

A1b Design your Customer Experience

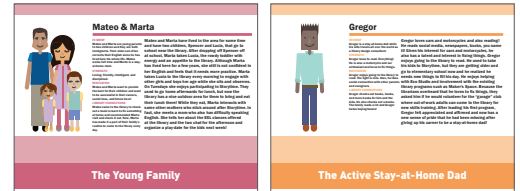
Purpose:

- To get the community excited about the possibilities of what this new library will be for their community.
- To garner feedback about what the community will want the library to do, be, and contain not only for themselves, but also their families and neighbors.

Description:

For the interactive piece of the workshop, attendees will divide into groups of and design a future library experience around a persona of a member of the community based on who we have heard use or will use the library. Individuals will self-select based on persona interest them and design an ideal customer experience for this persona. After understanding who their community member is and what their needs and aspirations are, the participants will choose which activities the customer will engage in, which spaces they will activate, and how they will feel upon leaving the library.

Example Materials:



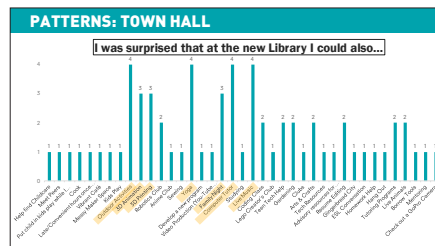
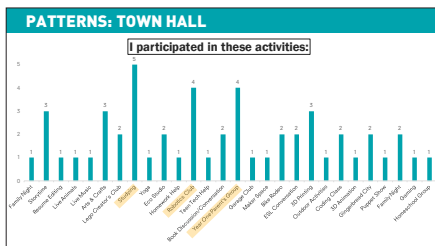
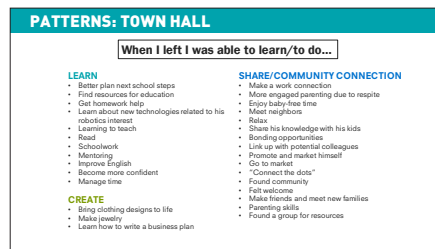
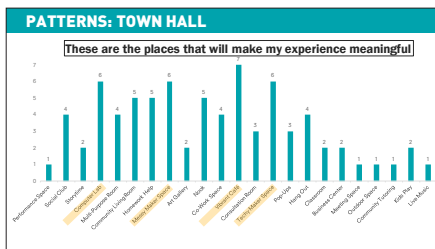
Personas that represent the community that participants will use to base their ideal library design.



Participants use magnets to describe the activities, programs, spaces, and feeling outcomes of their persona's library experience.

This Results in:

- Discovery of ideal activities that community members will enjoy and value at the new library.
- Community members begin to identify the spaces and places that will make their new library a place where they and their community will want to spend their time, and that will be useful to the community.
- When participants describe the feeling outcomes desired, it helps to clarify the experience principles that will be carried out in the design of the new library.
- Participants are excited and energized by contributing their thoughts, opinions, and facilitation of experiences they would like to see in the new library.



Results of one group's design for their customer persona "The Young Family"

Results are analyzed and themes and patterns emerge.