WHEN IT’S NOT ACTUALLY ABOUT THE TECH

Simple Design-Focused Insight & Planning Tools for Technology-Based Library Services

Kris Johnson - 2018 Lib Tech Conference
Kris Johnson

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## Mountains & Minds: MSU Bozeman at a Glance

### Enrollment
- **16,703**
  - Montana's Largest University (Fall 2017)

### Fall 2017 Freshmen
- **Average HS GPA**: 3.53
- **Average ACT Score**: 25.2
- **Average SAT Score**: 1213

### Montana Residents
- **50%**

### Nonresident Students
- **50%**

### Top 10 Student Home States
- Montana: 9,569
- Idaho: 390
- Washington: 1,212
- Oregon: 359
- California: 1,033
- Alaska: 274
- Colorado: 950
- Illinois: 214
- Minnesota: 495
- Wyoming: 208

### International Students
- 670 (from 72 countries)

### Estimated Cost of Attendance (per year)

<table>
<thead>
<tr>
<th></th>
<th>2017 / 2018</th>
<th>Resident</th>
<th>Nonresident</th>
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</thead>
<tbody>
<tr>
<td>Tuition/Fees</td>
<td>$7,080</td>
<td>$24,070</td>
<td></td>
</tr>
<tr>
<td>Room/Board</td>
<td>$9,300</td>
<td>$9,300</td>
<td></td>
</tr>
<tr>
<td>Books/Supplies</td>
<td>$1,350</td>
<td>$1,350</td>
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<tr>
<td>Total Estimated Cost</td>
<td>$17,730</td>
<td>$34,720</td>
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Design Journey @ the MSU Library

2015

Implementation

2016

Ideation

2017

Inspiration

- Liaison Design
- Journey Mapping
- Design Sandboxes
- Service Blueprints
- Consulting
- User Focused Request In Strategic Planning
- Personas
- Library Experience Group Formed

- Participatory User Experience Design with Underrepresented Populations: UXUP
- Love Letter/Breakup Letter
- Journey Mapping
- Library Master Planning
- Love Letter/Breakup Letter
- Design Research Working Group Formed

Hex UX

Liaison Design
Collaborators

Annie Downey & Joe Marquez
Reed College

Jason Greenwald & Kit Stephenson
Bozeman Public Library

Scott Young, Jacquie Frank, & Taylor Schultz
MSU Bozeman Library
This Presentation is Not About Technology

It is about technology as a service

Planning

Experience

Insight
This Presentation is Not About Technology
It is about technology as a service

Planning

Experience

Insight
Learning 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 experience for users**.

- Learn how two very specific service design tools, **Journey Maps** and **Service Blueprints**, can easily be incorporated into the process for creating or revamping **technology-focused library services**, to help make those services **useful**, **usable**, and **desirable** to our patrons.
Learning Objectives

Why we’re here

1. Spark new ideas
2. Explore design thinking
3. Generate new ways of thinking through problems
Learning Objectives

Design Matters!

Ugly Posters Not
D4D: Designing for Digital Conference

DESIGNING THE FUTURE OF LIBRARIES
March 5-7, 2018 - Austin, TX

REGISTER NOW!
Library 2.018: Design Thinking

Library 2.018 - Design Thinking: How Librarians Are Incorporating It Into Their Practice

Session recordings: To access the sessions, you need to be registered (free) and logged into this network. Then go to http://www.library20.com/page/library-2-01-design-thinking-recordings.

We're excited to announce our first Library 2.018 mini-conference: Design Thinking: How Librarians Are Incorporating It Into Their Practice, which will be held online (and for free) on Thursday, March 8th, from 12:00 - 3:00 pm US-Pacific Daylight Time (click for your own time zone).
Service Design

Service design is a holistic, co-creative, and user-centered approach to understanding customer behavior for the creating or refining of services.

-Marquez & Downey, 2015
Service Design

https://www.youtube.com/watch?v=br4-pqJZXv8&t=5s
Service Design Attributes

Described as a “mindset” by Marquez & Downey:

- Co-creation
- Making the intangible tangible
- Confirming with evidence
- Focus on user needs and expectations
- Holistic
- Empathetic
- Open minded - or- No Devil’s Advocate
- A willingness to evolve
Service Design Tools

Examples:

- Service Prototyping
- Ethnographic Studies
- Usability Testing
- Mind Mapping
- Affinity Mapping
- Personas
- Service Blueprints
- Customer Journey Maps
Service Blueprints
An operational planning tool
Service Blueprint Defined

“A service blueprint is 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
We were taking a team approach to revamping a service.

I wanted a tool the team could use to help conceptualize the service holistically.

...but also to keep them on track and on task.
<table>
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<td>Physical Evidence (What does the user see or interact with?)</td>
<td>Service &amp; User Actions (What does the user do?)</td>
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<td>Front-Line Staff Actions (What are staff doing in response to user actions, if any?)</td>
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<td>Behind the Scenes Staff Actions (What are staff doing “behind-the-scenes” to support user actions?)</td>
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CHANNELS

Physical Evidence (What does the user see or interact with?)

Service & User Actions (What does the user do?)
Front-Line Staff Actions (What are staff doing in response to user actions, if anything?)
line of visibility

Behind the Scenes Staff Actions (What are staff doing "behind-the-scenes" to support user actions?)

line of internal interaction
Support Infrastructure and Systems (What's needed to enable the user actions?)
Service Blueprint: How?
Service Blueprint: How?
Service Blueprint: How it Helps

- Helps to structure the conversation
  - Planning tool
  - Organizes brainstormed ideas
  - Allows for multiple voices
  - Can reveal hidden assumptions
  - Can be iterative
    - Use sticky notes!
QUESTIONS?
Service Blueprints
Journey Maps

A visual representation of the user experience
Customer Journey Map Defined

“A customer journey map is a visualization of the process that a person goes through in order to accomplish a goal. It’s used for understanding and addressing customer needs and pain points.”

- Nielsen Norman Group
Journey Map: Why?

We field a huge number of request for printing assistance.

I wanted a tool my staff could use to see the process from the users’ viewpoint.....

....that would help them make improvements to the process.
Journey Map: How?

Step #1: Send a user on a journey
  ● Have them do something
Journey Map: How?

Step #2: Have the user document the journey/experience

- Notes, general impressions fine

You remember things better when you write them down by hand. Here's why.
Journey Map: How?

**Step #3:** Translate the notes into a journey map template

- Use sticky notes
- There are tons of templates to choose from
Journey Map: How?

**Step #4: Analyze**

- What went well?
- Pain points
Journey Map: How?

Step #5: Make Changes

- Small
- Large
- Iterate

Why we’re here

- Spark new ideas
- Explore design thinking
- Generate new ways of thinking through problems
Dish Customer Journey Map

This blueprint represents all of the customer facing and behind the scenes interactions involved in setting up satellite TV service.

Jane, 33
"Just moved to Red Hook and need to set up a TV service."

Customer Satisfaction

Meet

Shop

Commit & Install

Advocate

Dish Customer Facing Interactions

Dish Advertising

Dish Sales Channels

Process & Place Order

Installation

Develop Brand Loyalty

Line of Visibility

Marketing Team

Cart IT Team

AXIOM

Accounting

Hardware Logistics

Install Agent

New Product & Service Development Team

Discount

Cart

Dish.com

IT Team

Sales Rep.

Hiring & Training

Dispatcher

Uplink Center

Network

Negotiation

Bill

Collection
QUESTIONS?

Journey Maps
Service Blueprints & Journey Maps

A Powerful Combination

● Used together, these tools can improve any library service
  ○ Wayfinding, Printing, Visualization Walls, Large, Self-Check, Tech Checkouts...
Parting Thoughts
Why design matters
1. Design is Everywhere
Design thinking is an essential tool for simplifying and humanizing. It can’t be extra; it needs to be a core competence.
3. We are all designers
4. Go forth and design!