



Blake - The Explorer

Lower Division Undergraduate Student, 19

Bio

Blake is a first year undergraduate student interested in studying business. Blake likes using the library in order to use the study rooms as a space for collaboration. Being at the start of their college journey, Blake does not have a full understanding of how to navigate the library and its services yet, but he would like to.

Goals

- Find a place to study and collaborate.
- Find articles and books for assignment and courses.
- Learn more about the library as they navigate the campus and it's services.

Motivations to use Library Website

- Finding information on accessing library materials and services.
- Find floor maps to navigate the library and locate library.

Frustrations

- Unable to find course reserves.
- Trying to find tutoring.
- Library jargon makes finding resources difficult (ILL, CSU+).

Notable Online Behaviors

- Typically uses their mobile device to access information.
- Uses site to check library hours.
- Uses site search to find resources.
- Prefers Google searching over going through the library site.

Low

High

Research Skills



Confidence Using the Website



Frequency Using the Website





Amanda - The Novice Researcher

Upper Division Undergraduate Student, 21

Bio

Amanda is a first-generation student majoring in Business. Amanda attends in-person and hybrid courses at SJSU. While Amanda feels confident in their abilities to use the website, in reality they run into difficulties with finding the resources they are looking for. Searching for articles, journals, and databases can prove a struggle at times.

Goals

- Easily find articles and other research sources for course assignments.
- Needs a space for studying and attending remote class sessions.

Motivations to use Library Website

- Accessing articles and databases to complete assignments/projects.
- Get assistance with research and writing (i.e. consults, tutoring).
- Find places to study and attend remote classes.

Frustrations

- Difficulty finding librarians by major for research support.
- Research help page is too complicated.
- Tutoring support is not clear.
- Library jargon makes finding and knowing about resources difficult (ILL, CSU+).

Notable Online Behaviors

- Engages with the website like a search engine.
- Less exploration, more transactional activity.

Low

High

Research Skills



Confidence Using the Website



Frequency Using the Website





Terry - The Confident Researcher

Graduate Student, 25

Bio

Terry is an international, engineering graduate student at SJSU. They attend in-person and hybrid courses at SJSU, and largely uses the website for research purposes to support coursework. Terry feels very confident navigating the site, but easily gets frustrated when they need to access something quickly.

Goals

- Effectively perform research to complete grad program.
- Access articles and database easily.
- Reserve study rooms and access library hours.
- Find employment opportunities.

Motivations to use Library Website

- Locate the articles and databases to complete their graduate work.

Frustrations

- Difficulty finding the correct articles and databases resources on the website.
- Difficult to use the mobile site.
- Encounters extra steps to access electronic resources (Duo Authentication).
- Inconsistent web pages are confusing.

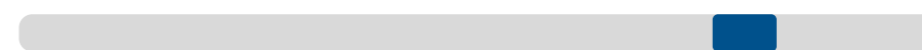
Notable Online Behaviors

- Expects an efficient website experience.
- More likely to use the Articles and Databases page over other users.
- Uses a laptop to access site.
- Does not like scrolling.

Low

High

Research Skills



Confidence Using the Website



Frequency Using the Website





Steve - The Influencer

SJSU Staff Member, 47

Bio

Steve is a staff member that has worked as an Academic Advisor for 15 years. Steve regularly interacts with students during an average work day and will use the library website on occasion to help them find resources. Steve also uses the site for personal use, in order to find books. Due to having bad vision, Steve requires a screen-reader.

Goals

- Finding student resources so they can continue helping students.
- Professional development resources and books.

Frustrations

- Struggle to find the right resources for students.
- Not aware of all the resource available through the library, and library jargon makes this difficult.

Motivations to use Library Website

- Connect students to library-specific services.

Notable Online Behaviors

- Uses the menu navigate the library website.
- Clicks through the site rather than scrolling.
- Prefers to use desktop over mobile devices to access our website.

Low

High

Research Skills



Confidence Using the Website



Frequency Using the Website





Dr. Elizabeth - The Busy Professor

SJSU Faculty Member, 40

Bio

Noelle is a tenure-track faculty member for the World Languages & Literature Department. As a professor, they use the library website in order to locate resources and services for students, and additionally use it for their own research needs. When they experiencing a pain point on the library website, they often rely on their liaison librarian for information related to resources.

Goals

- Looking for resources to support their tenure, scholarship , and teaching.
- Publishing resources.
- Help students save money (affordable solutions).

Frustrations

- Expects the search bar to do a site search.
- Difficult to use the mobile site.
- Names of certain services are not clear.

Motivations to use Library Website

- Find articles and materials for student coursework.
- Access resources for their research.

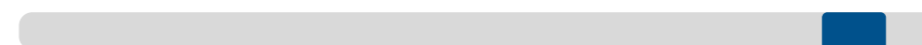
Notable Online Behaviors

- Prefers clicking over scrolling.
- Prefers desktop browsing.
- Due to time constraints, they prefer to use technologies and softwares they are familiar with (i.e. Canvas vs. Leganto).

Low

High

Research Skills



Confidence Using the Website



Frequency Using the Website

