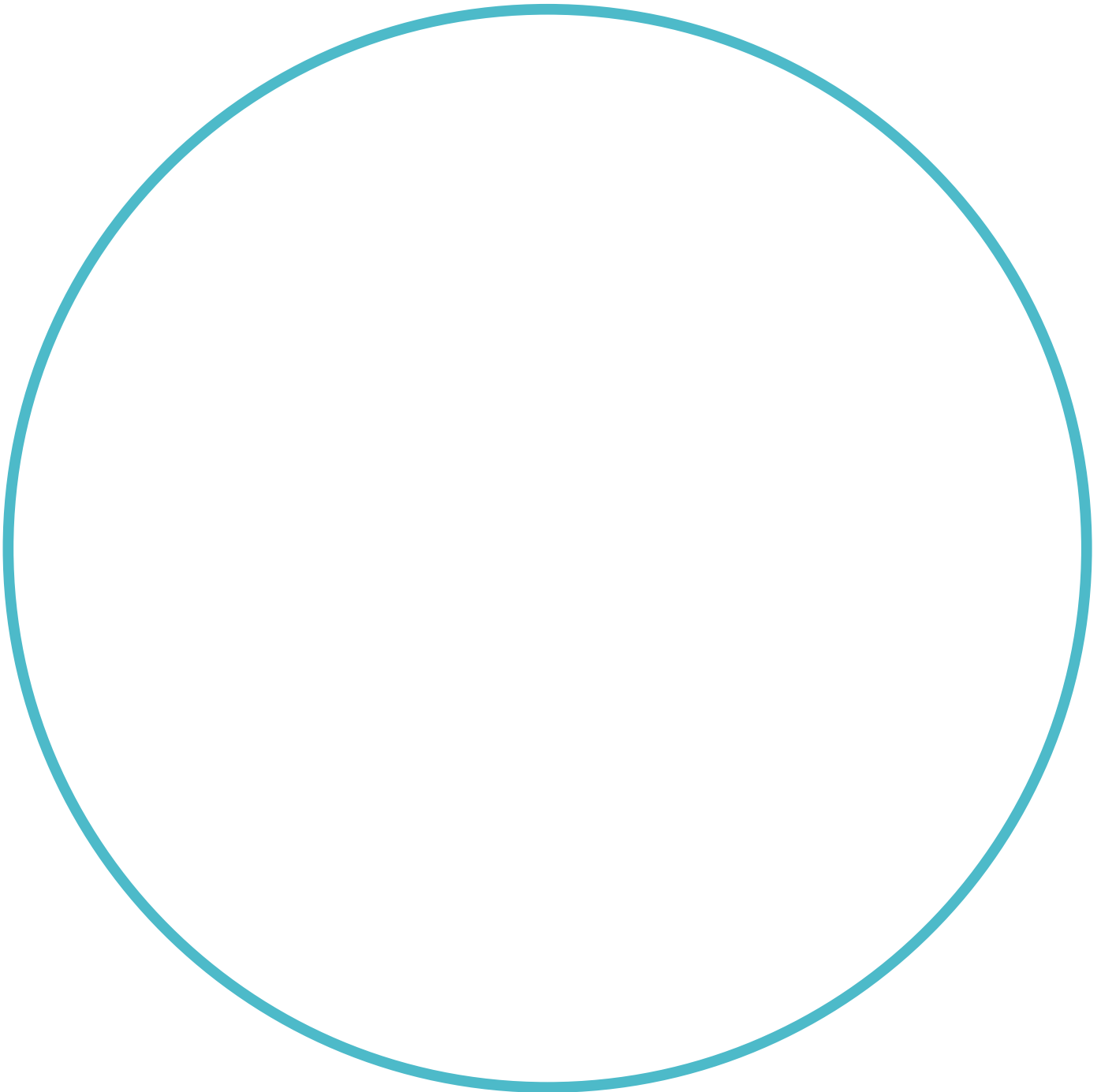SKETCHBOOK EXCHANGE**

**TOUCH SCREEN
ART BROWSING**

**MAP EXPLORATION
PIN-UP WALL**

Exercise
Design Your Own Destination Feature!

My Customer is:

Given a total of $15, select the features that will make your branch the destination to go to in your neighborhood!

WRITE A USER NARRATIVE

What are your user's passions?

Where is the customer arriving from?

Why are they here?

What do they see when they enter the library?

What do they do? How long do they stay?

What have they learned, made, experienced, shared?

What kind of help did they receive?

When will they return and what will they do?

What are passions of the staff/mentors?

What are passions in the community?

What are desired OUTCOMES?

_____

_____

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