

Internet Usage

- Access Internet at home with WiFi
- Must have access to WiFi or internet to do work
- web surfing
- internet use is 3 hours a day
- Daily internet usage with many hours logged
- Uses phone primarily and laptop occasionally to access internet
- internet
- Will Access internet at library with WiFi
- Daily Use of the internet

Behaviors Surrounding Library Catalog

- "its computerized and you go and just look it up on the computer, and it just pops up and it tells you where to go"
- I could say, or the interface is very straightforward...terms of just doing a basic search, it's not as precise or as interesting looking, in terms of user experience, as it could be"
- browse
- interlibrary loan system
- searching system confusing
- there's a thorough process for the library collection
- cataloguing system
- search thru library system for a book
- Needs librarians help to use library catalog system
- Computer at library to search: "They're not the most up to date computers"
- Accesses library Catalog on phone
- "I think it's pretty intuitive and pretty easy to do a search for if you just type in the title of the book or author."
- operator learning curve from my side and it wasn't so intuitive, the search criteria or the you know the screen searches"
- Uses phone to look up books ahead of time
- 7.5 out of 10 of usability on order ahead
- Will reserve book online before she goes into library to pick up

Laptop & Computer Usage

- "I am just much more comfortable with the computer and the hard keypads...the hard keypad"
- Does not like to wait for items to transfer in... will go and pick them up at a different library
- Uses computer and occasionally phone to access the internet
- Uses library computers on occasion
- Library has Rentable laptops
- Does not like time limit on computers
- laptop
- computer
- sometimes I use computers at the senior center

Digital Library Resources

- You have an idea if service is being used through Hoopla
- always available on Hoopla
- Popular digital resources E-Books, E-Audiobooks through Overdrive
- hoopla
- access Libby from anywhere
- Hoopla & Libby
- libby
- hoopla helps them stay relevant and up with trends
- hoopla shows demand for certain books
- digital apps are convenient
- Hoopla subscription service
- Does not use digital media resources from the library

Competitors

- experience is different than a bookstore
- amazon is faster
- can't get resources in a Barnes & Noble
- Amazon
- Amazon
- Uses amazon to buy physical Books
- "one click away"
- amazon = competitor
- Use's Amazon and to Buy Books
- don't check out books
- Amazon

Recommendations

- ask a friend
- recommendations
- want advice
- librarian pointed out similar writers
- personalized service and knowledge
- "Her Recommendations] Maybe if you look on the website, or if you actually wanted to contact a librarian on the phone or in person and ask for recommendations, it would be better."

Entertainment Behaviors

- rent before buy
- Selection of DVD's at library
- Will rent movie from the library instead of going to RedBox

User Lifestyle

- Works in Marketing and Communications
- Works 9-5 M-F
- Daughter in Day Care
- Has a library card.
- 60+ YO, Married, Employed Full Time
- Reads 1-2 books a month
- Aware of new technologies
- Self-Employed - Makes his own Schedule
- Works in the Tech Industry
- Works in the Marketing and Communications
- Travels Internationally for Work
- 30-39 Years Old, Married, Employed Full Time
- Has library card at multiple libraries
- Uses Local Library
- Android User

Space Pros

- designated areas for middle schoolers
- atmosphere is quiet
- May work at a coffee shop to access internet
- separate children's area
- noise level
- Uses library as a quiet place to work
- students come in for study space
- Welcoming and comfortable space in the library
- "I find sometimes a library environment is a very conducive environment to getting worked done."
- no private rooms
- doesn't enjoy when overloaded/ crowded
- quiet section for adults that want to read and do research
- first come first serve basis
- building size is a deciding factor
- young people use space
- study night free food
- Gathering Place
- kids go for a place to hang out
- "get out of the house in a different environment and get things accomplished"
- Uses Library to get work done

Library Community & Benefits

- "So obviously as technology evolves, we continue to evolve to help people."
- people grow up with the library
- library collection is important to community
- resources for community
- child literacy
- people know librarians names
- lifelong learning
- "Change, evolve, stay relevant for their specific communities."
- personal relationship= important
- easy one central location
- library needs to appeal to 0-90 year olds

Library Feedback

- Surveys
- Direct Mail Survey
- Surveys/Feedback on library
- limited funds for library surveys
- 15% survey response rate
- 15% response rate
- Higher age response

Social Media

- Spends lots of time on social media since it is part of her job
- Uses lots of social media
- Does not use any social media besides LinkedIn

Librarians As A Resource

- "And I wasn't able to get the same kind of assistance at the big library as got at the local library"
- Uses Librarian for recommendations
- When librarian is helping patron, they are unable to help another patron or do things they need to be doing.
- Needs librarians help to find location of items at the library "was pretty tedious getting to it"
- librarian assistance
- Feels it is faster to have librarian look up book then looking it up themselves "its just the speed and convenience"
- librarians are a resource

Book Habits

- book exchange program
- rather check out book from library than buy
- "I can't say I read a lot of books I because I do read a lot of material you know just to keep up with certain technology trends and kind of my work."
- Does not usually finish books...will read sections of books

Photocopier & Printer

- Used photo copier
- computers and printers
- Frustrated when printer malfunctions
- school work print stuff
- Uses printer at library to print
- Does not have a printer at home

Other Demographic

- millenials do not attend library programs
- Gap connecting with teens/YA
- Families easier connection
- age gap
- women 35 to 50 with some children

People Who Attend Events

- "I would just want to know more about what's going on there"
- Does not take child to library yet because she already has a lot of books at home to play with
- make events more public
- library post calendars
- Has not participated in any library programming
- Does not take child to library yet because they would only be able to go on weekends
- Does not take child to library yet because she is still too young
- library goal to connect with community partners
- Attends Library Programing
- Will probably use library more when she is older
- Does not take child to library yet because they want to spend time with her together
- attend adult events every 6 months
- Go to events within the community
- Event attendance higher when geared to seniors and children
- "I'd like to it to be more clear that you could click on a tab that says current events or weekly events or something like, you know, book clubs to join"

Senior Behavior & Attitude

- Seniors interact with the most
- seniors are the ones who communicate
- older people seek technology help and internet
- Loyal followers in seniors
- older people don't want change
- "I use my phone literally for texting and for quick email responses...and of course phone calls"
- Services geared to local demographic
- less digital product guidance for younger gen

Library Visits

- go to the library once a week
- go to the library every day

Library Costs

- pay per download
- Data input too much time
- "databases are very expensive"
- budget constraints

eBook Preferences

- "The problem for me is just the screen size...I know you can blow it up...but then you have very limited material on the screen"
- Now Primarily uses physical copy or digital copy on phone
- Uses library to check out books primarily
- e-book apps/ kindle = most popular
- Downloads books from google play store
- Reads everything thru PC or printed media
- physical books are convenient
- all of his textbook are on kindle
- rent kindles
- tablet or mobile over computer
- Has used audiobooks, Physical books, and ereader
- will use phone to read books on occasion
- read on own time
- Friends of the Library \$1
- ebooks easy access
- ebook expensive
- ebooks for trips
- ebook "realness"
- "free book" when attending the event
- ipad, kindle

Non-Digital Way

- "I find the hard copy quite helpful when you're trying to look at a large number of pages you want to skim through quickly"
- "as you get old your eyes aren't as good as it used to be honest"
- People are still reading books
- When you say library, people say books
- physical books are less distracting
- physical books are still popular
- Buys book because he actually wants to own it
- Looks for a DVD the old-fashioned way of looking at the shelves
- "I just find the iPad somewhat limiting"
- "[A hard copy is] a little bit more...I find a little bit more user friendly to see things visually in a printed document"

Family Events

- Uses Family Museum pass from library
- story time for toddlers
- children's events
- Attends programing at library
- talk to other parents
- library near the daycare
- do something with their kids
- children program is top
- families looking for somewhere to go

How I Find Out About Events

- Librarians will suggest events
- flyers, Facebook, emails, word of mouth about events
- Next Door
- finds out about programing from in-library ads and postings
- flyers
- seeks information directly on website
- Would go to website to find out programing they have.
- proactive when needing information
- receives newsletters
- calendar at library
- Newsletters

Research

- "through the library world for the amount that people pay for these kinds of databases, which you're sort of expected to have, because you're a library. They're grossly underutilized."
- research services
- researching
- web resources
- read the suntimes
- online articles are restricted after multiple views
- wikipedia
- "whole set of library databases that basically nobody uses."
- search entire library system
- city data
- Looks up books online using online catalog system before she goes to library

Frustrations

- finding books can be tedious if you don't understand system
- wifi hot spots always checked out
- Expectation of having something available at the library
- frustration-event times on weekends
- Popular books are always checked out or on hold
- Frustrated when things do not work as intended
- older people need tech help
- do not think people the rooms are available
- Does not want to have to enter personal information into site he will not use again...Needs to see value
- Wants extended hours for library on weekends
- "outdated site"
- frustrated when something doesn't go as expected

Unaddressable Issues

- Previously went to B&N and Borders to buy books...but they have mostly disappeared
- hours
- gets frustrated when he loses connectivity to internet
- parking
- hold times on books
- Is bothered by closing methods of the libraries