

persona Lisa Librarian (find photo/avatar)

Biography: Has worked with PCLS for 8-10 years. Previously held a position in another library. Has some experience with creating content in their prior position and briefly with PCLS when the publicist position was vacant.

Education: MLIS

Technology Comfort: moderate

Motivations: Believes the library is a place for the entire community. Wants to provide the best services and programs for library patrons. Wants to reach patrons where their interests lie.

Frustrations: disempowering policies, unclear expectations, and unanswered emails

Interests: crafting, privacy, true crime

Typical Day: Lisa arrives at the library and checks her email for anything that needs to be addressed before she begins her desk shift. She responds to a few emails. While on her desk shift she assists patrons and makes a plan for the other tasks of her day. Those other tasks are: collection planning, book ordering, cleaning, and pulling holds and requests for patrons. When her desk shift is over, she reshelves books and checks the signage. Her tasks on the floor of the library completed, she returns to her office to check her email again and plan orders and programming.

Situation: Lisa Librarian identified a potential new program that could be of interest to the patrons after (event: overhearing, browsing internet, etc).

The Problems: Lisa attempts to get her potential program approved and produced. Emails programming coordinator and publicist to see if this program would be possible. While on her desk shift, a frustrated patron has asked about an event that was supposedly being held that day. Lisa has no idea what the patron is talking about until the patron shows her the PCLS facebook account. Checks her email later in the day and finds no response from the programming coordinator or publicist. Finds a change to internal policy about patron access to the fax machine.

Still Needs to add quotes/statistics and create infographic versions for the PPT.

Should I include any sort of emotional levels or personality traits to the persona?