User Personas

RUSA Website Review Task Force
PRIMARY USER

Name: Cary
Persona classification: Librarians: Public, Academic, Special, Solo, Health Sciences, etc. [consumers]
Emphasis of audience: 40%

Behaviors or main tasks: What does the user want to do on the website?
- search for committees to join
- browse for committees to join, for information about what RUSA is
- ask questions about what RUSA is, contact
- find upcoming events & learning opportunities
- begin to establish a network

Needs & Goals: What does the user want to learn?
- learn about what RUSA is and what it has to offer
- obtain information about committees, members
- learn who they can contact for help
- wants guidance on standards, maybe without asking
SECONDARY USER

Persona classification: Division members, committee members, task forces, and RUSA officers [creators/consumers]
Emphasis of audience: 20%

Behaviors or main tasks: *What does the user want to do on the website?*
- maintain pages
- search for future webinars
- search for classes (professional development opportunities)
- search for upcoming events
- promote ALA and their division
- verify chairs or members to contact for:
  - publications: blogs, emails

Needs & Goals: *What does the user want to learn?*
- about professional tools (best practices, guidelines, standards, etc.)
- products
- view webinars
- deeper reference skills
- find upcoming events
- information about committees, members
OTHER USERS

Persona classification: ALA Employees [creators]
Emphasis of audience: 10%

Behaviors or main tasks:
What does the user want to do on the website?
- maintain pages
- publish content
- update rosters
- monitor form and consistency of page contents maintained by section webmasters
- promote ALA

Needs & Goals:
What does the user want to learn?
- provide information about committees, members
- provide information about upcoming events
- provide information about site usage

Persona classification: Library School faculty [consumers]
Emphasis of audience: 10%

Behaviors or main tasks:
What does the user want to do on the website?
- search for groups/committees to demonstrate to students about possible options
- find key people in the field (for guest speaker or mentor for student)
- find resources to share with students interested in a particular area of Library Science
- widen their professional network

Needs & Goals:
What does the user want to learn?
- about the section/division to inform students
- information about interesting groups to join
- educational opportunities for students & for themselves
- scholarships available to students
**OTHER USERS**

**Persona classification:** Library admin (managers, supervisors) [consumers]  
**Emphasis of audience:** 10%

**Behaviors or main tasks:**  
*What does the user want to do on the website?*  
- membership/involvement,  
- check committee charge/rosters,  
- provide direction/guidance for staff, program ideas/inspiration

**Needs & Goals:**  
*What does the user want to learn?*  
- about professional tools (best practices, guidelines, standards, etc.), products, policy info  
- what new enhancements and innovations are occurring in the field  
- learn about what other libraries/librarians are doing that could potentially benefit the home library  
- learn the names and faces of key people in the field  
- scout for potential new employees

**Persona classification:** Library Students [consumers]  
**Emphasis of audience:** 10%

**Behaviors or main tasks:**  
*What does the user want to do on the website?*  
- looking to network  
- job, grant, scholarship search  
- joining a group to add to CV  
- find pathways/connections to enter the librarianship “area of interest”

**Needs & Goals:**  
*What does the user want to learn?*  
- the best ways to virtually network  
- what RUSA can provide for them  
- what sub-committees may interest them  
- how to get a job  
- what is the culture like? (librarianship or division/section specific)  
- explore different areas of librarianship  
- learn about free/low cost events