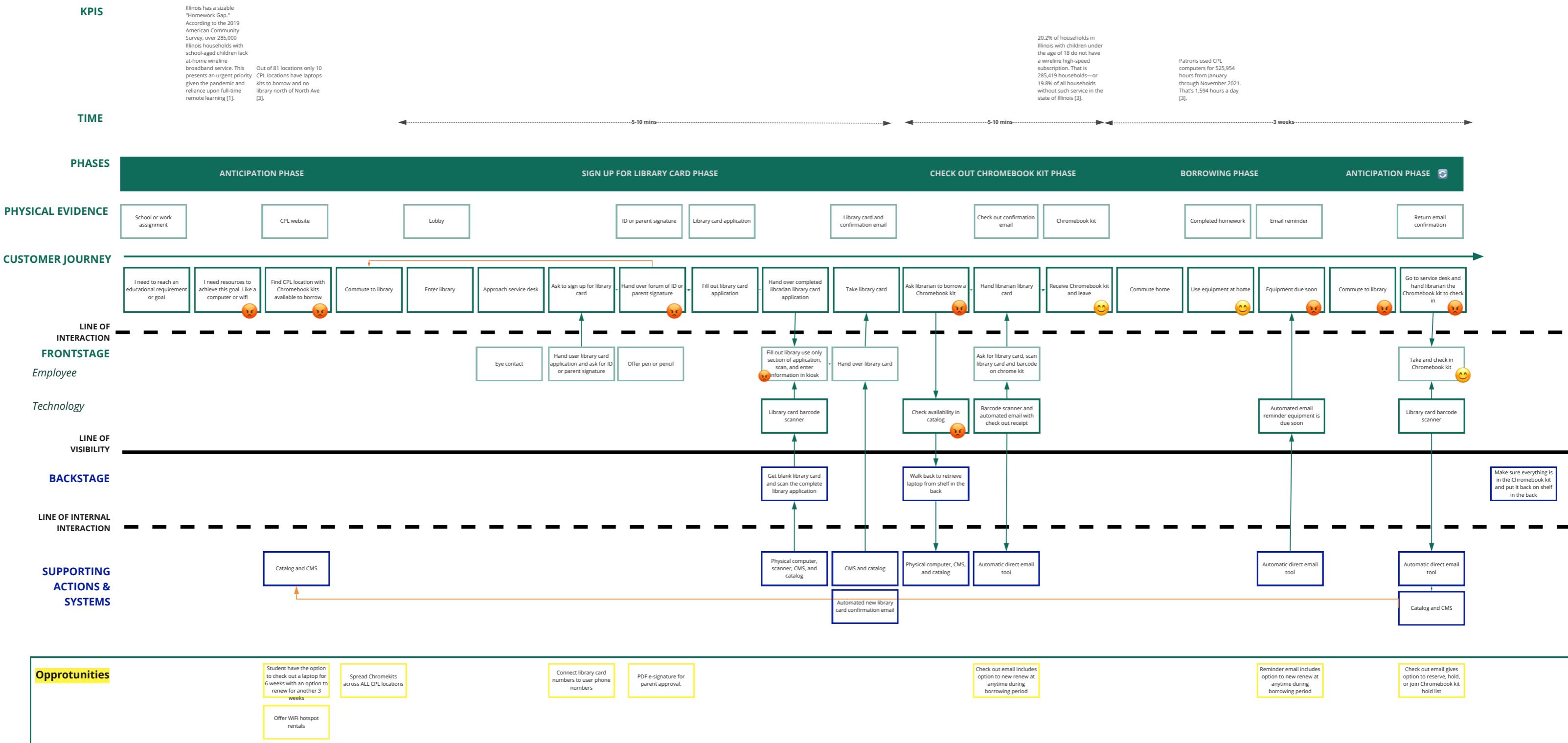


# Chicago Public Library Service Design Blueprint

Key

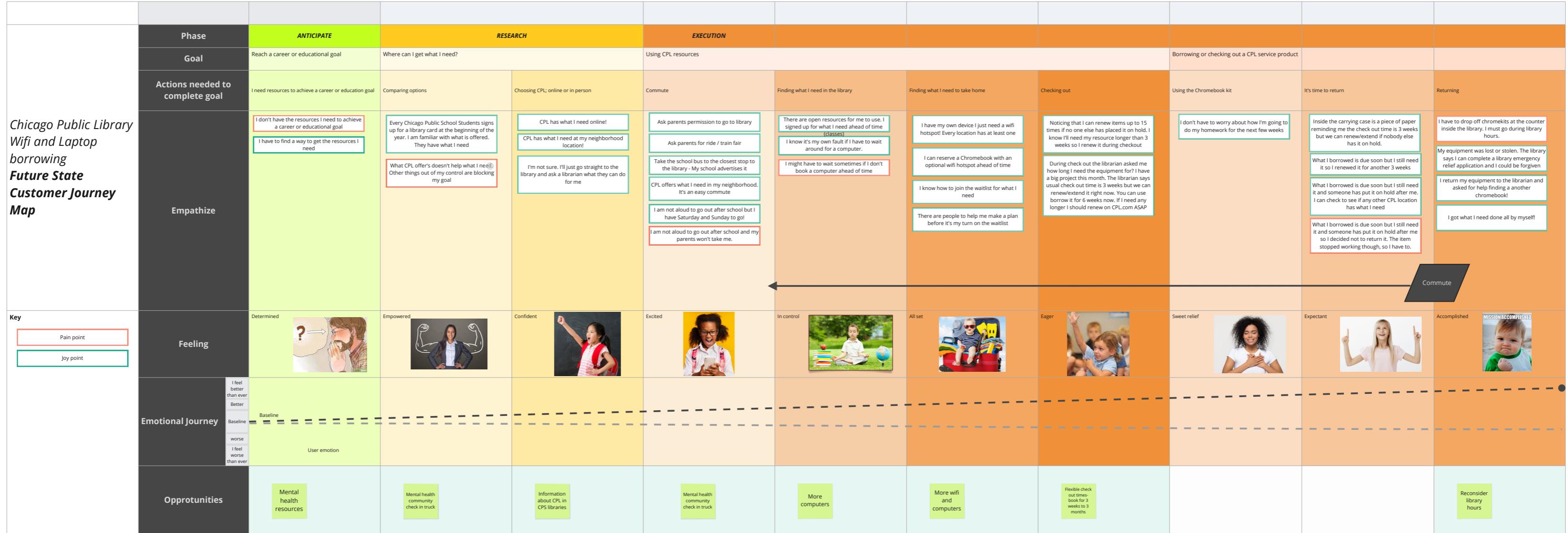
crt.				Chromebook kit
Chicago Public Library		Pain point	Joy point	Chromebook with hotspot, and laptop larger



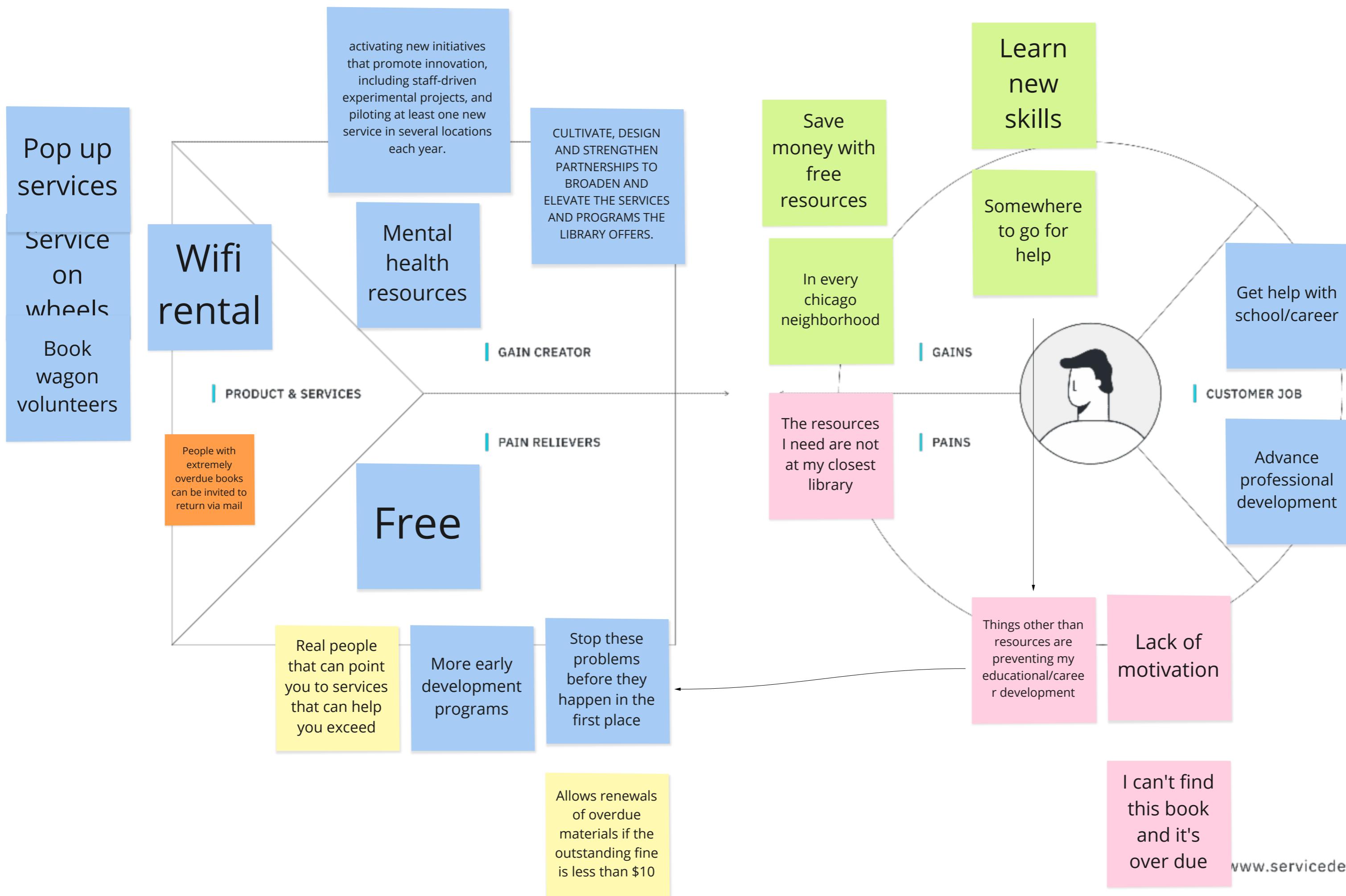
**References**

- [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 a Fast and Affordable Service for All Residents (December 2020). Oklahoma: Simmons University, Oklahoma State University. <https://www2.illinois.gov/dreco/ConnectIllinois/Documents/BAC%20Broadband%20Affordability%20Study.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



Chicago Public Library Wifi and Laptop borrowing <b>Current State</b> <b>Customer Journey</b> Map	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	<p>I don't have the resources I need to achieve a career or educational goal</p> <p>I have to find a way to get the resources I need</p>	<p>I want to get what I need for free as I cannot afford anything else</p> <p>CPL offers what I need, but not at my closest location. The others are feasible for me</p> <p>I used to pay for what I need but I can get it for free through CPL</p> <p>80 percent of chicago schools don't have a librarian. I need help!</p>	<p>CPL offers what I need online. I can sign up for a library card online with just my address!</p> <p>CPL doesn't offer what I need online</p> <p>Ask parents permission to go to library</p> <p>Ask parents for ride / train fair</p>	<p>CPL offers what I need in my neighborhood. It's an easy commute</p> <p>I don't mind traveling to get what I need</p> <p>CPL has what I need but not at my closest location and that's an issue for me</p> <p>CPL has what I need on a first come first serve basis and that makes me uneasy</p> <p>My parents couldn't give me a ride / train fair</p>	<p>There are open resources for me to use. I signed up for what I need ahead of time</p> <p>What I need is in use and I'm on a time schedule. I wish I could book resources in advance</p> <p>I come here for internet access. Otherwise I have what I need. It's unfortunate CPL isn't open on Sundays.</p> <p>Why can I only book certain computers?</p>	<p>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</p> <p>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="#">Uptake-East Side</a>, and <a href="#">Woodson Regional</a> have Chromebook Kits to check out</p> <p>"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="#">jaticelittle76</a> comment from <a href="#">jaticelittle76</a></p>	<p>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</p> <p>I'm going to need my chrome-kit for more than 3 weeks. I need to figure out what I'll due after that</p> <p>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</p>	<p>I don't have to worry about how I'm going to do my homework for the next few weeks</p> <p>What I borrowed is due soon but I still need it so I renewed it for another 3 weeks</p> <p>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.</p> <p>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</p>	<p>I have to travel to a specific location to return my item that is far from me</p> <p>This is a waste of time. I'm spending the day traveling to return this thing when I could be figuring out another plan</p>	<p>I have to drop off chromekits at the counter inside the library. I must go during library hours.</p> <p>There's always a long line at the counter. They rely on self check out and there's only 2 people behind the desk</p> <p>I fell embarrassed because my Chromebook is extremely overdue</p>	<p>My equipment was lost or stolen. Now I have no options</p>																				
	Feeling	Determined		Nervous		Proud		Assertive		Miffed		Abandoned		Bafflement		Sweet relief		Leucophobia		Anxiety		Chagrin										
	Emotional Journey	I feel better than ever		Baseline		I feel worse than ever		User emotion																								
	Opportunities	Create equipment offerings flier and send to public schools		Partner CPL with CPS to provide library cards for all students		Since there is a CPL in every neighborhood, promote school bus's that drop near the library		Spread out wifi hotspots across all CPL locations		Open on Sundays. Reevaluate hours		Wifi hotspot truck		Spread out wifi hotspots across all CPL locations		Get more computers and wifi hotspots		Do you need to renew?		Option to renew material at time of check out		Email reminders about renewal		Renewal options included in wifi / chromebook kit		Lost equipment forgiveness emergency grant		Lost equipment forgiveness emergency fund		Allow wifi / chromebook return at any location		Follow up emails- would you like to book this item again?



**Chicago public library**

IS THE ONLY

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

THAT

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

FOR

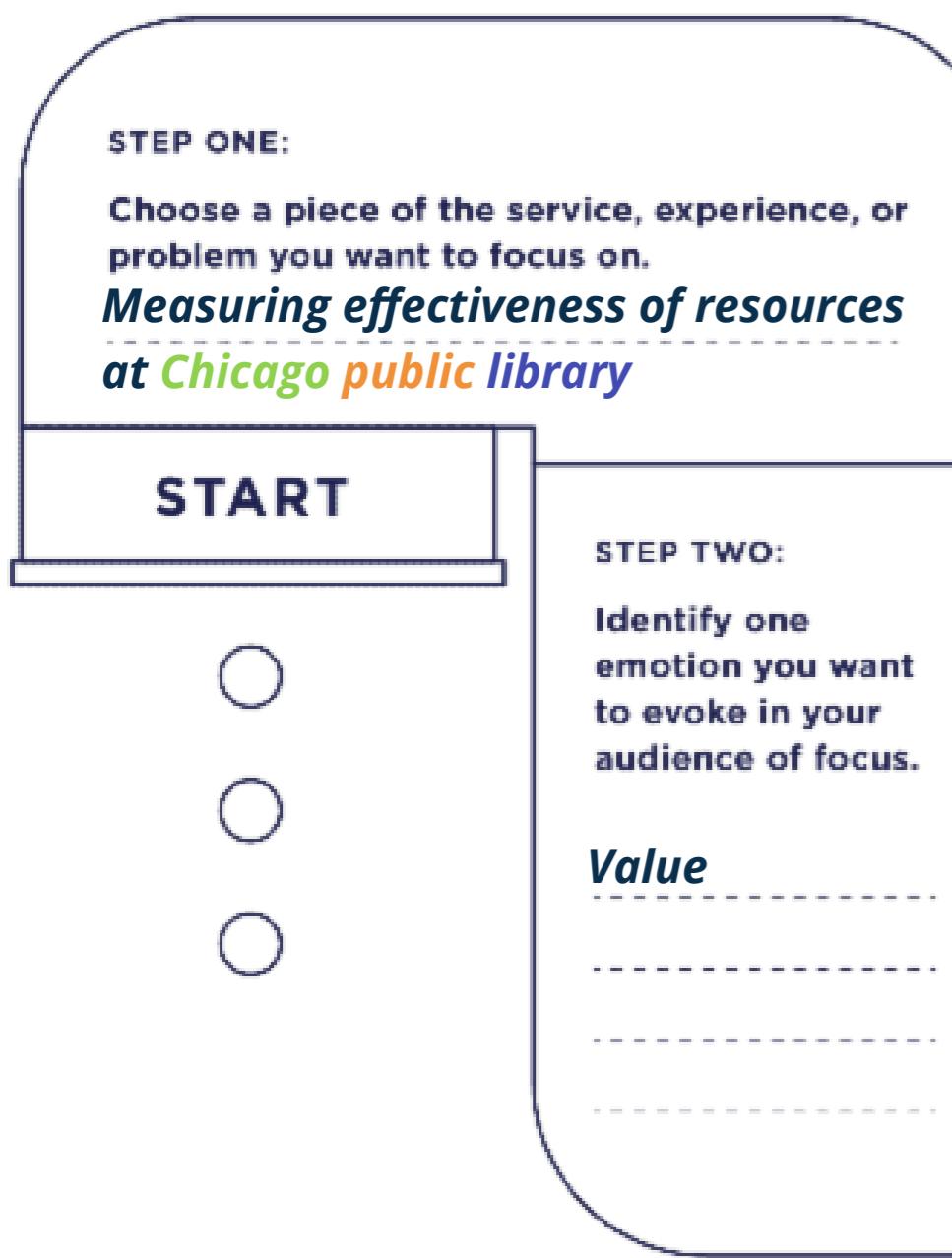
***Chicago residents***

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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