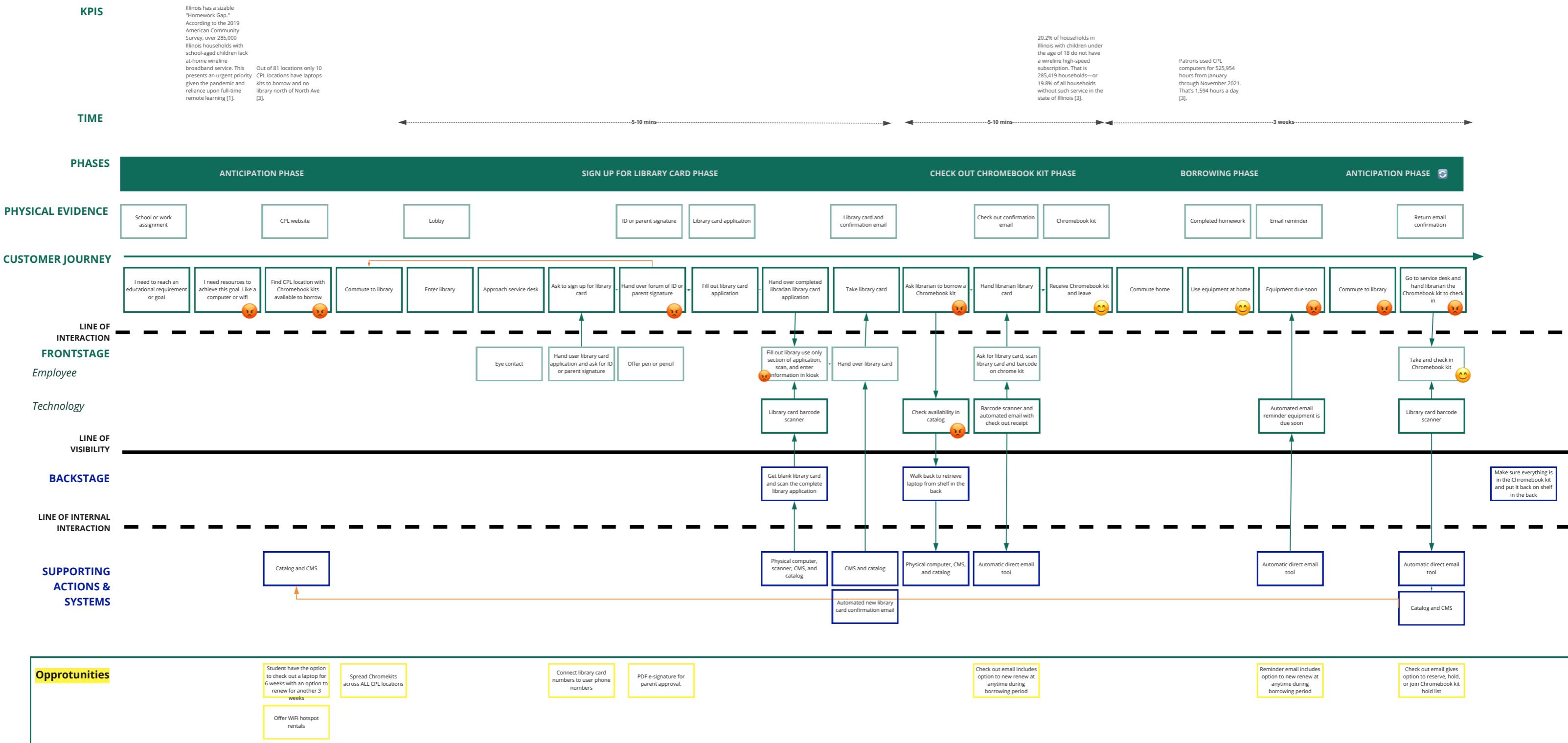


Chicago Public Library Service Design Blueprint

Key

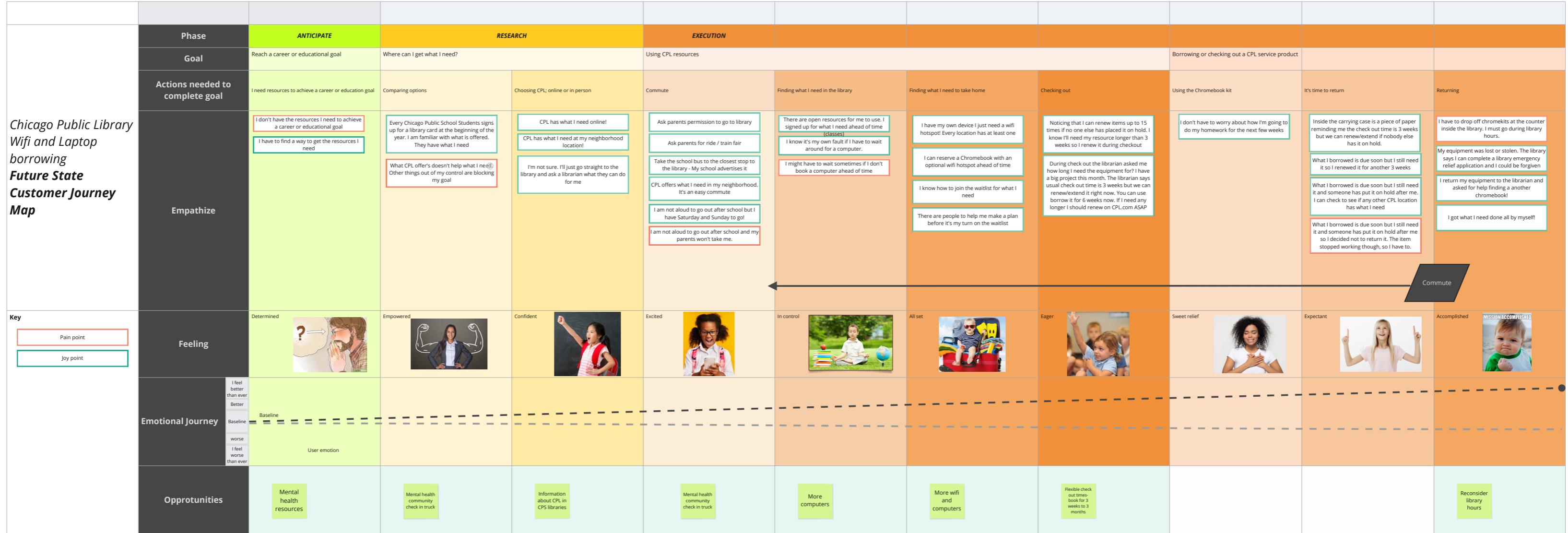
crt.				Chromebook kit
Chicago Public Library		Pain point	Joy point	Chromebook with hotspot, and laptop larger



References

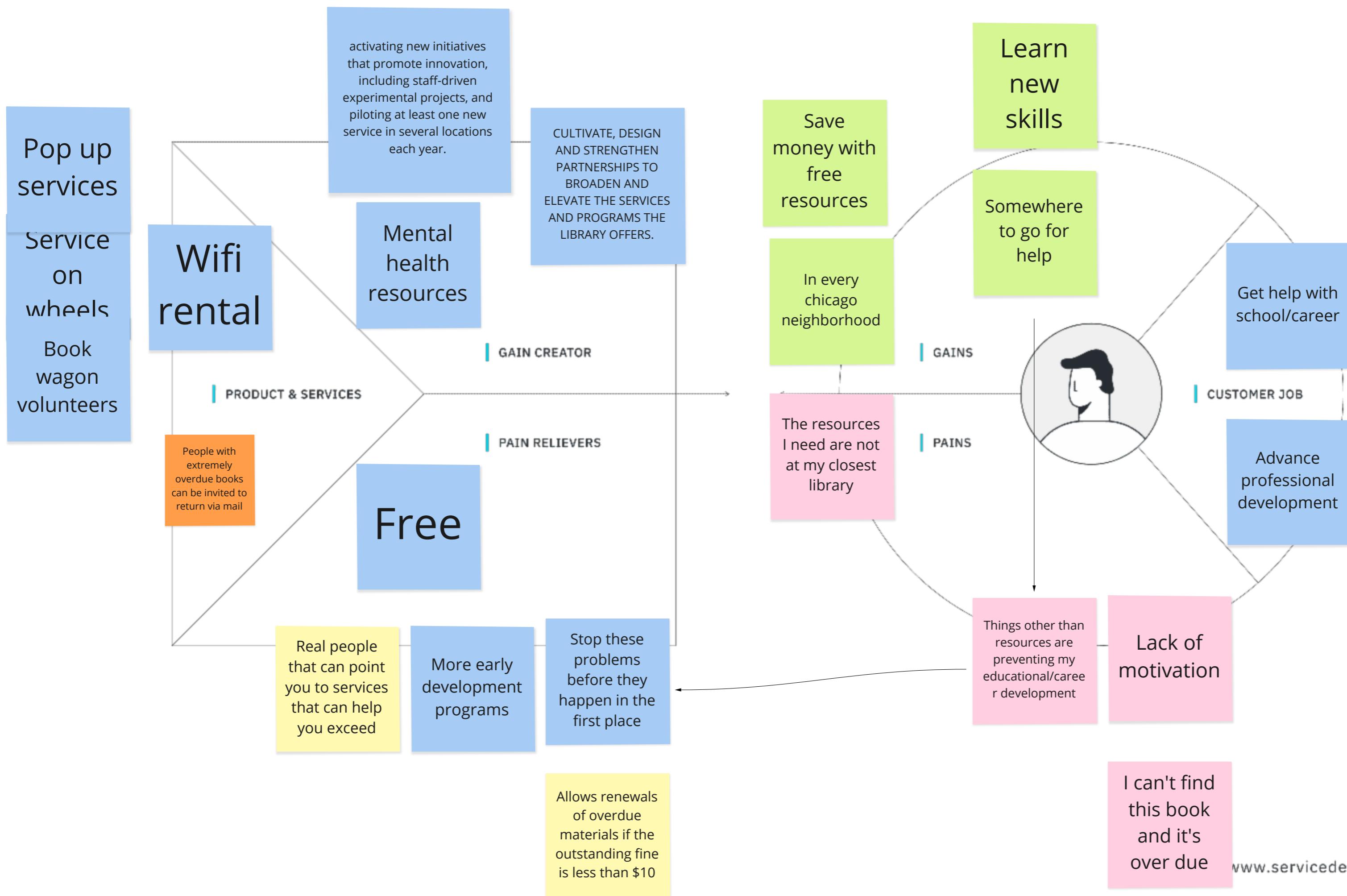
- [1] Chicago Public Library. (2021). Impact Report. Chicago, IL: Chicago Public Library Foundation. <https://empowerchicagoan.org/>
- [2] Horrigan, J., Rhinesmith, C., Whitacre, B. Universal Broadband in Illinois: Studying the Costs of Providing Fair and Affordable Service for All Residents (December 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 Current State Customer Journey Map														
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 Austin, Brighton Park, Canaryville, Daley, Richard M.-W. Humboldt, Douglas, Greater Grand Crossing, Lester Regional, North Pulaski, Vogel-East Side, and Woodson Regional 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 ? +laticelittle76#comment from laticelittle76</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 annoyed or frustrated by one's own failure.</small>	
	Emotional Journey		<div style="border: 1px solid red; padding: 2px;">I feel better than ever</div> <div style="border: 1px solid green; padding: 2px;">Better</div> <div style="border: 1px solid red; padding: 2px;">Baseline</div> <div style="border: 1px solid green; padding: 2px;">User emotion</div>											
	Opprotunities		<div style="border: 1px solid green; padding: 2px;">Create equipment offerings flier and send to public schools</div> <div style="border: 1px solid green; padding: 2px;">Partner CPL with CPS to provide library cards for all students</div> <div style="border: 1px solid green; padding: 2px;">Since there is a CPL in every neighborhood, promote school bus's that drop near the library</div>	<div style="border: 1px solid green; padding: 2px;">Spread our wifi hotspots across all CPL locations</div> <div style="border: 1px solid green; padding: 2px;">Open on Sundays. Reevaluate hours</div> <div style="border: 1px solid green; padding: 2px;">Wifi hotspot truck</div> <div style="border: 1px solid green; padding: 2px;">Spread out wifi hotspots across all CPL locations</div> <div style="border: 1px solid green; padding: 2px;">Get more computers and wifi hotspots</div>	<div style="border: 1px solid green; padding: 2px;">Automatically include wifi hotspots with chromebooks</div> <div style="border: 1px solid green; padding: 2px;">Chromebooks with optional hotspot</div>	<div style="border: 1px solid green; padding: 2px;">Do you need to renew?</div>	<div style="border: 1px solid green; padding: 2px;">Option to renew material at time of check out</div> <div style="border: 1px solid green; padding: 2px;">Email reminders about renewal</div> <div style="border: 1px solid green; padding: 2px;">Renewal options included in wifi / chromebook kit</div>	<div style="border: 1px solid green; padding: 2px;">Lost equipment forgiveness emergency grant</div> <div style="border: 1px solid green; padding: 2px;">Lost equipment forgiveness emergency fund</div>	<div style="border: 1px solid green; padding: 2px;">Allow wifi hotspot / chromebook return at any location</div> <div style="border: 1px solid green; padding: 2px;">Follow up emails would you like to book this item again?</div>					



Chicago public library

IS THE ONLY

Free resource for educational and career development

THAT

Has a location in every neighborhood

FOR

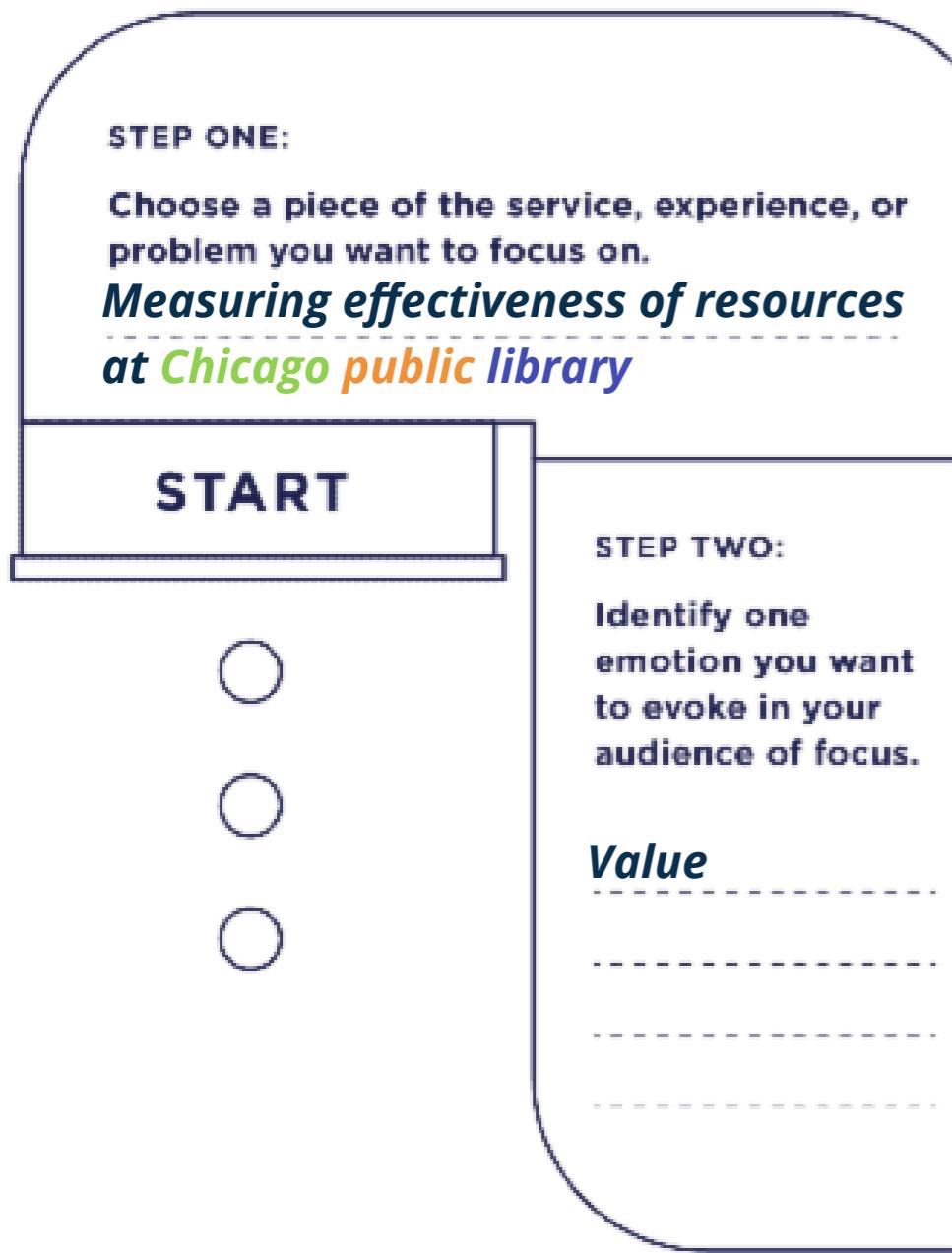
Chicago residents

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.

