WHEN IT’S NOT ACTUALLY ABOUT THE TECH
Simple Design-Focused Insight & Planning Tools for Technology-Based Library Services
2018 Library Technology Conference, Macalester College, MN – March 14-15, 2018

Contact:

- Kris Johnson, MSU Bozeman Library – krisjohnson@montana.edu - @askkrisjohnson

Presentation Objectives:

- Attendees will learn how adopting a holistic approach to planning, using service design methodologies, can help save time for staff and create better library experiences for users.
- Attendees will learn how two very specific service design tools, Journey Maps and Service Blueprints, can easily be incorporated in the the process of creating or revamping technology-focused library services, to help make those services useful, usable, and desirable to users.

Definitions & Key Resources for More Information:

- **Customer Journey Map**: A visualization of the process that a person goes through in order to accomplish a goal.
  - Nielsen Norman Group
    - [https://www.nngroup.com/articles/customer-journey-mapping/](https://www.nngroup.com/articles/customer-journey-mapping/)

- **Service Blueprint**: An operational planning tool that provides guidance on how a service will be provided, specifying the physical evidence, staff actions, and support systems/infrastructure needed to deliver the service across its different channels.
  - Learning Space Toolkit
    - [https://learningspacetoolkit.org/services-and-support/service-blueprint/](https://learningspacetoolkit.org/services-and-support/service-blueprint/)

- **Practical Service Design Website**: [http://www.practicalservicedesign.com/](http://www.practicalservicedesign.com/)

Why Design Matters:

“It must constantly be borne in mind that the object being worked on is going to be ridden in, sat upon, looked at, talked into, activated, operated, or in some way used by people individually or en masse. If the point of contact between the product and people becomes a point of friction, then the designer has failed. If, on the other hand, people are made safer, more comfortable, more desirous of purchase, more efficient — or just plain happier — by contact with the product, then the designer has succeeded.”

*Henry Dreyfuss, Industrial Designer*
Articles & Literature:


Proposal Description:

Have you ever found yourself in a situation similar to these?

- You're the recipient of a new technology for your library, maybe equipment for a fancy visualization wall, iPads for checkout, or something not very fancy at all, like public printers. You're feeling pretty good about how to run and maintain the technology, but you didn't plan for and are really unsure about how to offer the technology as a service.
- Or, you're already offering some technology-focused services, but they're underutilized, confusing to users, or stressful for library staff. You think things could be improved, but you don't know how to start.

Service Design to the rescue! Service design is part of the larger field of ‘design’ and a lesser known cousin of the popular User Experience (UX). But service design is not an extension of UX; it is more encompassing and holistic in its approach. Tools used in the process such as the creation of user personas or holding focus groups to gain insights from users will likely be familiar to attendees of this conference. Two specific tools, Journey Maps and Service Blueprints, have been used to great success by the MSU Library and will be detailed in this session. We advocate for taking a holistic approach to launching technologies in libraries, and will provide practical advice and tools for doing so drawn from service design. Our library has been learning, experimenting, and sharing information about design for over three years, and the presenter will share practical information gained from hands on experiences coupled with evidence from the field. Because technology is ubiquitous in all we do, and we all share the common goal of providing technology-focused services that are useful, usable, and desirable to patrons, this session is applicable to libraries of all types and sizes, personnel of all levels, and projects large or small.