Users? A journal has no users, it has authors!

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What if a journal were a product...

We start by designing Persona

Method:
Participatory Observation

Participants:
Editor (Library Hi Tech)
Reviewer
Author
Reader
Publisher (close connection)

http://upload.wikimedia.org/wikipedia/commons/1/1b/Frances_Densmore_recording_Mountain_Chief2.jpg
Important to him
• wants to be cited
• wants to increase their academic standing

He likes
• a quick turn-around
• salami-publications

He hates...
• backlogs
• rejections

Name: Author
Important to her
• wants to publish interesting material
• wants to increase the journal reputation (indirectly own reputation)

She likes
• backlogs (planning safety)
• authors who write regularly for the journal
• wants articles from the journal to be cited

She hates...
• inappropriate submissions
Important to him
• wants a tremendous Journal Impact Factor
• wants to have a sustainable business

He likes
• shorter and more articles
• a high rejection rate
• a backlog
• big names (same authors)

He hates...
• editors not delivering content
• authors screaming for open access
Important to him
• wants to work for a high reputation journal
• wants to read interesting articles

He likes
• short(er) articles
• citations supporting a claim

He hates...
• to waste time on bad articles
• (editors sending nasty reminders)
Important to her
• wants to read interesting articles
• wants to read up-to-date research

She likes
• shorter articles

She hates...
• backlogs
• self-citations and citation-spamming
• salami-publications
**Author: Important to him**
- wants to be cited
- wants to increase their academic standing

He likes
- a quick turn-around
- salami-publications

He hates...
- backlogs
- rejections

**Editor: Important to her**
- wants to publish interesting material
- wants to increase the journal reputation

She likes
- shorter articles

She hates...
- backlogs
- self-citations and citation-spamming
- salami-publications

**Publisher: Important to him**
- wants a tremendous Journal Impact Factor
- wants to have a sustainable business

He likes
- shorter and more articles
- a high rejection rate
- a backlog
- big names (same authors)

He hates...
- editors not delivering content
- authors screaming for open access

**Reviewer: Important to him**
- wants to work for a high reputation journal
- wants to read interesting articles

He likes
- short(er) articles
- citations supporting a claim

He hates...
- to waste time on bad articles
- (editors sending nasty reminders)

**Reader: Important to her**
- wants to read interesting articles
- wants to read up-to-date research

She likes
- shorter articles

She hates...
- backlogs
- self-citations and citation-spamming
- salami-publications

**Publisher:**

**Reviewer:**

**Editor:**

**Author:**
Who is your primary user group?

**Author: Important to him**
- wants to be cited
- wants to increase their academic standing

He likes
- a quick turn-around
- salami-publications

He hates...
- backlogs
- rejections

**Reader: Important to her**
- wants to read interesting articles
- wants to read up-to-date research

She likes
- shorter articles

**Publisher: Important to him**
- wants a tremendous Journal Impact Factor
- wants to have a sustainable business

He likes
- shorter and more articles
- a high rejection rate
- a backlog
- big names (same authors)

He hates...
- editors not delivering content
- authors screaming for open access

**Editor: Important to her**
- wants to publish interesting material
- wants to increase the journal reputation

She likes
- backlogs
- self-citations and citation-spamming
- salami-publications

She hates...
- inappropriate submissions
- backlogs (planning safety)
- authors who write regularly for the journal
- wants articles from the journal to be cited

**Reviewer: Important to him**
- wants to work for a high reputation journal
- wants to read interesting articles

He likes
- short(er) articles
- citations supporting a claim

He hates...
- to waste time on bad articles
- (editors sending nasty reminders)

**Reader: Important to her**
- wants to read interesting articles
- wants to read up-to-date research

She likes
- shorter articles

She hates...
- backlogs
- self-citations and citation-spamming
- salami-publications
Important to her
• coffee

She likes
• information behavior

She hates...
• no questions after a presentation

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