From Customer Service to User Experience
Using Design Thinking to Exceed User Expectations

Pioneer Library System

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Presented by Steven J. Bell
Resource Page

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Articles of Interest

Brown, Tim. 2005. Strategy by design.. Fast Company 95 (June): 52-54
http://www.fastcompany.com/magazine/95/design-strategy.html


Martin, Roger. Tough love: business wants to love design but it’s often an awkward romance. Fast Company 109 (October): 54-58. 2006


Pethokoukis, James M. The Deans of design: from the computer mouse to the newest Swiffer, IDEO is the firm behind the scenes. U.S. News & World Report October 2006
General Thinking About Technology Adoption


Design Thinking


Dunne, David and Martin, Roger. Design thinking and how it will change management education. Academic of Management Learning and Education V.5 N.4 2006 p.512


Pethokoukis, James M. The Deans of design: from the computer mouse to the newest Swiffer, IDEO is the firm behind the scenes. *U.S. News & World Report* October 2006

Pink, Daniel. *A Whole New Mind: Why Right-Brainers Will Rule the Future.* Riverhead Trade, 2006. (a great read, but if you are short on time just read the chapter on design)


**User Experience (UX)**


**Other Sites of Interest**

Seth Godin’s “This is Broken” presentation http://video.google.com/videoplay?docid=-4101280286098310645&q=seth+godin&hl=en

Tim Brown’s “Innovation through Design Thing” presentation http://mitworld.mit.edu/video/357/

Bell, Steven J. 2006. iPods and Pencils: It’s the User Experience Age and We’re Not Ready.
http://acrlblog.org/2006/02/27/ipods-and-pencils-it%e2%80%99s-the-user-experience-age-and-we%e2%80%99re-not-ready

ACRLog
http://www.acrlblog.org

The Blended Librarians Web Site
http://blendedlibrarian.org

Designing Better Libraries (Design Thinking, Innovation, User Experiences)
http://dbl.lishost.org

Good Experience
http://www.goodexperience.com

McMaster University Libraries: Transforming our Future
http://ultransform.wordpress.com

TechLearning
Weekly updates with tips, advice, and ideas for educational uses of technology
http://www.techlearning.com/forms/newsletter.jhtml (subscribe here)

Kept-Up Academic Library
http://keptup.typepad.com

Steven Bell’s Keeping Up Web Site
http://stevenbell.info/keepup

The Squirrel Experiment
http://www.jimcarroll.com/flash/stopsign.htm

Technology Reading List
http://stevenbell.info/keepup/readinglists.htm

The reading list is a set of RSS feeds that can be imported into Bloglines, a popular news aggregator. When imported, all of feeds will automatically be subscribed in the news aggregator. This simplifies the process of adding all the new feeds to the aggregator. Instructions on how to use the reading list, with Bloglines, is found on the page.

Additional Sites Mentioned in Presentation
Google Video of Socket Wrench (Ratchet)
http://video.google.com/videoplay?docid=7023584523277855660&q=socket+wrench

WebJunction Training Site

Sirsi-Dynix Institute

OPAL (Online Programming for All Libraries)
http://www.opal-online.org/

ACRL e-learning programs
http://www.ala.org/ala/acrl/acrlproftools/elearning.htm

Blended Librarians Web Site
http://blendedlibrarian.org

College of DuPage – Soaring to Excellence

PLCMC Learning 2.0
http://plcmcl2-things.blogspot.com/

Beyond the Job
http://librarycareers.blogspot.com/

A Library Writer’s Blog
http://librarywriting.blogspot.com/