JOSEPH
The Informed Citizen

## Journey Map

Age: 68 years old
Marital Status: Married
Education: Bachelor's Degree
Occupation: Retired/Volunteer
Bio: Joseph is a nature lover. He enjoys the

library for internet access, research, & books.

He checks his email & bank accounts daily.

Emotions Key

Happy

ContentSad/Frustrated

## **Touchpoint Key**

- Mobile Phone
- Desktop Computer

## Before Library

## **During Library**

After Library

Joseph leaves the Nature Arboretum after volunteering & starts driving to the library using his phone for directions

Joseph checks the library calendar to see if any events peak his interest & he sees one named Hiking 101

Joseph realizes
there are no
computer terminals
available & has to
wait for someone to
finish

Joseph goes to Wikipedia to check hiking trails in Saint Paul

Joseph then decides to go on the library website & search "Minnesota hiking trails"

Joseph gives up & walks to the librarian to ask for advice

She searches for them in the library catalogue & has a volunteer grab him a book

Joseph checks out the recommended book

Joseph enters the library & gets greeted by the librarian

Joseph goes to the computer area to check his email & bank accounts like usual, but also decides he will research some hiking trails & equipment

A person finishes using one of the computers so Joseph grabs the spot & logs in

Joseph clicks on the link for the map, but it is very blurry & small The results list over 100 books that fit that description & he feels overwhelmed by the amount of information

The librarian looks at the details of the hiking event & recommends books & websites like the Bruce Vento Nature Sanctuary for the event

Joseph returns to the computer terminal to look at the website recommendation & reads up on the Bruce Vento Nature Sanctuary

Joseph goes back to the library to attend the hiking event

N/A

- He is annoyed he had to wait for a computer terminal & was not able to just get right on
- Images were low quality on Wikipedia
- He is overwhelmed by the number of results on hiking during his search
- He felt annoyed he could not independently find the answers that he seeked
- He feels like he spent too much time searching for an answer the librarian had to begin with
- He feels like he canot be self sufficient without the aid of the librarian

- He enjoys his everyday routine
- He feels accomplished after a day of helping the public
- He likes knowing the directions on his phone will get him there the fastest way possible
- He was happy he was finally able to get on a computer to do his research
- He was inspired by the calendar of events
- He found comfort in getting assistance from the librarian
- He appreciates the assistance from the volunteer bringing the book to him

- He is relieved he was able to obtain some additional information to read over before the event
- He is excited to attend the event later