ROBARTS LIBRARY KIOSK EXPERIENCE MAP

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LEGEND:
- ↱ Non-linear
- ↻ Repeating until achieved
- Thinking
- Doing
- Feeling
- " " Quotes
- ★ Moment of Truth

STAGES / ASPECTS

STAGES	need help	seek help	engage	achieve

touchpoints (thinking / feeling / doing)

enter the library
- Where do I need to go? (Thinking)
- Hopeful (Feeling)
- Acknowledge the need for information (Doing)

approaching and interacting with information sources

Reference/Ask Us Desk
- I want somebody to help me
- Confident
- Asking a question

Exit Control
- I asked the wrong person
- Annoyed
- Asking a question

Kiosk (info)

	locate	interact	receive
Thinking	Is there a kiosk on the first floor?	The kiosk is difficult to use and it is not telling me what I need.	Is this what I'm really looking for?
Feeling	Confused	Frustrated	Annoyed
Doing	Looking for kiosk/help signage	Randomly pressing buttons and static floor maps	Reading information on display
Quotes	"The kiosk just looks like any other computer."	"Is this the right thing to press? I wish there was a search function"	"Like a government website, this is totally useless!"
★	Can't find kiosk	Difficulty navigating kiosk interface	Not understanding given information

Directory Display
- There's so much information here
- Overwhelmed
- Searching for key words

Stack Guide Pamphlet
- Now I understand the stacks
- Informed
- Reading the paper guide

heading to destination

Signage
- I wish there was a sign here
- Frustrated
- Looking for signs

Stack Guide Pamphlet
- I can refer back to this
- Reassured
- Looking back at the slip

Elevator Directory
- It's nice that this is on my way
- Relieved
- Searching up call number

★ "I don't have enough information."

arriving at destination
- I found it, but the process was difficult.
- Satisfied
- Arrive at desired outcome

emotions

	need help	seek help	engage	achieve
REGULAR	hopeful	mixed (overwhelmed, annoyed, confident)	optimistic	satisfied
KIOSK	hopeful	frustrated	hesitant	somewhat satisfied

pain points

need help	seek help			engage		achieve
• None	• Kiosk is hard to find or identify • Navigating kiosk information architecture	• Mental model required to understand information in kiosk • Information overload from directional directory	• Identifying proper information source • Understanding information on static displays • Making sense of received information • Understanding overall library system	• Forming a mental model of the library system • Applying received information	• Inadequate signage in upper floors	• Reaching intended goal in a timely manner ★ Unable to use kiosk to find exact location

opportunities

need help	seek help			engage		achieve
• None	• Rebrand the information kiosks and market them to students • Move information kiosks to each information service point • Increase staff awareness of information kiosk	• Provide tutorials on how to use library resources (e.g. call numbers) • Redesign kiosk information architecture (e.g. add search function) • Make floor maps in kiosk interactive	• Communicate roles of different service points to patrons more effectively • Encourage staff to use kiosk as visual aid • Have kiosk provide a takeaway (e.g. QR code, printout, NFC information)	• Provide just in time information with the kiosk (e.g. respective floor map) • Have kiosk give stepwise directions	• Improve and increase signage in the library - make it consistent and branded • Promote kiosk serving as signage	• None