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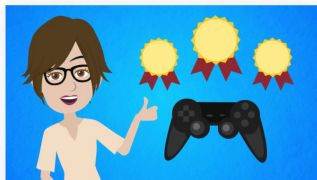
Digital Wayfarer Project

Proposed Partnership with



Step 1: Wayfarer Overview

Learn about how Debbie, a KCPL patron, navigated the Digital Wayfarer.



Step 2: Wayfarer Fun

See how gamification inspired patrons and librarians to do more with the Wayfarer.



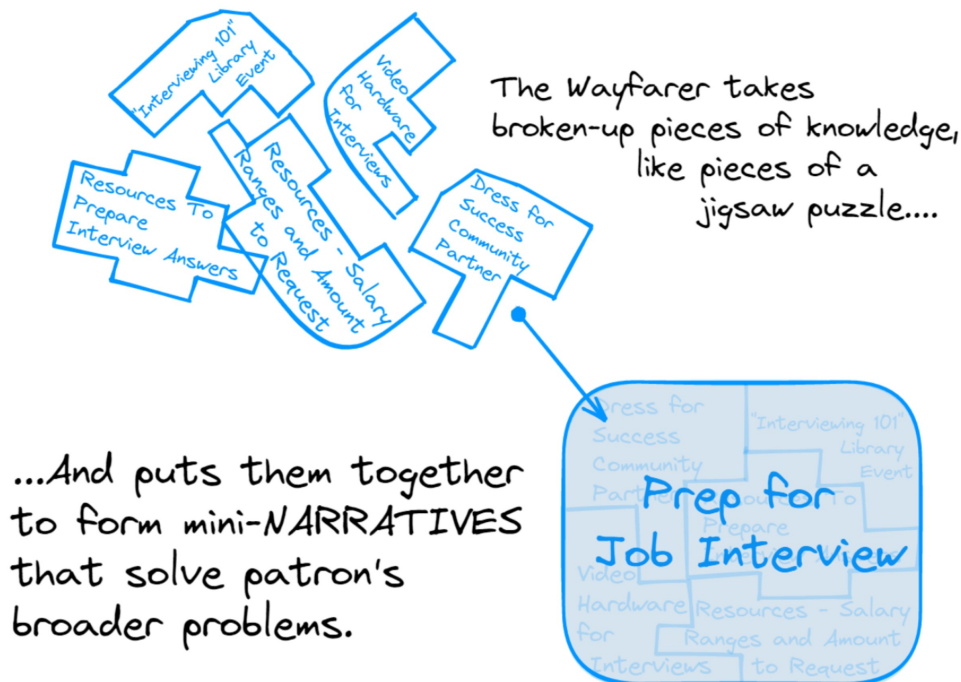
Step 3: Wayfarer Metrics

Learn how the Wayfarer dramatically enhances quantitative and qualitative data.

Step 1: Wayfarer Overview

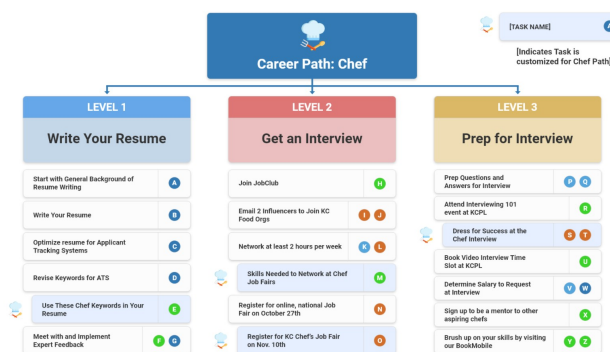
This is a story about a KCPL patron named Debbie. Debbie wants to become a chef. And here's what happened when she visited the Kansas City Public Library.

Another way to think of it is -- borrowing from a quote from John Herron, the Wayfarer takes "broken up pieces of knowledge, like pieces of a jigsaw puzzle, and puts them together to form mini-narratives that solve patrons' broader problems.



Before

Imagine getting an unstructured list of 26 resources to help you solve a problem.



After

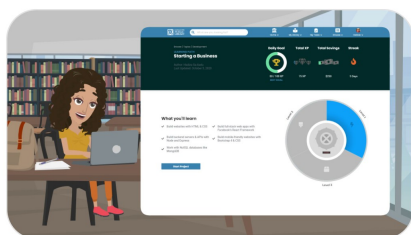
Now imagine a chronological list like this. A "Digital Wayfarer."

Step 2: Wayfarer Fun

Learn how both Debbie and Librarians had fun interacting with the Digital Wayfarer.

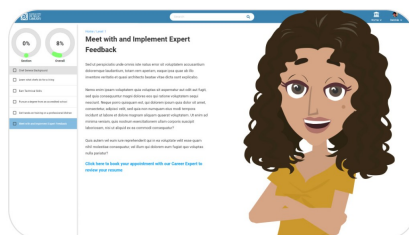
Patron Gamification

Here's how gamification worked to motivate Debbie.



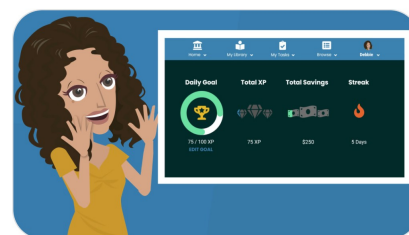
1. Debbie has a goal.

Debbie loved how when she started her path, she had a clear “endpoint” with a tangible goal to measure success -- did she get a job as a chef?



2. She makes progress.

When Debbie started her Path, she appreciated knowing her progress and seeing results with each Task she completed.



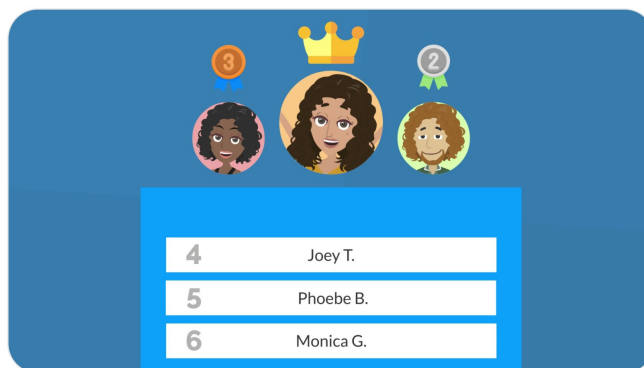
3. And she gets points!

Everyone loves getting points! For Debbie, the Dopamine boosts plus seeing how much money and time she saved with each Task she completed were critical.



4. Debbie unlocks achievements.

After Debbie completed her first Task and then a level, she got two different achievement badges marking the occasions.



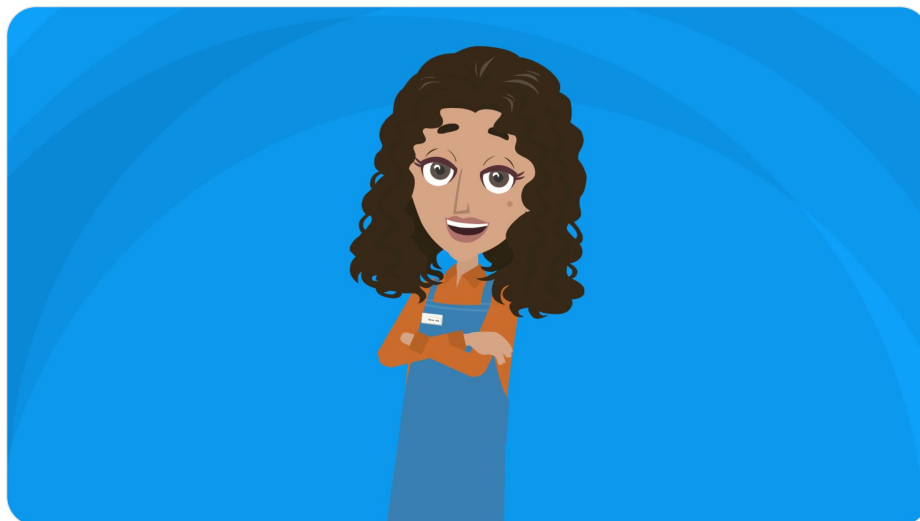
5. And strives to top the leaderboard!

Not just points and achievements, but Debbie loved competing against other avid patrons to get the most points for the month.

And when she got her job as a chef...

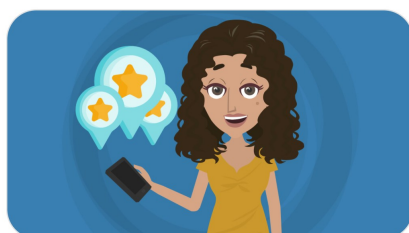
Debbie loved how learning became fun! And when she finished her path, got a job, and then completed her survey on her experience, she got a prize!

"It's the little things that matter," Debbie said, when she picked up a brand new Chef's Apron, which was donated to KCPL by Food Truck Central KC.



Libraries & Staff Gamification

Librarians have gamification incentives as well!



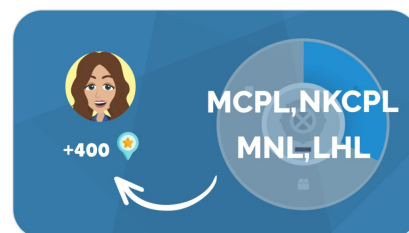
1. Patrons get points.

When Debbie completed her Chef Path, she received 1,000 points. Three other patrons also completed that Path in October, so patrons received a total of 4,000 points.



2. Librarians get points.

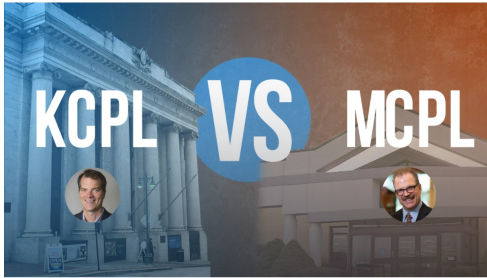
Rhiannon got 4,000 points for writing her Path. And when Debbie finished the "Starting a Food Truck" Path written by Hadiza, another librarian, Hadiza received 1,000 points.



3. And librarians get more points!

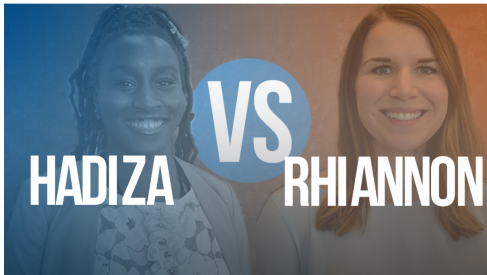
Later, when Rhiannon's content was used by other libraries, Rhiannon received 100 points each time a patron from other libraries completed the Path she wrote.

The Rumble in the (Library) Jungle



Battle #1: Library v. Library

Debbie later saw that KCPL was competing against Midcontinent to get the most points improvement per patron capita year over year in 2022. With the winner receiving a grant from a local entrepreneur. This made her feel more part of the KCPL community, like she was in it with them to “win.” She checked the Library Leaderboard and was more motivated to “learn” a bit more that day to help KCPL.



Battle #2: Librarian VS. Librarian

Hadiza, Rhiannon, and Jenny had a mini contest about which librarian’s new path would create the most points -- reaching out to their clients when they released it to help them (but also to win :)).



Battle #3: Branch v. Branch

Debbie’s selected branch in her profile was Central Library. And her Sous Chef’s branch was in Westport. So she found it exciting to compete against uppity Westportians and checked the real-time leaderboard available on kclibrary.org.

Step 3: Wayfarer Metrics

Prior to the Digital Wayfarer, Debbie's actions would most likely be measured using context-agnostic COUNTER statistics, such as views, total number of searches, and downloads.

The Status Quo

Imagine an internal profile, like a "persona." Debbie's might look like this:

Debbie S.
Joined December 2020

Usage


Search 4

Views 19

Downloads 5

Digital Wayfarer: Quantitative Metrics

But with the Digital Wayfarer tracking micro-metrics, the library was able to learn considerably more about Debbie and her interests, and better gauge her success in interactions with the library.




Debbie S.
Joined December 2020
Beginner Chef

Events


Book mobile	Library Outreach Day	12/14/2021
Author Talk	Harari Y.	1/12/2022
Author Talk	Godin S.	3/12/2022
Interview 101	SaAadu H.	12/20/2021

Demographics

Age 36

Gender 

Race Hispanic

Income 

Occupation Chef

Tier Library Evangelist



Paths


Chef
Total Points: 1,568



Child Entertainment
Total Points: 762


Immigration
Total Points: 1,210



Tasks & Resources

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Children 

Children's Books  

Self-Improvement 

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