

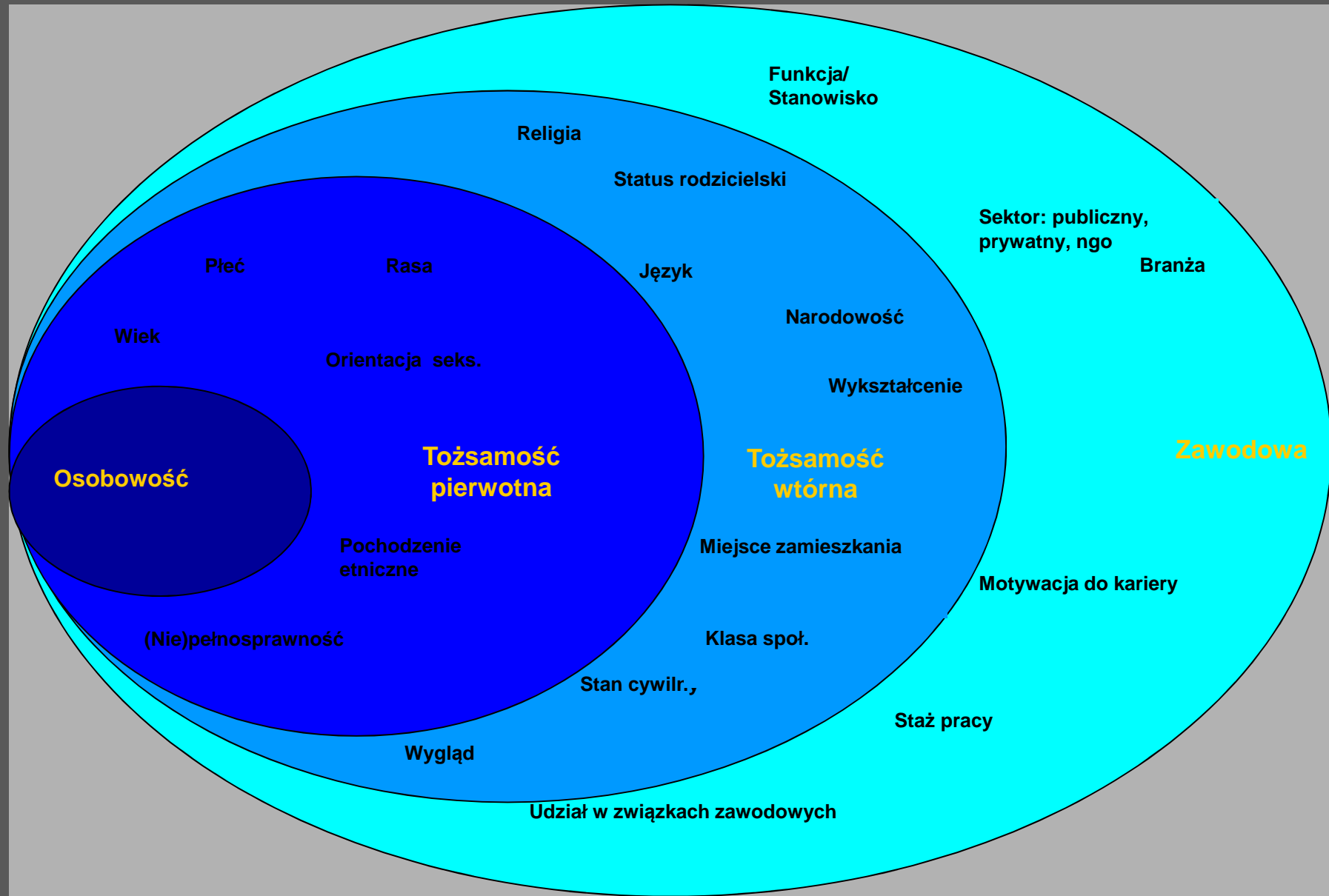
SPOTKAJ NIEWIDZIALNYCH UŻYTKOWNIKÓW I UŻYTKOWNICZKI BIBLIOTEK

biblioteka **z wizją**

*Wygodnie usiądź, zamknij
oczy...*

**i zobacz kogo zobaczysz w
bibliotece w 2050 roku -**

wizualizacja przyszłości



*Poszukiwanie wyjątkowych i
nietypowych spotkań z
użytkownikami i
użytkowniczkami biblioteki-*

rozmowa w parze

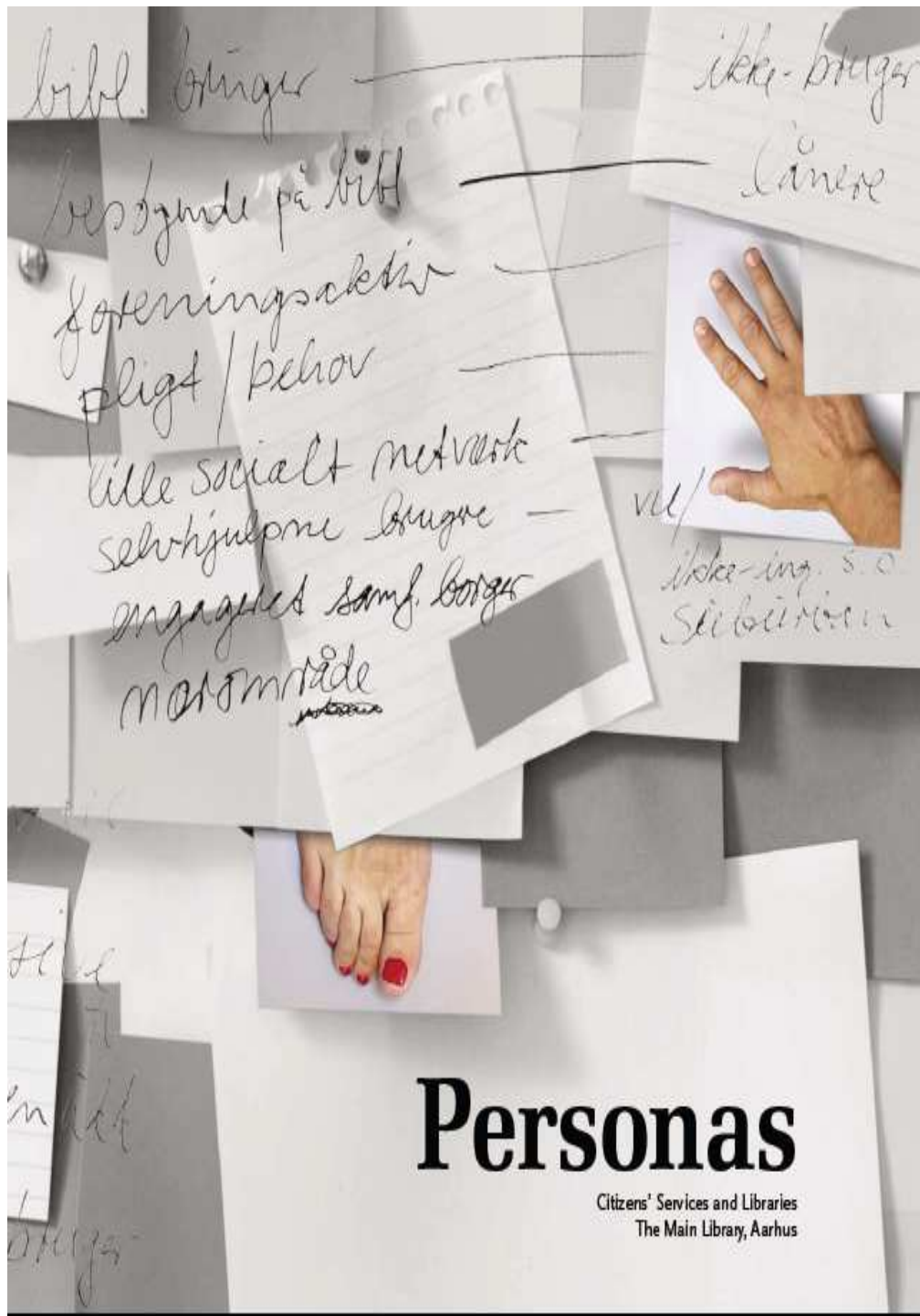
PERSONAS?

„Szczegółowe opisy wyobrażonych ludzi zbudowane na podstawie dobrze przemyślanych, bardzo konkretnych danych na temat prawdziwych ludzi”

Pruitt i Adlin (2006)
The Persona Lifecycle

„Wymyślone, ale realistyczne opisy osób reprezentujących różne grupy użytkowników biblioteki”

Personas, Citizens' Services and Libraries,
The Main Library, Aarhus



- Metoda dostarczającą wiedzy na temat użytkowników i „nieużytkowników”

- Ustawiająca użytkowników w samym centrum

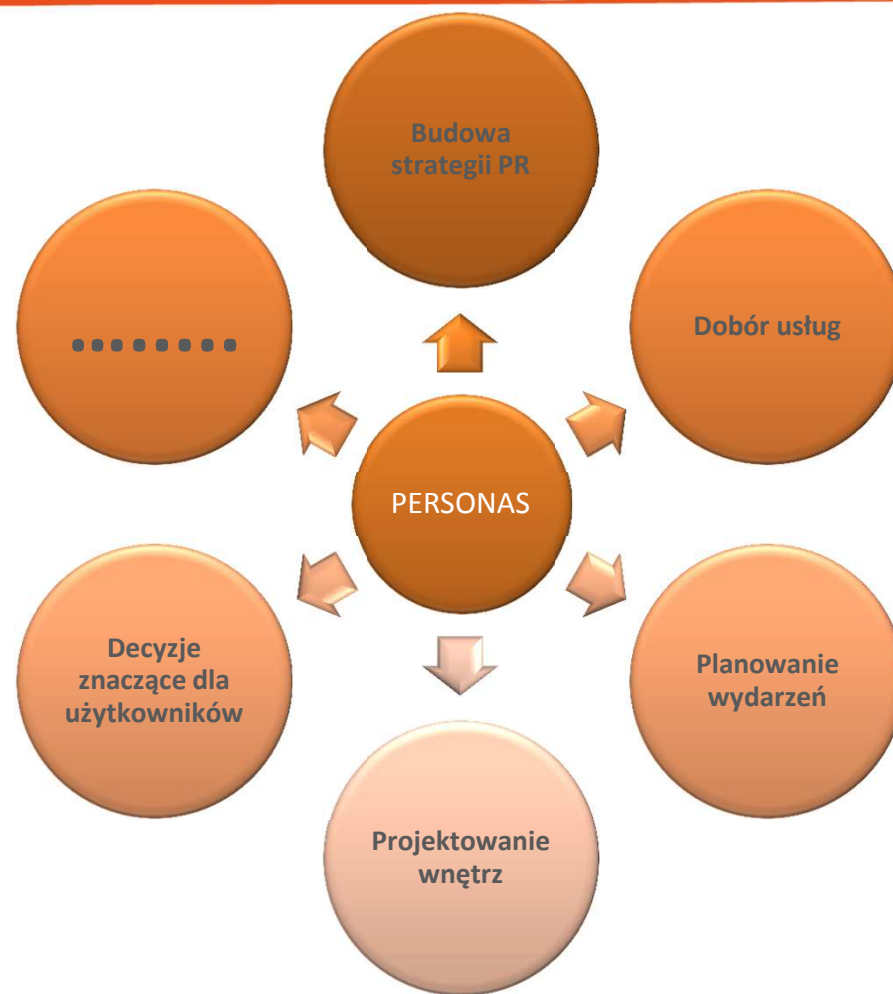
- Polega na przemianie zbiorów danych i informacji w żywe osoby

- Służy temu by potrzeby i życzenia użytkowników mogły być zaspakajane i wzięte pod uwagę przy decyzjach mających wpływ na użytkowników

- Obok - zdjęcie okładki materiału nt metody

biblioteka **z wizją**

Do czego można wykorzystać?



Imię:

Motto:

ZDJĘCIE

Opis osoby (narracyjnie):

Jak korzysta z biblioteki:

Jak mógłby korzystać z biblioteki:

**Metryczka: zawód, zamieszkanie,
wiek, status rodzinny, hobby, poglądy
polityczne, media...**



Anne

Mainstream cultural shopper.

Motto: "Amazing, how much you can do".

Special features: Eager to learn – Interested in many topics, patient, grateful and calm.

Profile

Anne is 55 years old and married to David. They live in a small house in a quiet neighbourhood in the Western part of Aarhus. They have lived there for many years and know their neighbours fairly well. Their three children, (two of which are children of the marriage), have moved out and are doing fine. One daughter is living in Australia.

Anne is generally interested in politics and society as such. She has always voted for the Social Democrats.

Anne is a clerk and is currently employed part-time in Citizens' Services at the Town Hall. She prefers to ride her bike to work, but takes the bus when the weather is poor. She plans to retire, when she turns 60.

Anne diligently uses many of the things which a city like Aarhus can offer. She is curious and of an inquiring mind and is up-to-date with exhibitions, events and concerts. She engages in various hobbies and goes to night school to learn new things and meet new people. Almost every winter she enrolls in Cinema Club Denmark.

She also likes to be updated about popular books, and she is thus a frequent library user.

What makes Anne happy?

Qualified personal service, cosy atmosphere, opportunities offered by the library, which n new reading or new hobbies.

What makes Anne sad?

When users scold library staff, when library are not being treated properly, when other us mannered.

Anne's use of the library

Fiction, hobby literature, concerts, lectures.

How could Anne potentially use the library?

Reading groups at the library, magazines / jou sic, audio books.

Job:

Part-time employee at Citizens' Services at th Town Hall

Residence:

Housing estate in the Western part of the city

Age:

55 years

Marital Status:

Married to David, 3 children

Leisure and hobby:

Night school, culture

Media:

TV, radio, magazines, cinema

Political party:

Social Democrats

Przykład zaczerpnięty z: *Personas, Citizens' Services and Libraries, The Main Library, Aarhus*



Mehmet

The traditional, elderly immigrant.
Motto: "What more can one ask for".
Special features: Traditional, family man.

Profile

Mehmet came to Denmark in 1969 from Lebanon to work as an electrician at the floating dock at the Port of Aarhus. Mehmet worked at the port until 1995, when he was injured at work and was forced to stop working.

He lives in an apartment in the western part of Aarhus together with his wife. The children have left home a long time ago, but visit several times a week. Also other elderly immigrants often come to visit for dinner or just to have a chat.

Mehmet visits the Main Library a few times a week to read Arabic newspapers. He likes the tranquility in the newspaper reading room. At the same time, the library visits are a good opportunity to get away from home sometimes. When he does not go to the library, he meets with friends and acquaintances in the Arabic club near his home. Here they drink tea, talk and smoke.

Mehmet speaks Danish quite well, but often has trouble understanding letters from the municipality. When that happens, he turns to Citizens' Services for help.

What makes Mehmet happy?

When he gets together with family and acquaintances.
When he sees that his children are doing well

What makes Mehmet sad?

When he wishes to be left alone and people disrespect that. When his children are being treated badly.
When the library is not quiet enough for reading.
When he cannot understand letters from the municipality.
When he experiences ingratitude and disrespect.

Mehmet's use of the library

Foreign newspapers, Citizens' Services, Arabic newspaper reading room as a meeting place.

How could Mehmet potentially use the library?

Internet courses and introductions, events, social activities.

Job:

Retired

Residence:

Apartment in the Western part of Aarhus

Age:

65 years

Marital Status:

Married, three children who have left home

Leisure & Hobbies:

Family and friends

Media:

Arabic TV, Internet, newspapers and movies

Political party:

Not really active, but keeps up with news from home

Przykład zaczerpnięty z: *Personas, Citizens' Services and Libraries, The Main Library, Aarhus*

JAK ZBUDOWAĆ PERSONĘ

- KROK 1: ZBIERZ INFORMACJE O SPOŁECZNOŚCI I (NIE)UŻYTKOWNIKACH,
- KROK 2: ZDECYDUJ DO CZEGO UŻYĆ,
- KROK 3: POGRUPUJ (NIE)UŻYTKOWNIKÓW,
- KROK 4: NATCHNIJ JE ŻYCIEM,
- KROK 5: UTRZYMUJ PRZY ŻYCIU.

Nie więcej niż 4 - 6 osób wyróżniających się
wiekiem, miejscem zamieszkania, potrzebami,
sposobem korzystania z biblioteki,
zainteresowaniami, częstotliwością wizyt



CZEGO POTRZEBUJESZ?

- Załogi zaznajomionej z (nie)użytkownikami
- Szczegółowej i sprawdzonej wiedzy o (nie)użytkownikach
- Ewentualnie: pomysłu jak dotrzeć do nieużytkowników i ich poznać

Uważaj na pułapki związane z założeniami i stereotypami!

Dziękuję za uwagę!

Dominika Cieślikowska
dcieslikowska@gmail.com