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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- @askkrisjohnson
- www.linkedin.com/in/askkrisjohnson
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

FALL 2017 FRESHMEN
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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<tbody>
<tr>
<td>Tuition/Fees</td>
<td>$7,080</td>
<td>$24,070</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>
<td></td>
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<tr>
<td>Total Estimated</td>
<td>$17,730</td>
<td>$34,720</td>
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Design Journey @ the MSU Library

- Participatory User Experience Design with Underrepresented Populations: UXUP
- Journey Mapping
- Love Letter/Breakup Letter
- Service Blueprints
- User Focused Request In Strategic Planning
- Personas
- Library Experience Group Formed
- Design Research Working Group Formed
- Consulting
- Library Master Planning
- Love Letter/Breakup Letter
- Design Sandboxes
- Journey Mapping
- Hex UX
- User Focused Request In Strategic Planning
- Liaison Design
- Consulting
- User Focused Request In Strategic Planning
- 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

- Spark new ideas
- Explore design thinking
- Generate new ways of thinking through problems
Learning Objectives
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 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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<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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<td>Behind-the-Scenes Staff Actions (What are staff doing &quot;behind-the-scenes&quot; to support user actions?)</td>
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<td>Support Infrastructure and Systems (What's needed to enable the 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?)
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?
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.

1. Meet
   - Jane, 33
   - "I just moved to Red Hook and need to set up a TV service."

2. Shop
   - Customer Satisfaction
   - Dish Advertising
   - Dish Sales Channels
   - Process & Place Order
   - Installation
   - Develop Brand Loyalty

3. Commit & Install
   - 82%
   - 17%
   - 1%

4. Advocate
   - Dish Behind-the-Scenes Teams & Processes
   - Marketing Team
   - Cart IT Team
   - Axiom
   - Accounting
   - Hardware Logistics
   - Install Agent
   - Network Negotiation
   - Bill Collection
   - Dish.com IT Team
   - Sales Rep.
   - Dispatcher
   - Uplink Center
   - New Product & Service Development Team
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.
Design Thinking Comes of Age

The approach, once used primarily in product design, is now infusing corporate culture.

by Jon Kolko

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/1dzrtEv2S6VRkVDlfTZqm9FNuc4hCPvW0jqF5O9_7qeA/edit#slide=id.g16dc4b7341_0_855](https://docs.google.com/presentation/d/1dzrtEv2S6VRkVDlfTZqm9FNuc4hCPvW0jqF5O9_7qeA/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

- 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](https://www.thebalance.com/thank-you-letters-4073099)