

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

Contact Information

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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>

Heskett, John. 2002. Toothpicks & logos: design in everyday life. Oxford: Oxford University Press. p.4.

Kelley, Tom and Jonathan Littman. 2001. The art of innovation: Lessons in creativity from IDEO, America's leading design firm. New York: Currency Books.

Kotler, Philip and G. Alexander Rath. 1984. Design: a powerful but neglected strategic tool. *Journal of Business Strategy* 5 (fall): 16-21.

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

Merritt, Jennifer and Louis Lavelle. 2005. Tomorrow's b-school? It might be a d-school. *BusinessWeek* 3945 (August): 80-81.

Pfeiffer, Andreas. Why Features Don't Matter Anymore. *E-Week.com*. January 23, 2006.
<http://www.eweek.com/article2/0%2C1895%2C1914493%2C00.asp>

Potter, Norman. 2002. What is a designer: things, places, messages . London: HyphenPress.

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

John Stuckey. "Critical Thinking for the Google Generation." *Ubiquity* 7(21) May 2006.
http://www.acm.org/ubiquity/views/v7i21_stuckey.html

Steven Bell. "The Ratcheting Up of Technology." *ACRLog* February 20, 2006.
<http://acrblog.org/2006/02/20/the-ratcheting-up-of-technology/>

Walt Crawford. "A Dozen Solutions to Every Library Problem." *American Libraries* April 2004.
http://www.ala.org/al_onlineTemplate.cfm?Section=crawford2004&Template=/ContentManagement/ContentDisplay.cfm&ContentID=62758

Michael Casey. "Emerging Technology and the Emerging Divide." *LibraryCrunch* February 19, 2006.
http://www.librarycrunch.com/2006/02/evolutionary_technology_and_th.html

Michael Stephens. "Technoplans vs. Technolust." *Library Journal* November 1, 2004.
<http://www.libraryjournal.com/article/CA474999.html>

Design Thinking

Bell, Steven J. and John Shank. *Academic Librarianship by Design: A Blended Librarian's Guide to the Tools and Techniques*. Chicago : ALA Editions, 2007.

Bell, Steven J. Design Thinking. *American Libraries* 39(1): January-February 2008

Brown, Tim. Design Thinking. *Harvard Business Review* 86(6): June 2008.

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<http://www.fastcompany.com/magazine/95/design-strategy.html>

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

Mendonca, Lenny T. and Hayagreeva Rao. Lessons from innovation's front lines: an interview with IDEO's CEO. *The McKinsey Quarterly*. November 2008.
http://www.mckinseyquarterly.com/Strategy/Innovation/Lessons_from_innovations_front_lines_An_interview_with_IDEOs_CEO_2185

Nussbaum, Bruce. *Nussbaum on Design*. A blog from BusinessWeek's in-house expert on design and innovation.
<http://www.businessweek.com/innovate/NussbaumOnDesign/>

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)

Rae-Dupree, Janet. Design is more than packaging. *New York Times*. Oct. 4, 2008.
http://www.nytimes.com/2008/10/05/business/05unbox.html?_r=1&ei=5070&emc=eta1&oref=slogin

Scanlon, Jessie. Wanted: VPs of Design. *BusinessWeek*. August 29, 2007.
http://www.businessweek.com/innovate/content/aug2007/id20070829_407662.htm
(add BusinessWeek's Innovation supplement to your regular reading; see more at:
<http://www.businessweek.com/innovate/> - yes – there is an rss feed for it)

Shedroff, Nathan. Design: A better path to innovation. *Interactions* 5(6), November/December 2008, pp. 35-41.

User Experience (UX)

Diller, Steve, et. al. *Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences*. New Riders Press, 2008.

Garrett, Jesse James. *Customer Loyalty and the Elements of User Experience*. Design Management Review, Winter 2006.

Merholz, Peter, et.al. *Subject to Change: Creating Great Products & Services for an Uncertain World*. O'Reilly Media, 2008.

Knemeyer, Dirk. Defining Experience: Clarity Amidst the Jargon. *UX Matters*. April 12, 2008
<http://www.uxmatters.com/MT/archives/000277.php>

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/>

"To Improve What You Do – Study People" – ACRLog post on May 15, 2006
<http://acrblog.org/2006/05/15/to-improve-what-you-do-study-people/>

Library Success: A Best Practices Wiki

See: Staff Training

http://www.libsuccess.org/index.php?title=Staff_Training

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

<http://www.webjunction.org/do/Navigation?category=372>

Sirsi-Dynix Institute

<http://www.sirsidynixinstitute.com/future.php>

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

<http://www.dupagepress.com/COD/index.php?id=1168>

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/>