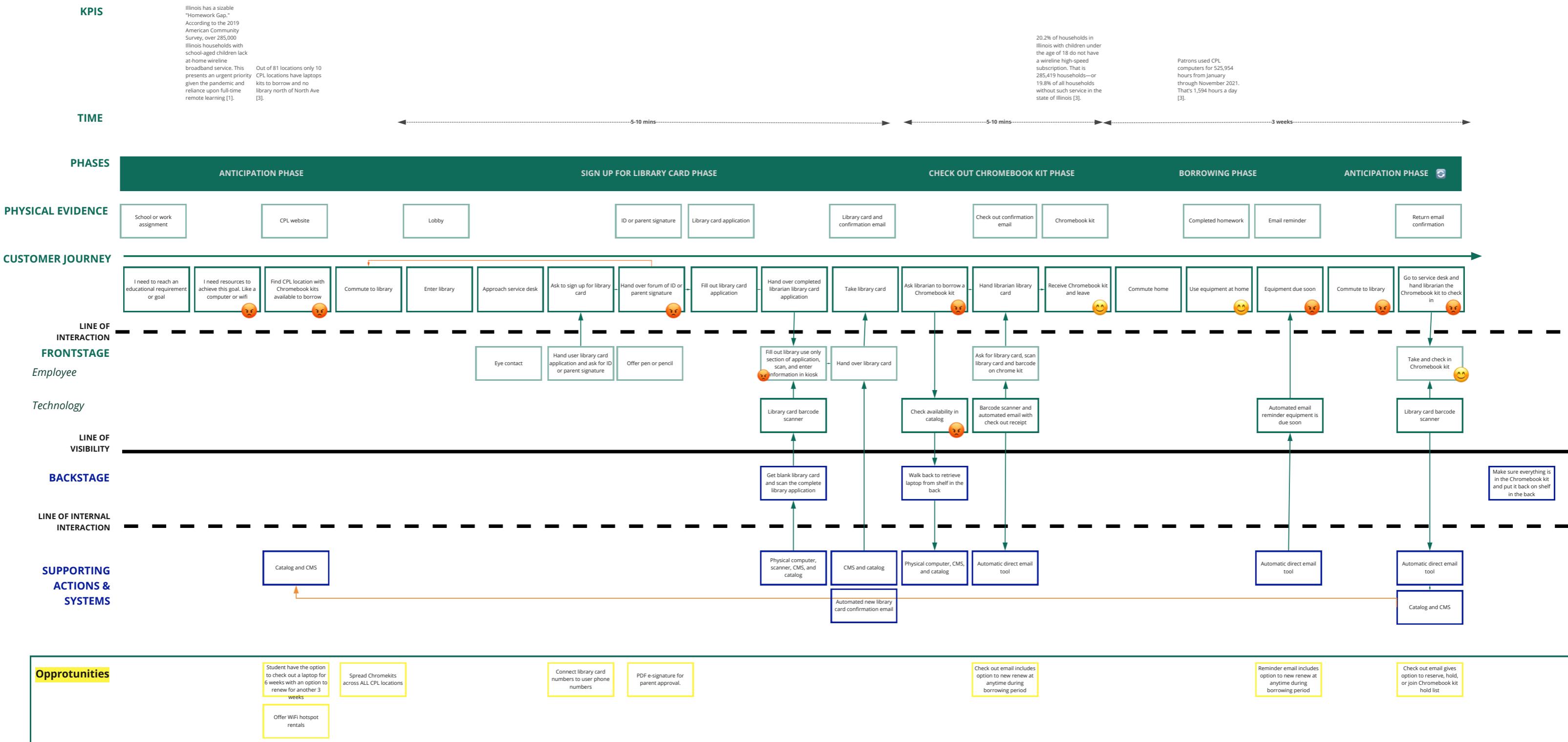


# Chicago Public Library Service Design Blueprint

Key

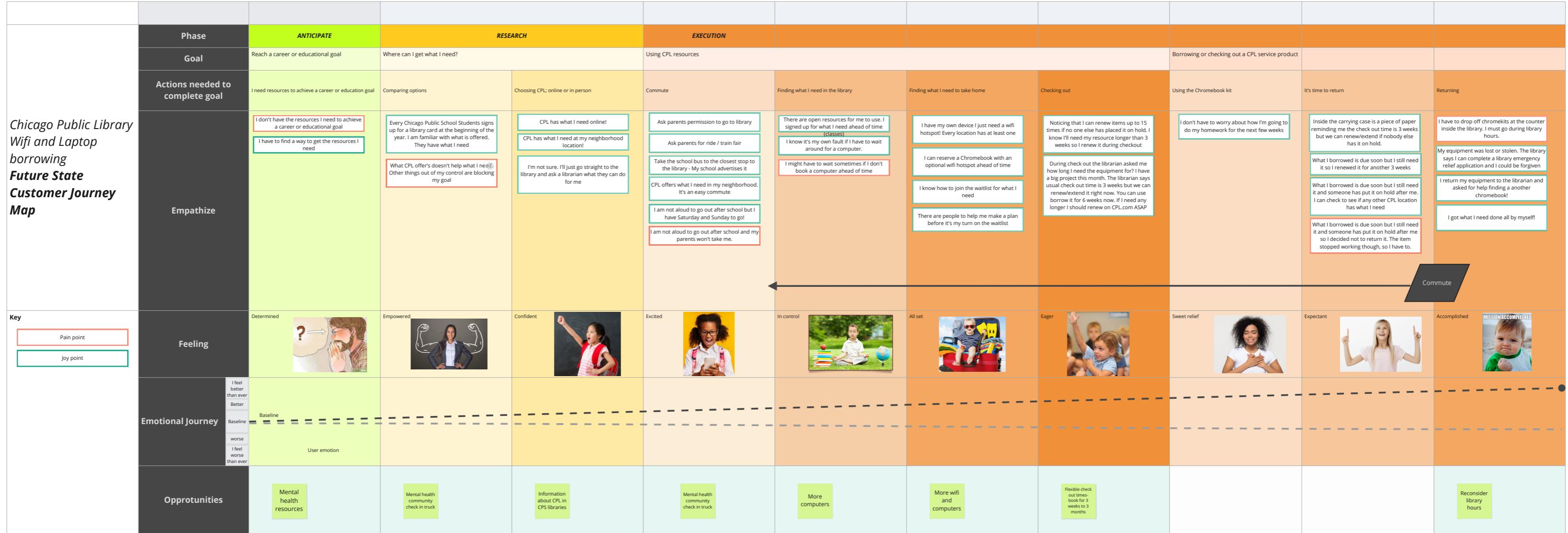
crt.				Chromebook kit
Chicago Public Library		Pain point	Joy point	Chromebook with hotspot, and laptop larger



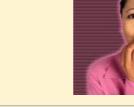
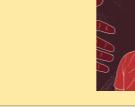
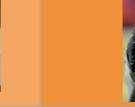
**References**

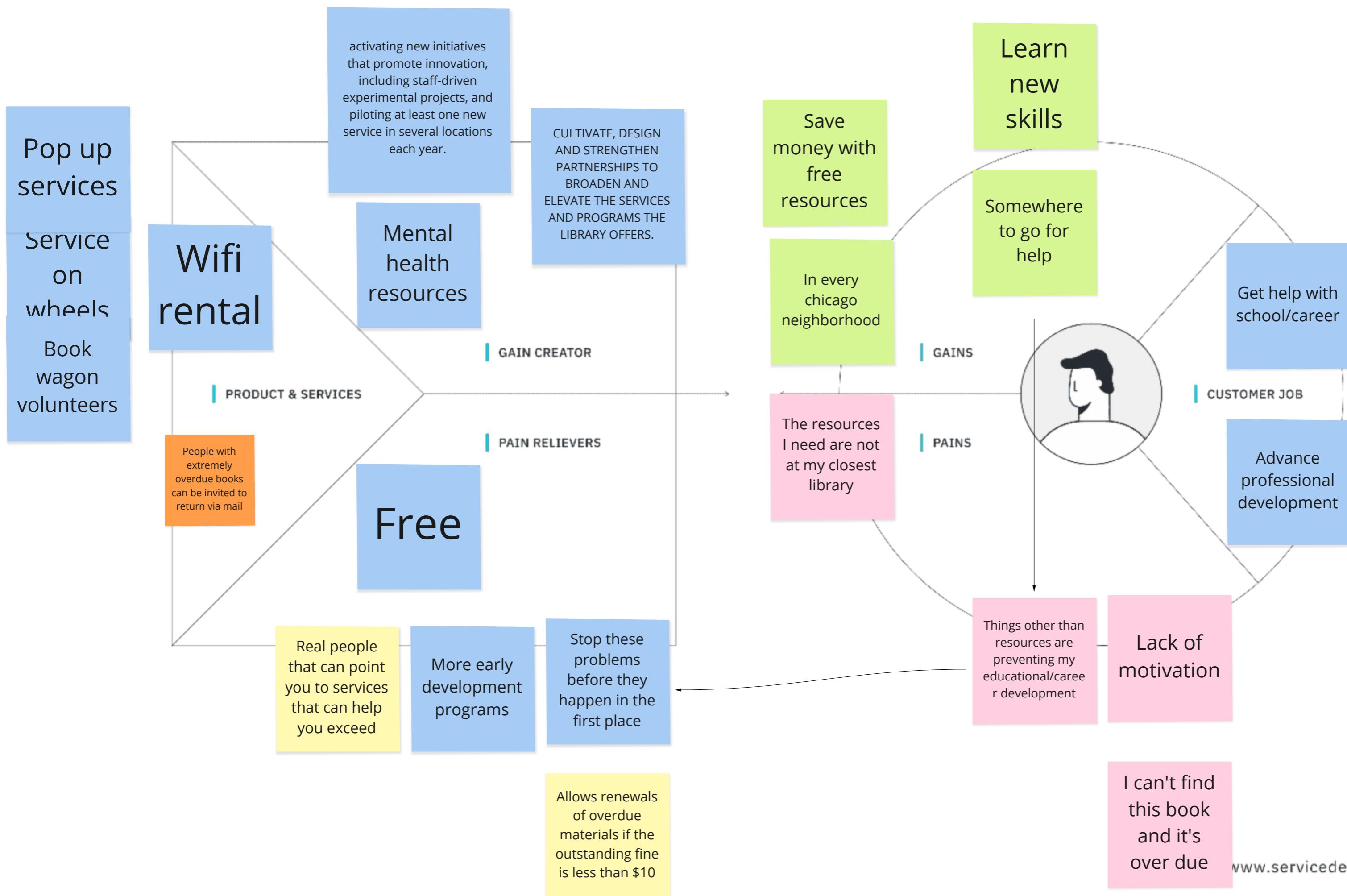
- [1] Chicago Public Library. (2021). Impact Report. Chicago, IL: Chicago Public Library Foundation. <https://empowerchicagoan.org/>
- [2] Horrigan, J., Rhinesmith, C., Whitacre, B. Universal Broadband in Illinois: Studying the Costs of Providing Fair and Affordable Service for All Residents (December 2020). Oklahoma: Simmons University, Oklahoma State University. <https://www2.illinois.gov/dreco/ConnectIllinois/Documents/BAC%20Broadband%20AffordabilityStudy.pdf>
- [3] City of Chicago (2021). Libraries - 2021 Computer Sessions by Location. Chicago, IL: Chicago Public Libraries. <https://data.cityofchicago.org/Education/Libraries-2021-Computer-Sessions-by-Location/hcqe-be23>

Future state journey map



## Current state journey map

Chicago Public Library Wifi and Laptop borrowing <b>Current State Customer Journey Map</b>													
Key <div style="border: 1px solid red; padding: 2px;">Pain point</div> <div style="border: 1px solid green; padding: 2px;">Joy point</div>	Phase		Anticipate		Research		Execution						
	Goal		Reach a career or educational goal		Where can I get what I need?		Using CPL resources			Borrowing or checking out a CPL service product			
	Actions needed to complete goal		I need resources to achieve a career or education goal	Comparing options	Choosing CPL; online or in person	Commute	Finding what I need in the library	Finding what I need to take home	Checking out	Using the Chromebook kit	It's time to return	Commute	Returning
	Empathize		<div style="border: 1px solid red; padding: 2px;">I don't have the resources I need to achieve a career or educational goal</div> <div style="border: 1px solid green; padding: 2px;">I have to find a way to get the resources I need</div>	<div style="border: 1px solid red; padding: 2px;">I want to get what I need for free as I cannot afford anything else</div> <div style="border: 1px solid green; padding: 2px;">CPL offers what I need, but not at my closest location. The others are feasible for me</div> <div style="border: 1px solid red; padding: 2px;">I used to pay for what I need but I can get it for free through CPL</div> <div style="border: 1px solid red; padding: 2px;">80 percent of chicago schools don't have a librarian. I need help!</div>	<div style="border: 1px solid red; padding: 2px;">CPL offers what I need online. I can sign up for a library card online with just my address!</div> <div style="border: 1px solid green; padding: 2px;">CPL doesn't offer what I need online</div> <div style="border: 1px solid red; padding: 2px;">Ask parents permission to go to library</div> <div style="border: 1px solid green; padding: 2px;">Ask parents for ride / train fair</div>	<div style="border: 1px solid red; padding: 2px;">CPL offers what I need in my neighborhood. It's an easy commute</div> <div style="border: 1px solid green; padding: 2px;">I don't mind traveling to get what I need</div> <div style="border: 1px solid red; padding: 2px;">CPL has what I need but not at my closest location and that's an issue for me</div> <div style="border: 1px solid green; padding: 2px;">CPL has what I need on a first come first serve basis and that makes me uneasy</div> <div style="border: 1px solid red; padding: 2px;">My parents couldn't give me a ride / train fair</div>	<div style="border: 1px solid red; padding: 2px;">There are open resources for me to use. I signed up for what I need ahead of time</div> <div style="border: 1px solid green; padding: 2px;">What I need is in use and I'm on a time schedule. I wish I could book resources in advance</div> <div style="border: 1px solid red; padding: 2px;">I come here for internet access. Otherwise I have what I need. It's unfortunate CPL isn't open on Sundays.</div> <div style="border: 1px solid green; padding: 2px;">Why can I only book certain computers?</div>	<div style="border: 1px solid red; padding: 2px;">What I need is almost always checked out by someone else and someone always puts it on hold after me so I can't renew it</div> <div style="border: 1px solid green; padding: 2px;">Noticing that I can renew items up to 15 times if no one else has placed it on hold. I know I'll need my resource longer than 3 weeks so I renew it during checkout</div> <div style="border: 1px solid red; padding: 2px;">Only <a href="#">Austin</a>, <a href="#">Brighton Park</a>, <a href="#">Canaryville</a>, <a href="#">Daley</a>, <a href="#">Richard M.-W. Humboldt</a>, <a href="#">Douglas</a>, <a href="#">Greater Grand Crossing</a>, <a href="#">Lester Regional</a>, <a href="#">North Pulaski</a>, <a href="#">Woodlawn-East Side</a>, and <a href="#">Woodson Regional</a> have Chromebook Kits to check out</div> <div style="border: 1px solid green; padding: 2px;">I'm going to need my chrome-kit for more than 3 weeks. I need to figure out what I'll due after that</div> <div style="border: 1px solid red; padding: 2px;">I don't know there are Chromekits to check out because they are not at any location near me. This would make doing homework so much easier as I do not have internet access at home</div> <div style="border: 1px solid green; padding: 2px;">Currently NO library north of North Ave has Chromebooks. I hope CPL will consider providing patrons in the North and Northwest the same opportunity to access wifi as those patrons in the south. Why are they being left out ? <a href="#">+laticelittle76#comment from laticelittle76</a></div>	<div style="border: 1px solid red; padding: 2px;">I don't have to worry about how I'm going to do my homework for the next few weeks</div> <div style="border: 1px solid green; padding: 2px;">What I borrowed is due soon but I still need it so I renewed it for another 3 weeks</div> <div style="border: 1px solid red; padding: 2px;">What I borrowed is due soon but I still need it and someone has put it on hold after me</div> <div style="border: 1px solid green; padding: 2px;">What I borrowed is due soon but I still need it and someone has put it on hold after me so I decided not to return it. The item stopped working though, so I have to.</div> <div style="border: 1px solid red; padding: 2px;">What I borrowed is due soon but I still need it and someone has put it on hold after me so I am not going to return it</div>	<div style="border: 1px solid red; padding: 2px;">I have to travel to a specific location to return my item that is far from me</div> <div style="border: 1px solid green; padding: 2px;">This is a waste of time. I'm spending the day traveling to return this thing when I could be figuring out another plan</div> <div style="border: 1px solid red; padding: 2px;">I fell embarrassed because my Chromebook is extremely overdue</div> <div style="border: 1px solid green; padding: 2px;">My equipment was lost or stolen. Now I have no options</div>	<div style="border: 1px solid red; padding: 2px;">I have to drop off chromekits at the counter inside the library. I must go during library hours.</div> <div style="border: 1px solid green; padding: 2px;">There's always a long line at the counter. They rely on self check out and there's only 2 people behind the desk</div> <div style="border: 1px solid red; padding: 2px;">I have to drop off chromekits at the counter inside the library. I must go during library hours.</div> <div style="border: 1px solid green; padding: 2px;">There's always a long line at the counter. They rely on self check out and there's only 2 people behind the desk</div>		
	Feeling		Determined 	Nervous 	Proud 	Assertive 	Miffed 	Abandoned 	Bafflement 	Sweet relief 	Leucophobia <small>a state of feeling that accompanies preoccupation with death and/or diversions</small> 	Anxiety 	Chagrin <small>Anxiety or distress one feels when one is embarrassed or disgraced or frustrated by one's own failure.</small> 
	Emotional Journey		I feel better than ever Better Baseline Worse I feel worse than ever	User emotion	Baseline								
	Opprotunities		<div style="background-color: #e0f2e0; padding: 2px;">Create equipment offerings flier and send to public schools</div>	<div style="background-color: #e0f2e0; padding: 2px;">Partner CPL with CPS to provide library cards for all students</div>	<div style="background-color: #e0f2e0; padding: 2px;">Since there is a CPL in every neighborhood, promote school bus's that drop near the library</div>	<div style="background-color: #e0f2e0; padding: 2px;">Spread our wifi hotspots across all CPL locations</div>	<div style="background-color: #e0f2e0; padding: 2px;">Open on Sundays. Reevaluate hours</div> <div style="background-color: #e0f2e0; padding: 2px;">Automatically include wifi hotspots with chromebooks</div>	<div style="background-color: #e0f2e0; padding: 2px;">Wifi hotspot truck</div>	<div style="background-color: #e0f2e0; padding: 2px;">Spread out wifi hotspots across all CPL locations</div>	<div style="background-color: #e0f2e0; padding: 2px;">Get more computers and wifi hotspots</div>	<div style="background-color: #e0f2e0; padding: 2px;">Do you need to renew?</div>	<div style="background-color: #e0f2e0; padding: 2px;">Option to renew material at time of check out</div> <div style="background-color: #e0f2e0; padding: 2px;">Email reminders about renewal</div> <div style="background-color: #e0f2e0; padding: 2px;">Renewal options included in wifi / chromebook kit</div>	<div style="background-color: #e0f2e0; padding: 2px;">Lost equipment forgiveness emergency grant</div>



**Chicago public library**

IS THE ONLY

***Free resource for educational and career development***

THAT

***Has a location in every neighborhood***

FOR

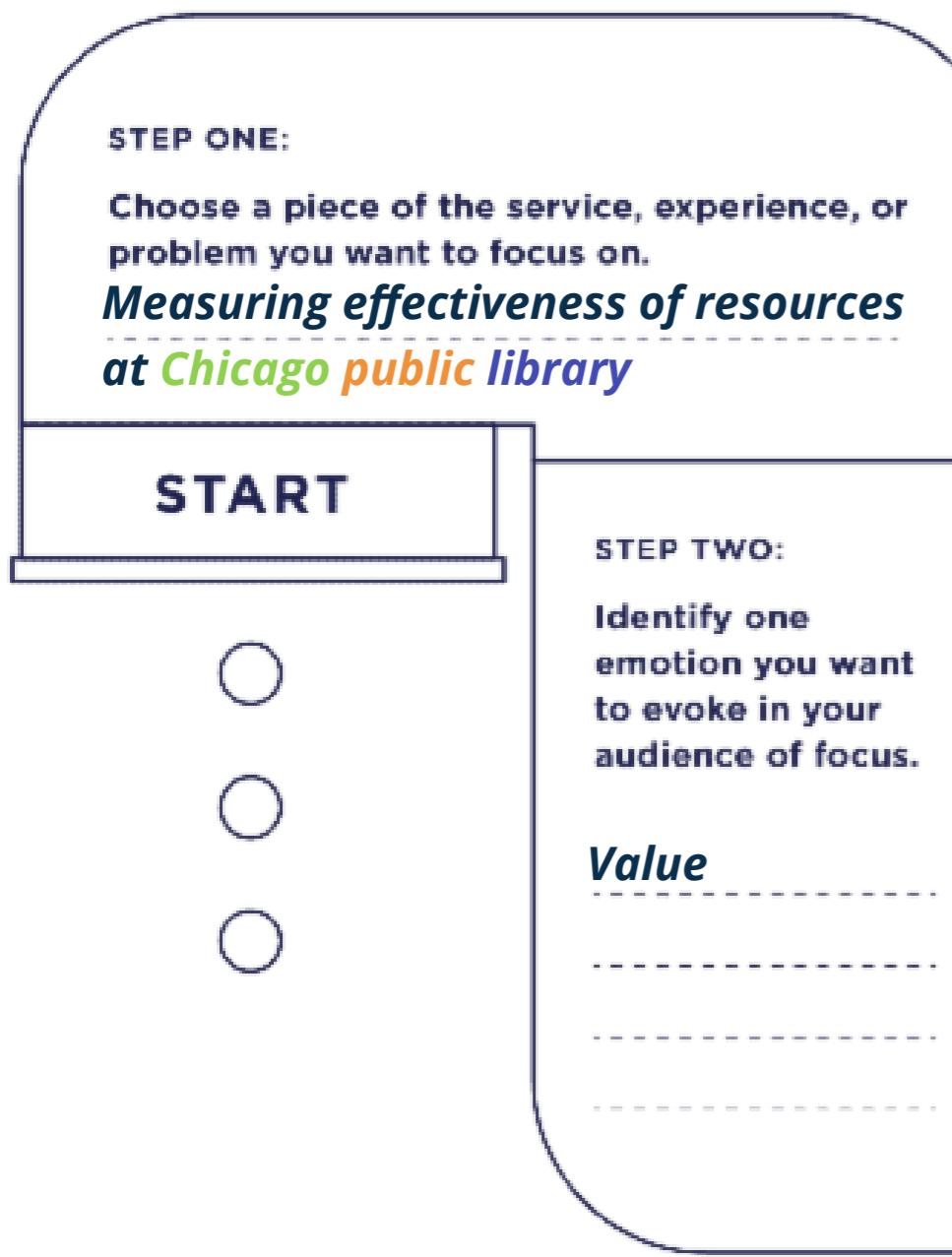
***Chicago residents***

BY

***Chicago Public Library***

# Explore Analogous Inspiration

Use this activity solo or with your team to draw insight from analogous contexts and provoke new areas of thinking.



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Use this activity solo or with your team to draw insight from analogous contexts and provoke new areas of thinking.

