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
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Mountains & Minds: MSU Bozeman at a Glance

**ENROLLMENT**
- **16,703**

**MONTANA’S LARGEST UNIVERSITY**
- **FALL 2017**
  - Average HS GPA: 3.53
  - Average ACT score: 25.2
  - Average SAT score: 1213

**ESTABLISHED**
- **1893**

**BOZEMAN, MT**
- **MONTANA’S LAND-GRAnt UNIVERSITY**

**MSU BOBCATS**
- **NCAA DIV 1 ATHLETICS**
  - **BIG SKY CONFERENCE**

**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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<tbody>
<tr>
<td>Tuition/Fees</td>
<td>$7,080</td>
<td>$24,070</td>
<td></td>
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<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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</table>
Design Journey @ the MSU Library
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

Insight

Experience
Silicon Valley HBO - Pied Piper Platform Usability Test: "Totally ...

https://www.youtube.com/watch?v=MI92QEqE-RQ
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
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
What is 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
Service Blueprint: Why?

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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<th>CHANNELS</th>
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<td>Physical Evidence (What does the user see or interact with?)</td>
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<td>Front-Line Staff Actions (What are staff doing in response to user actions, if anything?)</td>
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<tr>
<td>Behind the Scenes Staff Actions (What are staff doing &quot;behind-the-scenes&quot; to support user actions?)</td>
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<tr>
<td>Support Infrastructure and Systems (What's needed to enable the user actions?)</td>
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CHANELS

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?)
Behind the Scenes Staff Actions (What are staff doing "behind-the-scenes" to support user actions?)
Support Infrastructure and Systems (What's needed to enable the user actions?)
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
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 a satellite TV service.

1. Meet
   - "Why do I need to pay for channels I don't watch?"
   - "What's Dish TV Service like?"
   - "Can Dish get the show I want to watch?"
   - "Why do I have to go out of my way to install?"

2. Shop
   - "Tired of watching and saving money with TV service?"
   - "Want a fixed monthly price?"
   - "What do you see that's new?"
   - "Did you see that show?"

3. Commit & Install
   - "Dish has the show I want to watch the least amount of money."
   - "What is the installation process like?"
   - "The installation is very nice."
   - "Prior to the service, I had the service on hold for 2 months."

4. Advocate
   - "How was the installation?"
   - "The bill is surprisingly lower."
   - "No more monthly service fees."
   - "The service program is very nice."

Customer Satisfaction

Jane, 33
"I just moved to Red Hook and need to set up a TV service."
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.
Jon Kolko
http://www.jonkolko.com/
3. We are all designers
4. Go forth and design!
Presentation Credits

- **Presentation Design:**
  - FGST0015 - UX Theme Presentation Template - Free Google Slides template: [https://docs.google.com/presentation/d/1dzrtEv2S6VRkVDlfTzm9FNuc4hCPvW0jF5O9_7geA/edit#slide=id.g16dc4b7341_0_855](https://docs.google.com/presentation/d/1dzrtEv2S6VRkVDlfTzm9FNuc4hCPvW0jF5O9_7geA/edit#slide=id.g16dc4b7341_0_855)

- **Slide #1:**
  - Journey map photo: Kris Johnson (author)

- **Slide #3:**

- **Slide 4:**
  - MSU Mountains and Minds - Author screengrab from: [http://www.montana.edu/marketing/about-msu/](http://www.montana.edu/marketing/about-msu/)

- **Slides 5-6:**
  - Rodeo photos: MSU University Communications Office via official MSU Facebook page: [https://www.facebook.com/montanastate/](https://www.facebook.com/montanastate/)

- **Slide 8:**
  - Collaborators: Provided by individual collaborators

- **Slide 9:**
  - Images built into free Google Slide template

- **Slide 11:**
  - Clip from HBO's Silicon Valley, provided online by HBO via YouTube: [https://www.youtube.com/watch?v=Ml92QEqE-RQ](https://www.youtube.com/watch?v=Ml92QEqE-RQ)
Presentation Credits

- Slide #13:
  - Objectives photo: Kris Johnson (author)
- Slide #14:
  - Design Matters photo: Kris Johnson (author)
- Slide 15:
- Slide 16:
- Slide 18:
  - What is Service Design? From the UK Design Council via YouTube: [https://www.youtube.com/watch?v=br4-pqjZXv8&t=5s](https://www.youtube.com/watch?v=br4-pqjZXv8&t=5s)
- Slide #24:
  - Service Blueprint - Author screengrab from a file modified from the Learning Space Toolkit: [https://learningspacetoolkit.org/services-and-support/service-blueprint/index.html](https://learningspacetoolkit.org/services-and-support/service-blueprint/index.html)
- Slides #25-28:
  - Service Blueprint Details - Author screengrabs from a file modified from the Learning Space Toolkit: [https://learningspacetoolkit.org/services-and-support/service-blueprint/index.html](https://learningspacetoolkit.org/services-and-support/service-blueprint/index.html)
- Slide #29:
  - Service Blueprint Photo - Provided to Kris Johnson (author) by MSU Bozeman librarians Sara Mannheimer and Scott Young
- Slide #30:
  - Service Blueprint Image - Provided to Kris Johnson (author) by MSU Bozeman librarians Sara Mannheimer and Scott Young
Presentation Credits

- Slide 32:
  - Image built into free Google Slide template
- Slide #36:
  - Journey Mapping Photo - Provided to Kris Johnson (author) by Reed College librarians Joe Marquez and Annie Downey
- Slide #37:
  - Notepad Notes Image - James Doubek/NPR: [https://www.npr.org/tags/474526654/notes](https://www.npr.org/tags/474526654/notes)
- Slide #38-40:
  - Journey Map photos: Kris Johnson (author)
- Slide #41:
  - Journey Mapping Graphic - Provided to Kris Johnson (author) by Reed College librarians Joe Marquez and Annie Downey
- Slide #42:
  - Objectives photo: Kris Johnson (author)
- Slide #43:
- Slide 44:
  - Image built into free Google Slide template
- Slide #47:
  - Elevator photo: Kris Johnson (author)
Presentation Credits

- Slide 48:

- Slide 49:

- Slide 50:

- Slide 51:
  - Thank You - Author screengrab from: https://www.thebalance.com/thank-you-letters-4073099