

# Designing Better Library Experiences

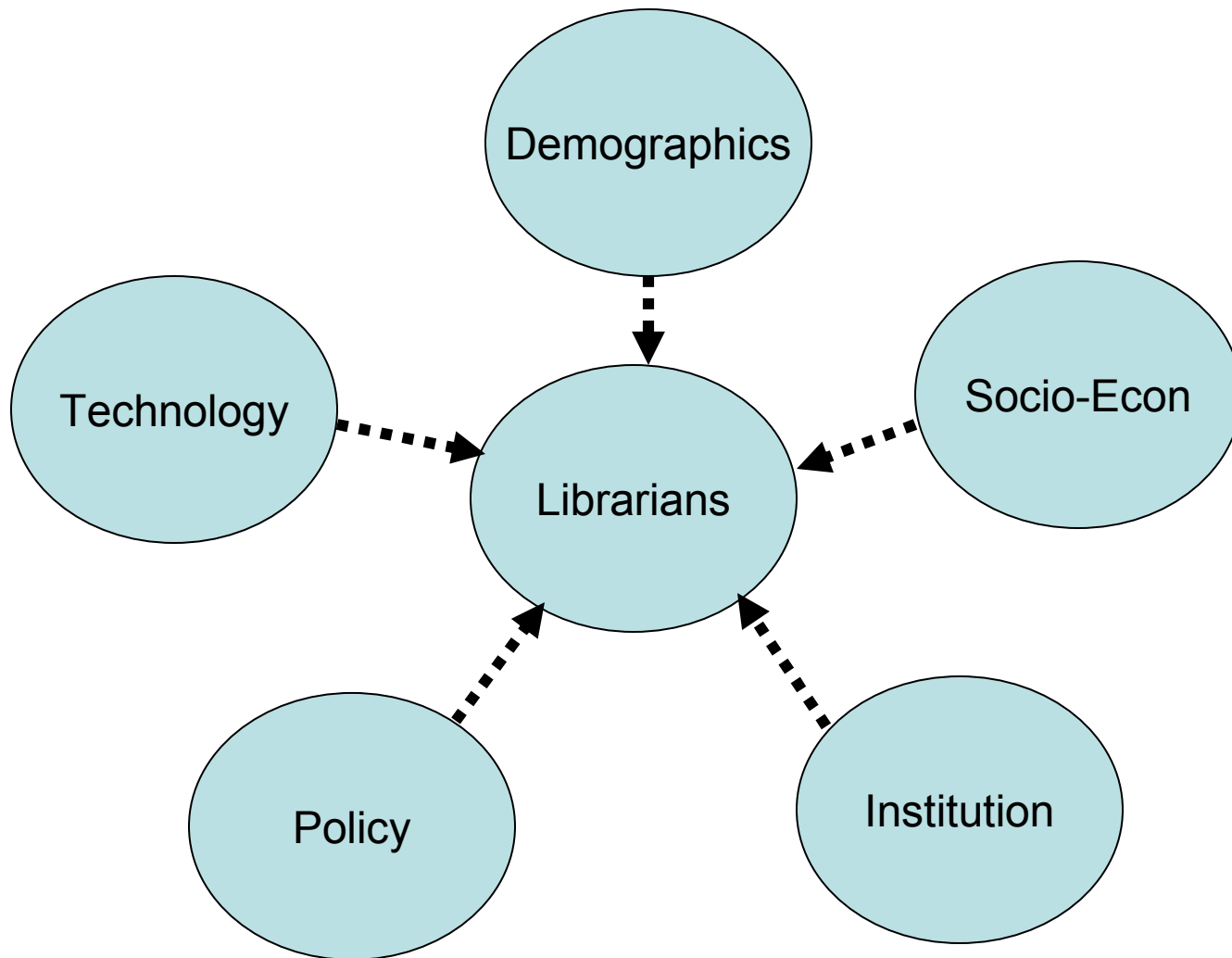
Evolving Professionally Through Design  
Thinking

**Indiana Library Federation**  
**District One Conference**  
**March 13, 2007**

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# Forces of Change



# Only The Paranoid Survive

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Andy Grove, Founder of Intel, wrote this book about surviving competition and change

Wrote about the “inflection curve”

We have no control over the “forces of change” but we can control our strategy

# What I'd Like To Cover

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- Three socio-tech trends
- Thinking about the library user experience
- Integrating design thinking into practice
- Blended Librarian – evolving role

# The Age of User Experience

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**Macintosh**

**Why Features Don't Matter Any More**

By Andreas Pfeiffer  
January 23, 2006

**TALKBACK**  
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**Opinion: As Apple's iPod shows, success in technology has less and less to do with features, and more to do with ease of use. Welcome to the Age of User Experience.**

## What Defines It?

- Make it simple
- Complexity/Confusion are deal breakers
- If you have to learn it – we have a problem
- Good design is critical
- Features get used if they provide a good user experience
- Users don't want to think about how it works

# Google Experience vs. Library Experience

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## GOOGLE

- Simple
- Satisfies instant gratification
- No unnecessary features
- Millennial seal of approval

## LIBRARY

- Complex
- Takes time to learn
- Many features
- Added value
- Better quality
- Personalized help

**Simplicity – Complexity Conundrum** – how to resolve the tension between the two yet encourage quality research and education

# Experience Economy

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- Book about designing user experiences
- Moving from commodities to experiences
- Make it memorable
- It has to work

# What's Broken At Your Library?

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- Library anecdote – “This is broken”
  - Watch this [presentation](#)
-



Wired 14.07: People Power - Microsoft Internet Explorer

Address: http://www.wired.com/wired/archive/14.07/people.html

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Issue 14.07 - July 2006

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## People Power

Blogs, user reviews, photo-sharing – the peer production era has arrived.

By Chris Anderson Page 1 of 1

**First, steam power replaced muscle power and** launched the Industrial Revolution. Then Henry Ford's assembly line, along with advances in steel and plastic, ushered in the Second Industrial Revolution. Next came silicon and the Information Age. Each era was fueled by a faster, cheaper, and more widely available method of production that kicked efficiency to the next level and transformed the world.

Now we have armies of amateurs, happy to work for free. Call it the Age of Peer Production. From Amazon.com to MySpace to craigslist, the most successful Web companies are building business models based on user-generated content. This is perhaps the most dramatic manifestation of the second-generation Web. The tools of production, from blogging to video-sharing, are fully democratized, and the engine for growth is the spare cycles, talent, and capacity of regular folks, who are, in aggregate, creating a distributed labor force of unprecedented scale.

The evidence is all around us. There are standard-bearers like Wikipedia and Yahoo's Flickr photo-sharing service. There are entire realms that *Second Life* users are creating from scratch. And there is the enormous audience that YouTube has conjured with its idiotproof video-sharing technology.

There's also gold in the casual Web droppings we all leave online. Much of the value of Amazon and Netflix comes from their tens of millions of customer reviews. Your click trail on Amazon is used to create better recommendations for those who follow. Your query on Google and the pages that you find relevant give feedback that fine-tunes the search algorithms. The ads you click don't just boost revenue for Google, they also tell it how much to charge the next advertiser. These companies have

**Six Trends Driving the Global Economy:**

- People Power
- Video Unlimited
- Personalize It
- Carbon Killers
- Buy It Now
- All-Access Economy

**Story Tools**

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- Wow! The best analgetic near microp...

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# Technology Ratchet

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## What Technologies Make You Feel Pressured?

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- Web Technologies
  - blogs, wikis, rss, aggregators, social collaboration tools, social networks, flickr, tagging, folksonomies, gaming, podcasts...
- Library Technologies
  - link resolvers, federated search, institutional repositories, open worldcat...
- Academic Technologies
  - courseware, hardware/software, learning objects screencasting...

# Design Thinking

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- Approaching library problems the way designers approach design problems.
- Three I's of design thinking
- “Librarianship by Design” draws mostly from instructional design for influence
- How is it different?
  - Thoughtful process to create new services
  - Integrates needs assessment and evaluation
  - User-centered not technology-driven

# Design Thinking

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- Empathetic Design
- Prototyping process
- Formative and summative evaluation

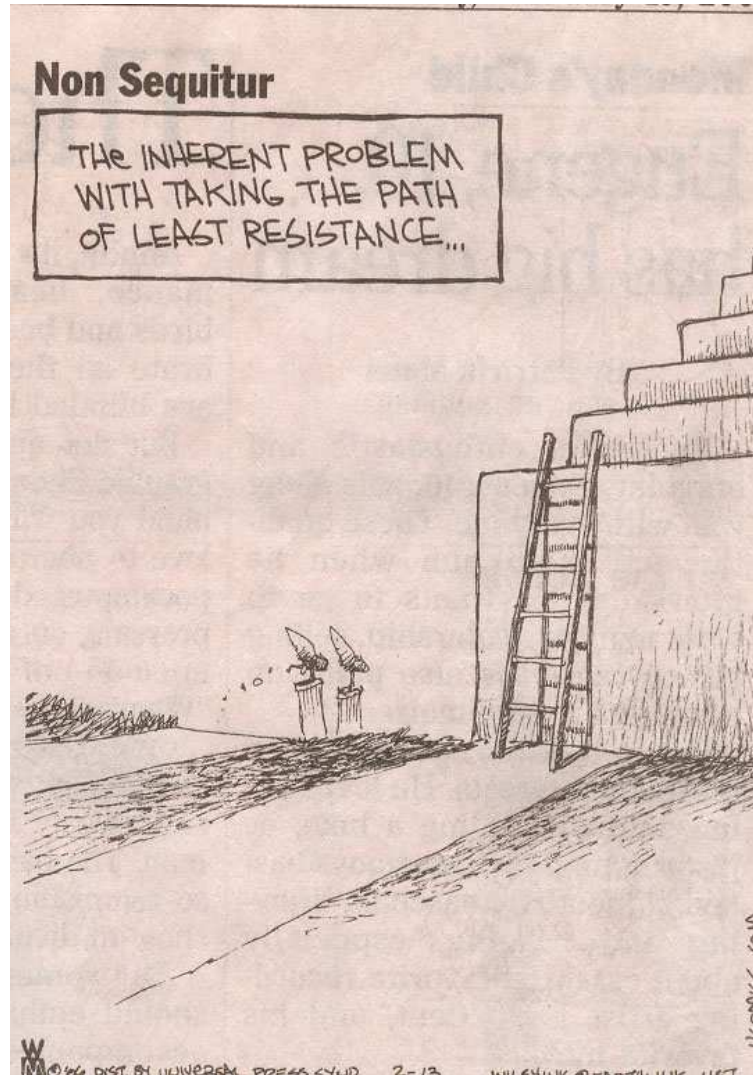
# Design a Better Library User Experience

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- Design for local audiences
  - Design for personal experiences
  - Design around information options
  - Design for outcomes not features
  - Design for success stories
  - Design for user education
-

# Help Students Choose The Right Path...

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# Blended Librarianship

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- A librarian who combines the traditional skill set of librarianship
  - with the information technologist's hardware/software skills,
  - and the instructional or educational designer's ability to apply technology appropriately in the teaching-learning process.
- Like design thinking it is about combining skills to create a hybrid professional

# For More Information

- [Blended Librarians' Web Site](#)
- Blended Librarians' Online Learning Community
- Join our next webcast event
  - March 22: George Lorenzo on “Surfing the Noise: Riding the Online Knowledge Wave”



# Remember To Keep Up

- Keeping up promotes innovation
- Keeping up keeps you “change ready”
- Journals, newsletters, TOC alerts, RSS and aggregators, webcasts, and more
- Develop a personal strategy for personal professional development – visit the [Keeping Up Web Site](#) for more ideas

# Change: Learn To Evolve

Example One – Jim Carroll's [squirrel experiment](#)

Example Two – [David Bishop](#), retiring University Librarian at Northwestern U.

Questions...

Discussion...

Blackboard Learning System - Basic Edition - Microsoft Internet Explorer

Address: http://bb/webapps/portal/frameset.jsp?tab=courses&url=/bin/common/course.pl?course\_id=\_3230\_1

PHILADELPHIA UNIVERSITY

Home Help Logout

My PhilaU Courses System Admin

Blackboard Support for Faculty & Students

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- Course Information
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Tools

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- Course Tools
- Course Map
- Control Panel
- Quick Unenroll
- Refresh
- Detail View

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August 23, 2006 - August 30, 2006

**Wed, Jan 05, 2005 -- Get It At Gutman - Library News** Posted by Steven Bell




[Get It At Gutman](#)

- [Library Macs Experiencing Some Issues](#)  
All of the Mac computers in Gutman Library are currently experiencing some technical difficulties. They are working but they are not printing. So if you need to print use a PC. Also, when there is a logon error (e.g., wrong...
- [Industrial Design Students Display Their Projects](#)  
The work of students in our Industrial Design program is currently on display at Gutman Library. (click to full story for photos) In the upper and lower level display cases we are featuring projects students completed during summer internship programs....

**Tue, Aug 29, 2006 -- Financial Times - U.S. News** Posted by Steven Bell

[FT.com - US and Canada](#)  
[FT.com - US and Canada](#)

- [Fed minutes point to 'close call' on rates](#)  
US stocks and bonds rose after the minutes of the last Federal Reserve interest rate-setting meeting revealed no apparen...
- [Gulf coast faces long recovery, says Bush](#)  
President George W. Bush acknowledged that his government "fell short of its responsibilities" following Hurricane Katri...
- [How US public funds fuel private equity](#)  
America's state pension pots are increasingly committed to buy-outs and corporate overhauls. Returns have been good but ...





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- Annual Reports
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- Finance
- International Business
- Marketing
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#### Get Help For SBA Course Assignments

#### FAQ for SBA Students

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Want to ask a question or get more help?



IM Steven Bell at  
sbell4SBAhelp

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Use for general business research; best for scholarly business articles

#### ProQuest ABICombined

ABI/Inform, plus hundreds of trade journals and regional business newspapers

#### EBSCO Business Source Premier

Use for general business research; features SWOT reports and industry reports

#### Business & Company Resource Center

A one-stop shop for company and industry

#### Hoover's Online – Premium Edition

Use for company and industry information and news; identify employers by criteria such as type of business, size of business

#### Valueline Research Center

Use for public company research. Contains company and industry analysis. Favored resource for stock analysis and investment.

#### More business databases...

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- [Company Information >](#)
- [Industry Information >](#)
- [SWOT Analysis Research Help >](#)
- [B122 Information Literacy Page](#)
- [E822 Information Literacy Page](#)
- [B421 Information Literacy Page>](#)

#### Business News (NY Times)

##### U.S. Seeks Bigger China Role in I.M.F.

In an effort to gain economic cooperation, the U.S...

##### Market Place: Kraft Foods Is Inching to a Spinoff

Kraft Foods wants to spin off from the Altria Grou...

##### Universal Music Group and an Online Site Plan a Joint Venture to Challenge iTunes

A new service, supported by advertisements, will l...

##### Fed's Notes See Easing in Growth

The minutes of the Federal Reserve's Aug. 8 meetin...



## Blogger Post

Publishing to **Bell's Test Blog Site.**



**Post Title 0: Post**



**Sarah Ann Long**  
North Suburban Library System  
Director

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With a successful career that includes positions in virtually all types of libraries, Sarah A. Long can easily be characterized as a strong leader with a eye on the present and a vision for the future. An accomplished, career leader, manager, motivational

**Our Libraries**

**Ever-changing landscape adds new dimensions for librarians**

August 13, 2006  
The Daily Herald

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"Now is the best time to be a librarian," said David Bishop, University Librarian at Northwestern University. Bishop will be retiring as the Charles Deering McCormick University Librarian later this summer.

"When I first came into the field, about 40 years ago, the environment was 100% print. There were no photocopies, no fax machines and certainly no readily available electronic information. Now the environment is predominately electronic. Users' expectations of information have changed dramatically. For example, at home if I have a question, I go to my computer and use Google and get an answer. It just happens naturally without much thought on my part. The driving force in finding information is time and effort. We want it to be quick and easy and it is. The wide availability of this approach to finding information has dramatically changed the behavior of people who use libraries. The World Wide Web and Google are the driving forces making this happen. Librarians are in

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Sarah Long's "[The Daily Herald](#)" August 13, 2006

"We have watched whole professions go out of business as a result of changes in technology. Libraries are not immune. Change must happen soon and across the board if libraries of all types are to remain viable."

David Bishop  
Retired University Director  
Northwestern University





OCTOBER 9, 2006

THE BEST D-SCHOOLS FOR CREATIVE TALENT

## The Talent Hunt

Desperate to innovate, companies are turning to design schools for nimble, creative thinkers



Tech geeks love Mozilla's Firefox browser, which is impervious to most viruses, but mainstream move beyond invention (cool browser, neat functions) to an innovation that translates into market success (MSFT's Explorer)? It's a perfect problem for a classroom case study. So last spring at Stanford University. But instead of going to the business school, they headed for the double-wide trail of Design, dubbed the "D-school" on campus. The course was team-taught by Stanford professors

### HYBRID GRADS

What characterizes the best D-schools and design programs? First, they are multidisciplinary. They combine engineering, business, design, and social sciences. They team-teach using groups of professors and outside professionals. And they teach students who are organized in groups to operate as teams.

Second, they can be found in both D-schools and B-schools, plus the growing number of joint ventures between the two. B-schools are adding design course tracks. Engineering schools are opening innovation centers. Classical design schools are adding business components.

Third, D-school grads are special. Call them hybrids or polymaths, they are people with both extraordinary depth in a field and the breadth of knowledge to apply it. "A lot of companies have multidisciplinary teams -- marketing people, engineers, designers, strategists. But having all those parts embedded in one person's brain - that really puts you over the edge in terms of being able to innovate," says Colleen Murray, an IIT Institute of Design graduate at innovation strategy firm Jump Associates.



# The Three “I”s of Design Thinking

- Inspiration – where do good ideas come from
- Ideation – having good ideas and the ability to build on them.
- Implementation – how we put ideas into practice (execute/implementation)

