Using Directed Storytelling to Improve User Experience
About us - Patrick

Patrick Hoecherl
Staff Development Coordinator
Salt Lake City Public Library
I love to travel!
About us - Shauna

Shauna Edson
Digital Inclusion Coordinator
Salt Lake City Public Library
If I am missing, look outside.
Overview

Introduction to Directed Storytelling - 30 Minutes

Try it Out - Interview Your Neighbor - 60 Minutes

Try it Out - Let Your Neighbor Interview You - 60 Minutes

Discussion and Additional Applications - 20 Minutes
Why Directed Storytelling?
It all started because our strategic plan was getting old...
The new plan needed to reflect our community.
And all the people in it.
But we needed a way to collect their stories.
Strategic Planning - Bring in the Consultants

Margaret Sullivan - NYC based architect.

Patrick Quattlebaum - Atlanta based Service Design Expert
Directed Storytelling allows you to understand your patrons as people.
The stories and insights that you gather will inspire new ideas for improving library services and enhancing the quality of life in the community you serve.
Steps of Directed Storytelling

Build Empathy - Rapport Building

Personal Context and Library Relationship

Personal Journeys

Close and Invite
Setting up Interviews

Who should you interview, and how do you find them?

- Power patrons
- Non-users
- Social media platforms such as Nextdoor
- Past participants in surveys, focus groups, comment cards, etc.
Rapport Building

- Lay the Foundation
  - Provide an Overview of What You’ll be Doing
  - Get to Know Them. Ask Them to Tell You a Story
    - Tell Me about Your Family
    - How Long Have You Lived Here?
    - What Do You Do for Fun?
    - If Someone Came to Visit Where Would You Take Them?
    - Tell Me about Your Last Vacation
General Interview Tips

- Show Genuine Interest
- Don’t Assume. Clarify, Use Reference Interview Skills
- Don’t Lead the Witness
Personal Context

- Personal Context
  - Explore their world, including people, organizations, places, products, services, and relationships.
    - Dig deeper to learn more about your participant and their personal ecosystem.
    - Explore what their relationships with people, places, organizations, services, and products related to enjoying life, personal growth, and other topics relevant to the library.
Personal Context
How do they spend their time?
What do they like to do?
What do they feel like they have to do?
“I want to..”
“Obstacles in my way...”
<table>
<thead>
<tr>
<th>ME &amp; THE CITY LIBRARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE CITY LIBRARY IS...</strong></td>
</tr>
<tr>
<td><strong>THE LAST TIME AT THE LIBRARY...</strong></td>
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<tr>
<td>THE CITY LIBRARY IS...</td>
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<tr>
<td>------------------------</td>
</tr>
<tr>
<td>... a nice place to come when you need to study.</td>
</tr>
<tr>
<td>THE LAST TIME AT THE LIBRARY...</td>
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<th>TO MEET MY NEEDS, THE LIBRARY COULD...</th>
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<td>THE CITY LIBRARY IS...</td>
<td>AT THE LIBRARY, I (WE)...</td>
</tr>
<tr>
<td>----------------------</td>
<td>--------------------------</td>
</tr>
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</table>
| ... a nice place to come when you need to study. | ... study
... sit down and focus. |

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<td>... study... sit down and focus.</td>
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<td>... I found online resources for studying.</td>
<td>... provide peer mentors to guide seniors through high school.</td>
</tr>
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</table>
“I really like story time”

How can we dig deeper?

What clarifications are we looking for?

What are some leading questions to avoid?
Collect relevant stories that reveal needs, desires, emotions, behaviors and mental models.
Personal Journeys

Focus on one story.

Gently direct.

Capture quotes.
My Library Journey
My Library Journey

Looking for Parking

Feeling & Thinking
Frustrated
Confused
Expensive!
### My Library Journey

<table>
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<tr>
<th>Doing</th>
<th>Feeling &amp; Thinking</th>
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<tr>
<td>Looking for Parking</td>
<td>Frustrated, Confused, Expensive!</td>
</tr>
<tr>
<td>Walking Across Plaza</td>
<td>Inspired, What a beautiful building. I'm proud to have this in my city.</td>
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My Library Journey

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<th>Doing</th>
<th>Feeling &amp; Thinking</th>
<th>React to Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looking for Parking</td>
<td>Frustrated, Confused, Expensive!</td>
<td>Where are they?</td>
</tr>
<tr>
<td>Walking Across Plaza</td>
<td>Inspired, What a beautiful building. I'm proud to have this in my city.</td>
<td>Is there a sign?</td>
</tr>
<tr>
<td>Entering the Building</td>
<td>It's nice how I was greeted when I entered, that makes me feel welcome. The greeting was a little over the top though.</td>
<td>Confused</td>
</tr>
<tr>
<td>Looking for Magazines</td>
<td></td>
<td>&quot;It isn't this hard at Barnes and Nobles.&quot;</td>
</tr>
</tbody>
</table>
Close and Invite

Make it easy for the participant to share more stories and ideas at another time.

- Thank the participant for sharing so much.
- Let them know what you will do with the information.
- Provide them a way to give feedback in the future.
- Ask them if they would like to participate in future sessions that may include getting feedback on ideas.
Questions?
Let’s try it!
5 Minutes: Rapport Building
20 Minutes: Personal Context
30 Minutes: Personal Journey
5 Minutes: Close and Invite
Rapport Building

You should be on this step now.

- Provide an Overview
- Get to Know Them
  - What do you do for fun?
  - Tell me about your family.
Personal Context

You should be on this step now.

- Explore their world
  - How do they spend their time?
  - What do they like to do?
  - What do they feel like they have to do?

Time Remaining:
You should be on this step now.

- Gently Direct
- Collect Quotes
- Remember to ask about how they felt and what they thought.

Time Remaining: 14:35
Close and Invite

You should be on this step now.

- Thank the participant
- Provide feedback channel
- Ask about future participation

Time Remaining: ___
How Did That Feel?

- Impressions?
- Experiences?
- Tips for the rest of the room?
Rapport Building

You should be on this step now.

- Provide an Overview
- Get to Know Them
  - What do you do for fun?
  - Tell me about your family.

Time Remaining: 3:59
Personal Context

You should be on this step now.

- Explore their world
  - How do they spend their time?
  - What do they like to do?
  - What do they feel like they have to do?

Time Remaining:
Personal Journey

You should be on this step now.

- Gently Direct
- Collect Quotes
- Remember to ask about how they felt and what they thought.

Time Remaining: —
Close and Invite

You should be on this step now.

- Thank the participant
- Provide feedback channel
- Ask about future participation

Time Remaining: 3:59
What did you think?
Repurposing the Process
# Repurposing the Process

## Curriculum Identification

<table>
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<tr>
<th>What's going well in your department?</th>
<th>What improvements would you like to see? What challenges do you face?</th>
</tr>
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<tbody>
<tr>
<td>- Staff supportive of each other.</td>
<td>- Maintenance projects.</td>
</tr>
<tr>
<td>- Okay making changes to processes.</td>
<td>- Space &amp; collection layout.</td>
</tr>
<tr>
<td>- Addressing lib. Environment issues together.</td>
<td>- Display process improvements - Rule of 3. Eyes need rest. (Staff training)</td>
</tr>
<tr>
<td>- Volunteers self-directed.</td>
<td>- Make an agreement work, but implementing agreement logs.</td>
</tr>
<tr>
<td>- Aides are “killing it.” Pro-active in camp.</td>
<td>- “That's how we've always done it” mentality.</td>
</tr>
</tbody>
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<tr>
<th>What skills or knowledge can you share based on your department’s successes?</th>
<th>What skills or knowledge do you need to make those improvements?</th>
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<tr>
<td>- Being informed as a manager &amp; able to transmit knowledge.</td>
<td>- Managers need set standard for what is acceptable.</td>
</tr>
<tr>
<td>- Listening &amp; being okay w/ doing “nothing” (sometimes listening is all that is needed)</td>
<td>- Time to think about space.</td>
</tr>
<tr>
<td>- This is what I’ve heard if this is what I’ve decided based on what I’ve heard.</td>
<td>- Planning time.</td>
</tr>
<tr>
<td>- Look @ data. Look @ coll. data. Anc data, etc.</td>
<td>- Coaching skills.</td>
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