

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%

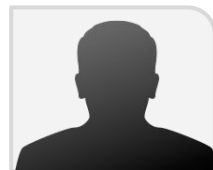
Behaviors or main tasks:

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