

# WHEN IT'S NOT ACTUALLY ABOUT THE TECH

Simple Design-Focused Insight & Planning Tools for Technology-Based Library Services

ON STAGE

Things

People

Behaviors

Attitudes

# Kris Johnson



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# Mountains & Minds: MSU Bozeman at a Glance



MSU  
QUICK  
FACTS

ENROLLMENT  
**16,703**

MONTANA'S  
LARGEST  
UNIVERSITY  
FALL 2017

ESTABLISHED  
**1893**

BOZEMAN, MT  
MONTANA'S LAND-GRANT  
UNIVERSITY

FALL 2017 FRESHMEN

Average HS GPA

**3.53**

Average ACT score

**25.2**

Average SAT score

**1213**



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

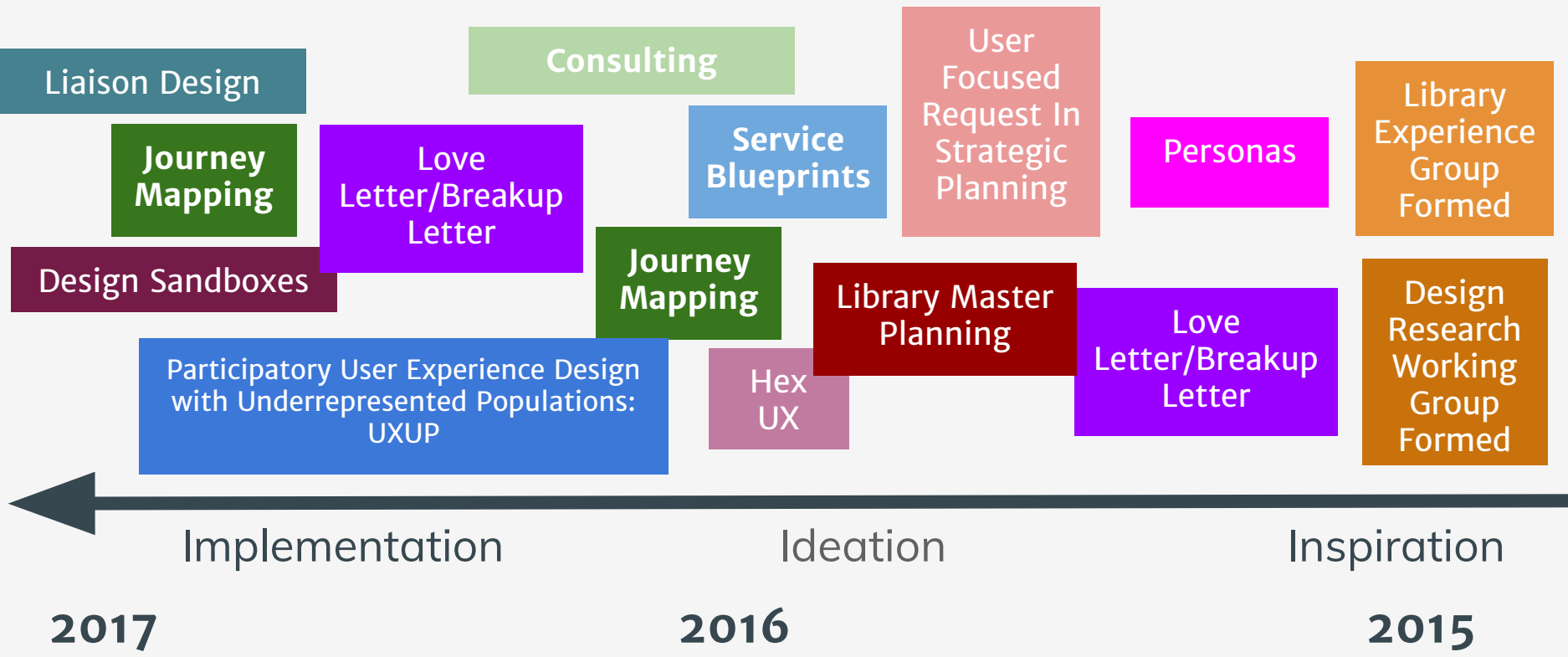
670 (FROM 72 COUNTRIES)

Estimated Cost of Attendance (per year)

2017 / 2018	Resident	Nonresident
Tuition/Fees	\$7,080	\$24,070
Room/Board	\$9,300	\$9,300
Books/Supplies	\$1,350	\$1,350
Total Estimated Cost	\$17,730	\$34,720







# 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*

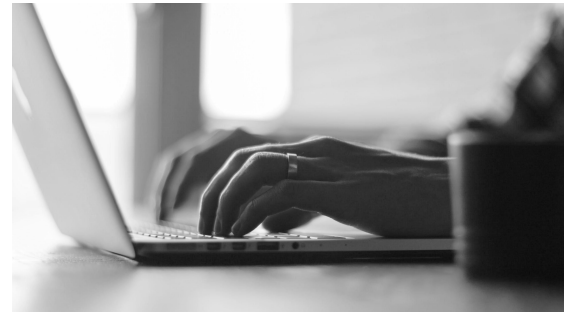
Planning



Insight



Experience



# This Presentation is Not About Technology



It is about *technology as a service*

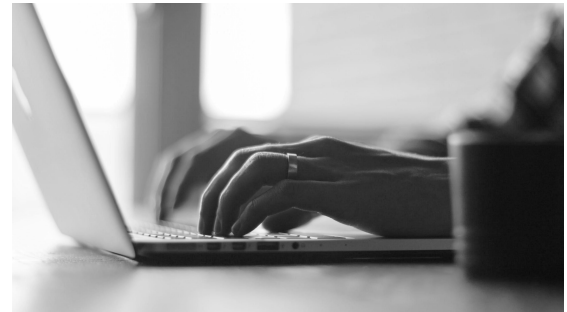
Planning



Insight



Experience







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

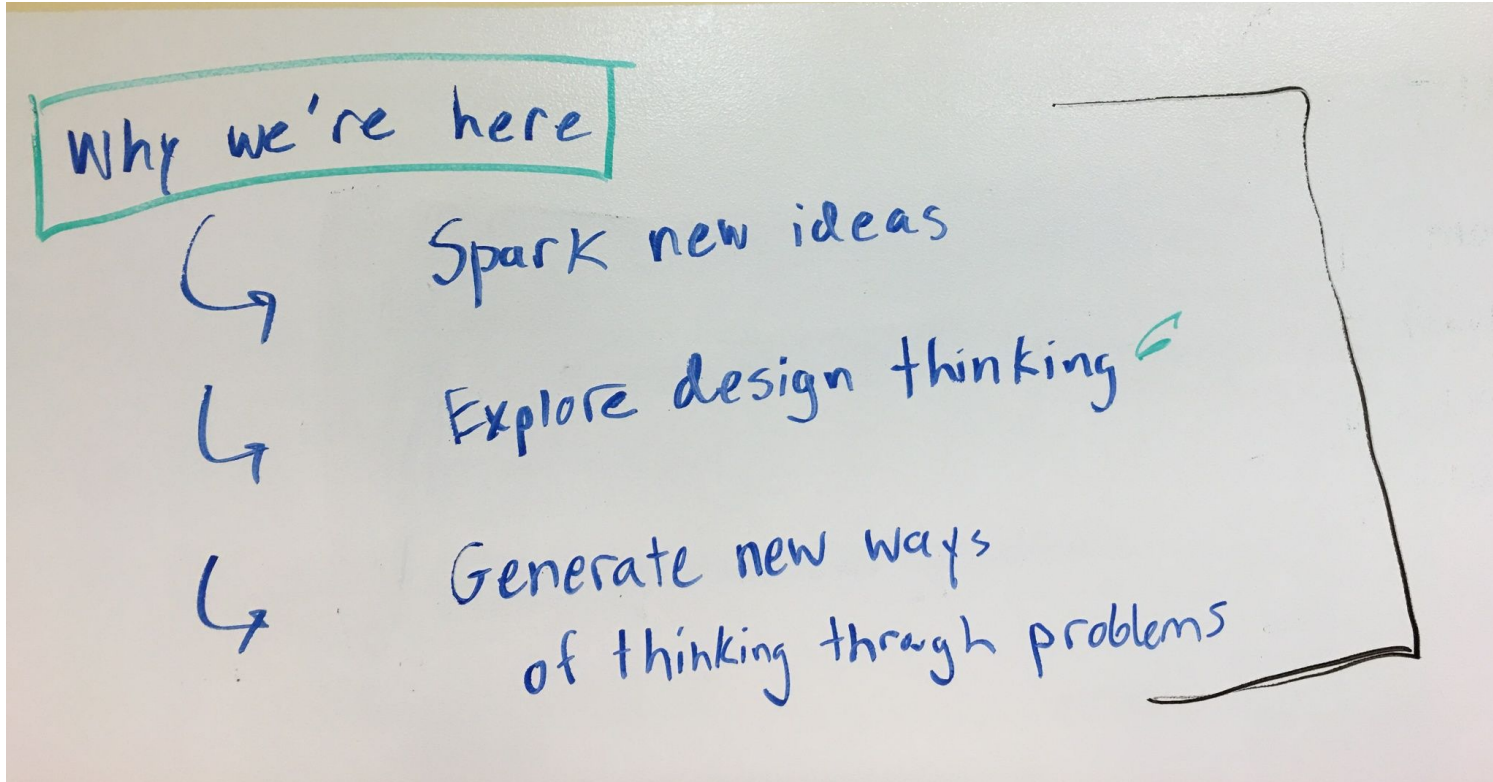
<https://www.youtube.com/watch?v=MI92QEqE-RQ>

# 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



# Learning Objectives



# D4D: Designing for Digital Conference



Designing the future of libraries



ABOUT ▾

2018 CONFERENCE ▾

PAST CONFERENCES ▾

LATEST NEWS



# 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>.

LIBRARY  
2.018  
Worldwide  
Virtual Conference

Design Thinking  
March 8, 2018 • Library20.com

FOUNDING PARTNER SJSU | SCHOOL OF INFORMATION

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



<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.

B7

X ✓ fx

A B C D E F G H

1 SERVICE BLUEPRINT - July 2016

MSU Library Specialty Printing

2 CHANNELS

3  
4 **Physical Evidence(What does the user see or interact with?)**

Service & User Actions(What does the user do?)

5  
6 *line of interaction*

**Front-Line Staff Actions(What are staff doing in response to user actions, if anything?)**



7  
8 *line of visibility*

**Behind the Scenes Staff Actions(What are staff doing "behind-the-scenes" to support user actions?)**

9  
10 *line of internal interaction*

**Support Infrastructure and Systems(What's needed to enable the user actions?)**

11  
12  
13  
14  
15  
16



## CHANNELS

**Physical Evidence(What does the user see or interact with?)**

Service & User Actions(What does the user do?)

*line of interaction*

*line of interaction*

**Front-Line Staff Actions(What are staff doing in response to user actions, if anything?)**

*line of visibility*

*line of visibility*

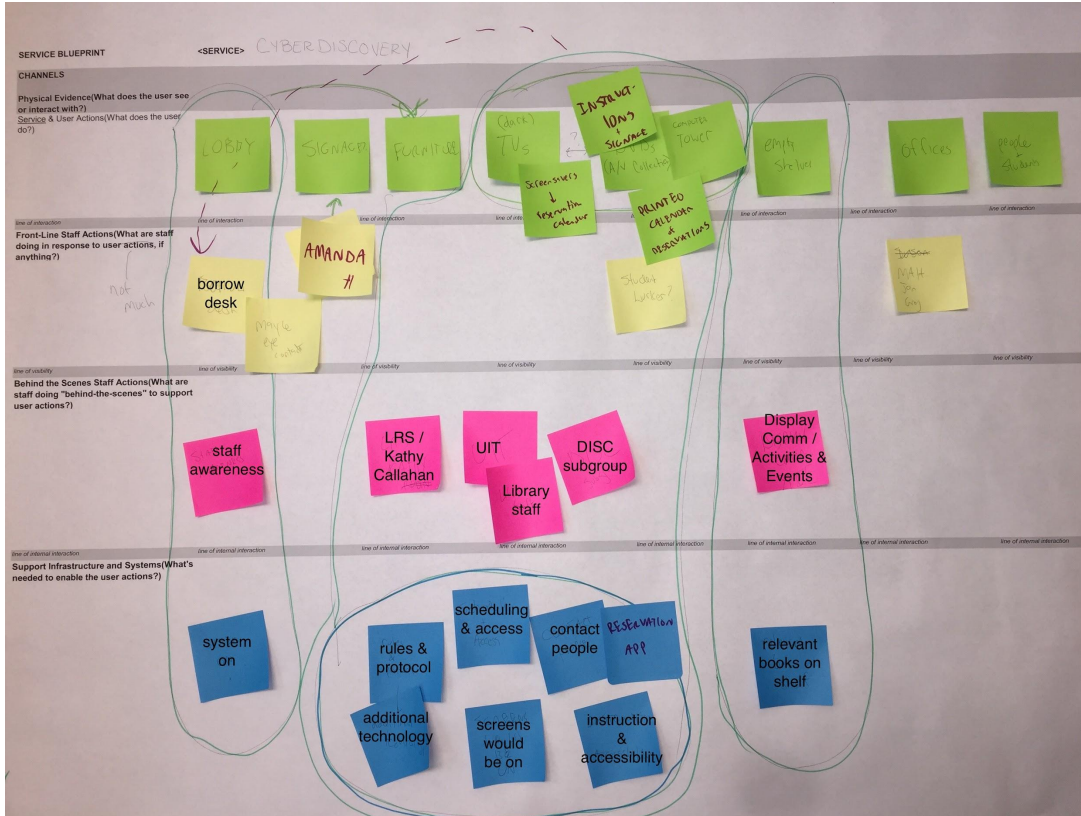
**Behind the Scenes Staff Actions(What are staff doing "behind-the-scenes" to support user actions?)**

*line of internal interaction*

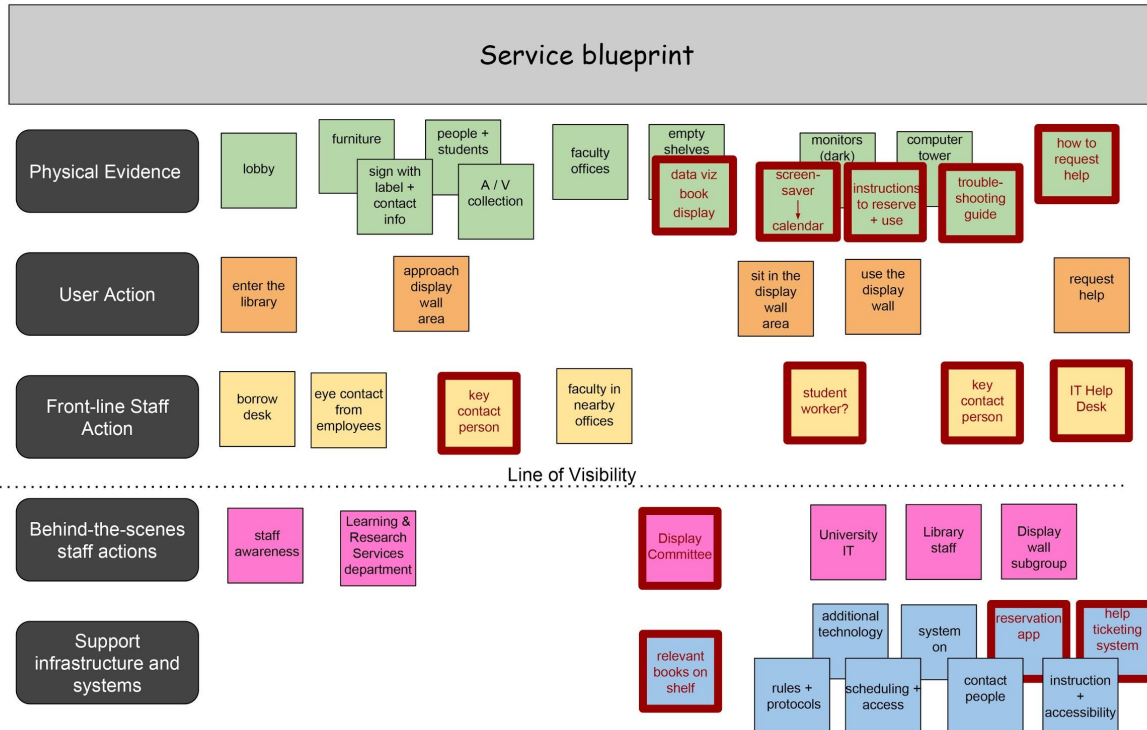
*line of internal interaction*

**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?



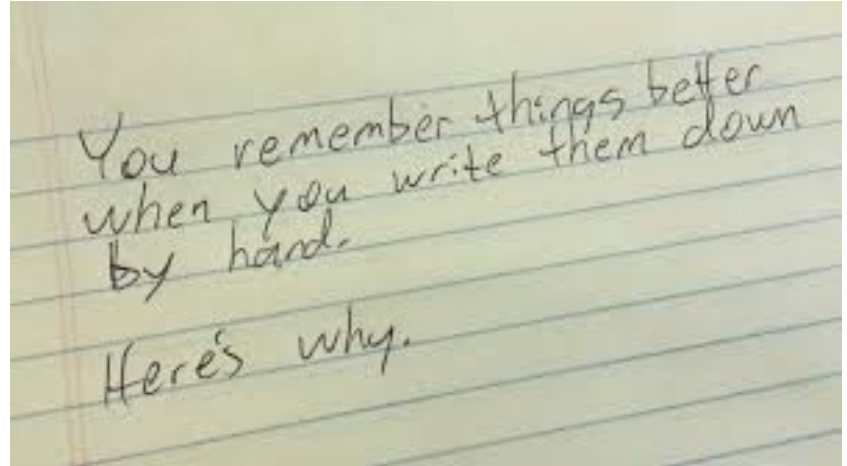
- Step #1:** Send a user on a journey
- Have them do something



# Journey Map: How?



- Step #2:** Have the user document the journey/experience
- Notes, general impressions fine



# Journey Map: How?



**Step #3:** Translate the notes into a journey map template

- Use sticky notes
- There are tons of templates to choose from







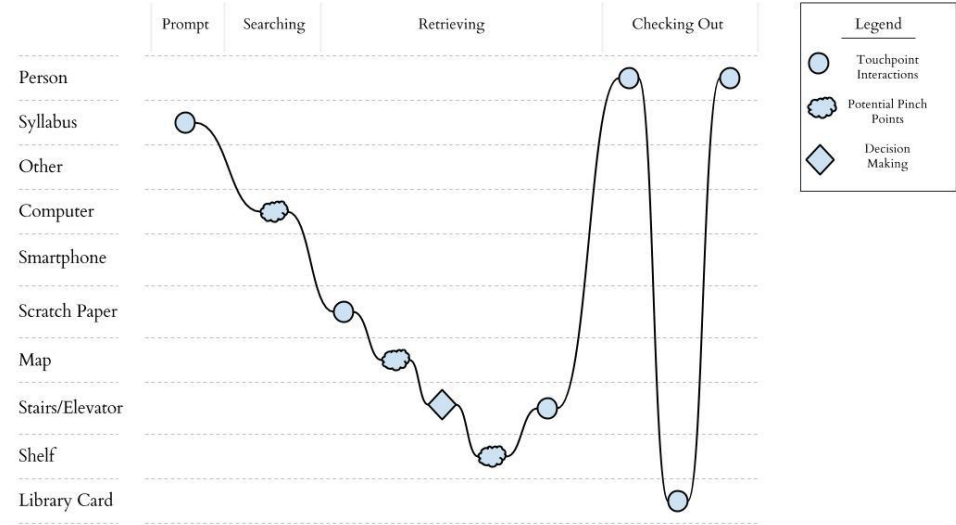


# Journey Map: How?



## Step #4: Analyze

- What went well?
- Pain points

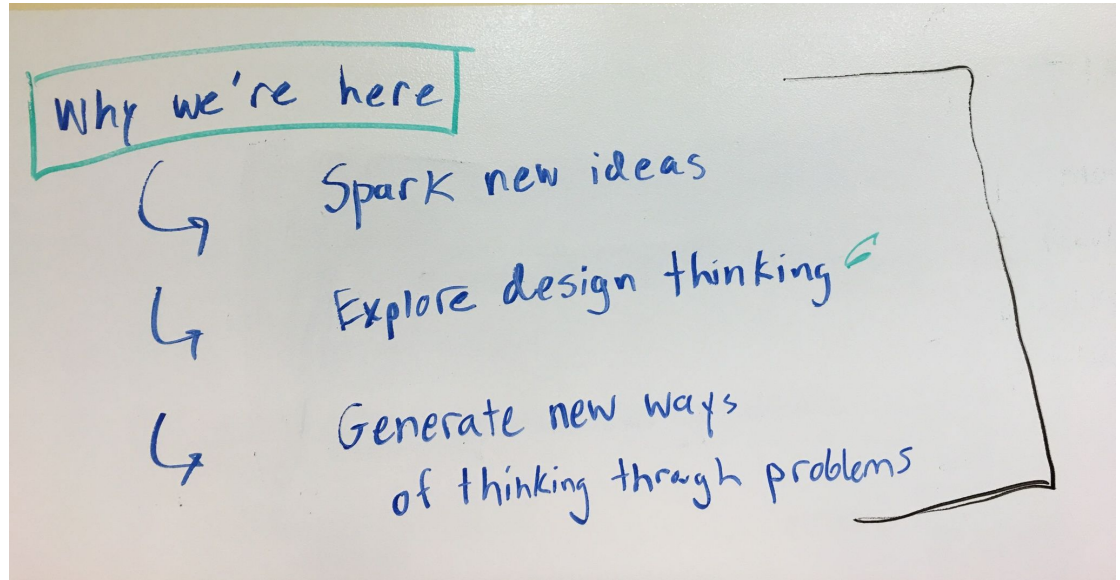


# Journey Map: How?



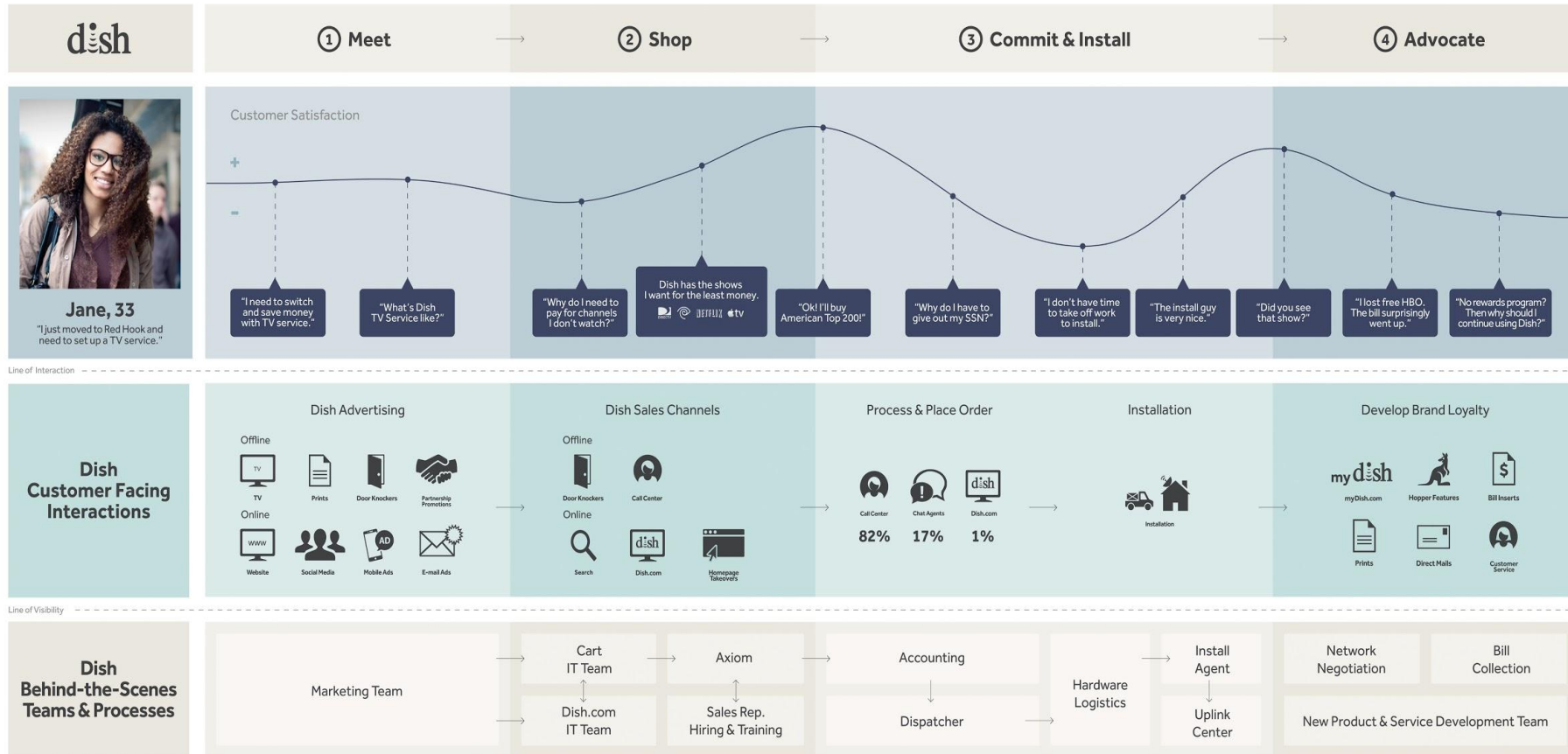
## Step #5: Make Changes

- Small
- Large
- Iterate



# Dish Customer Journey Map

This blueprint represents all of the customer facing and behind the scenes interactions involved in setting up satellite TV service.





# QUESTIONS?

## Journey Maps

# Service Blueprints & Journey Maps



## A Powerful Combination

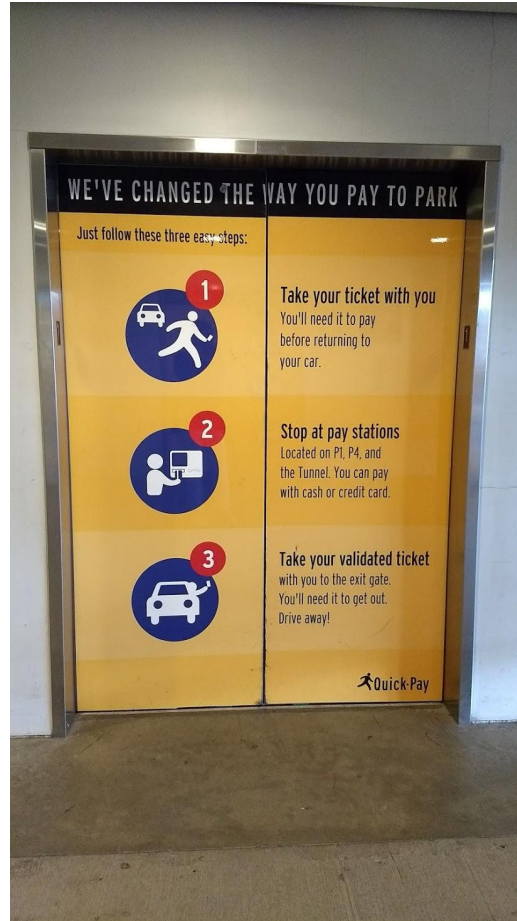
- Used together, these tools can improve any library service
  - Wayfinding, Printing, Visualization Walls, Large, Self-Check, Tech Checkouts...

# Parting **Thoughts**

Why **design** matters



# 1. Design is Everywhere

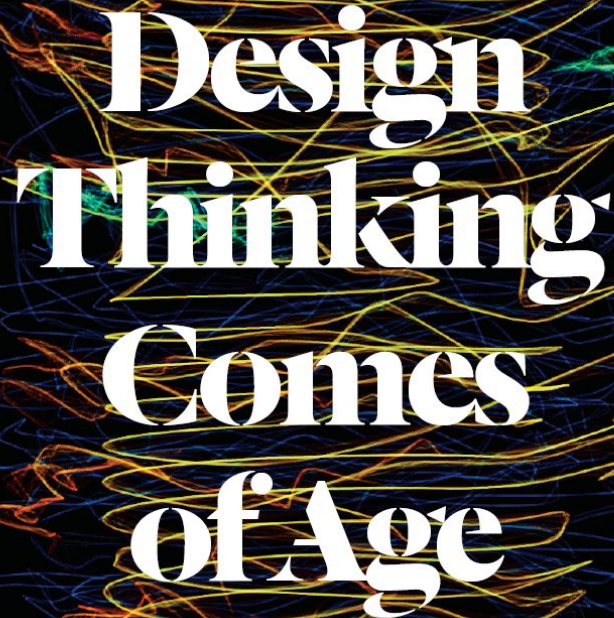




## 2. Design is Essential

**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/1dzrtEv2S6VRkVDJfTZgm9FNuc4hCPvW0jqF5O9\\_7geA/edit#slide=id.g16dc4b7341\\_0\\_855](https://docs.google.com/presentation/d/1dzrtEv2S6VRkVDJfTZgm9FNuc4hCPvW0jqF5O9_7geA/edit#slide=id.g16dc4b7341_0_855)
- Slide #1:
  - Journey map photo: Kris Johnson (author)
- Slide #3:
  - Montana image: Creative Commons licensed:  
[http://townmapsusa.com/d/map-of-bozeman-montana-mt/bozeman\\_mt](http://townmapsusa.com/d/map-of-bozeman-montana-mt/bozeman_mt)
  - United States image: <http://www.epodunk.com/cgi-bin/genInfo.php?locIndex=27674>
- Slide 4:
  - MSU Mountains and Minds - Author screengrab from: <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/>
- 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=MI92QEqE-RQ>

# Presentation Credits

- Slide #13:
  - Objectives photo: Kris Johnson (author)
- Slide #14:
  - Design Matters photo: Kris Johnson (author)
- Slide 15:
  - D4D Conference - Author screengrab from: <http://designingfordigital.com/>
- Slide 16:
  - Library 2.018: Design Thinking - Author screengrab from: <http://www.library20.com/page/design-thinking>
- Slide 18:
  - What is Service Design? From the UK Design Council via YouTube:  
<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>
- 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>
- 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

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- 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:
  - Dish Customer Journey Map Image - UX Designer Kate Sukpisan: <http://www.kate-sukpisan.com/?portfolio=dish-customer-journey-map-3>
- Slide 44:
  - Image built into free Google Slide template
- Slide #47:
  - Elevator photo: Kris Johnson (author)

# Presentation Credits

- Slide 48:
  - Design is Essential - Author screengrab from article PDF. Citation: Kolko, Jon. (2015). Design Thinking Comes of Age. *Harvard Business Review*, September, 2015, 66 - 71.
- Slide 49:
  - Design Thinking Comes of Age - Author screengrab from article PDF. Citation: Kolko, Jon. (2015). Design Thinking Comes of Age. *Harvard Business Review*, September, 2015, 66 - 71.
- Slide 50:
  - Designer photo - Author screengrab from Skinny Vinny website:  
<https://skinny-vinny.com/products/designer-maker-thinker-pin-set>
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  - Thank You - Author screengrab from: <https://www.thebalance.com/thank-you-letters-4073099>