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Co-Creating a Research Landscaping and Visualization Service for Aalto University Library

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Co-creating a new research landscaping service for a library

Introduction

The explosion of research available in digital journal databases poses increasing challenges but also opportunities to scholars. For a scholar to stay competitive, new tools are needed to handle the data flood. A contemporary science library is in a key position in mediating the best practices via its services to scholars. This research depicts how *Aalto University Library* innovated such a mediating service together with relevant stakeholders and customers.

Dual goal

- 1) To increase understanding on stakeholder and customer involvement in service innovation, and
- 2) To ensure that the new service best fulfills the needs of scholars, especially doctoral students.

Method

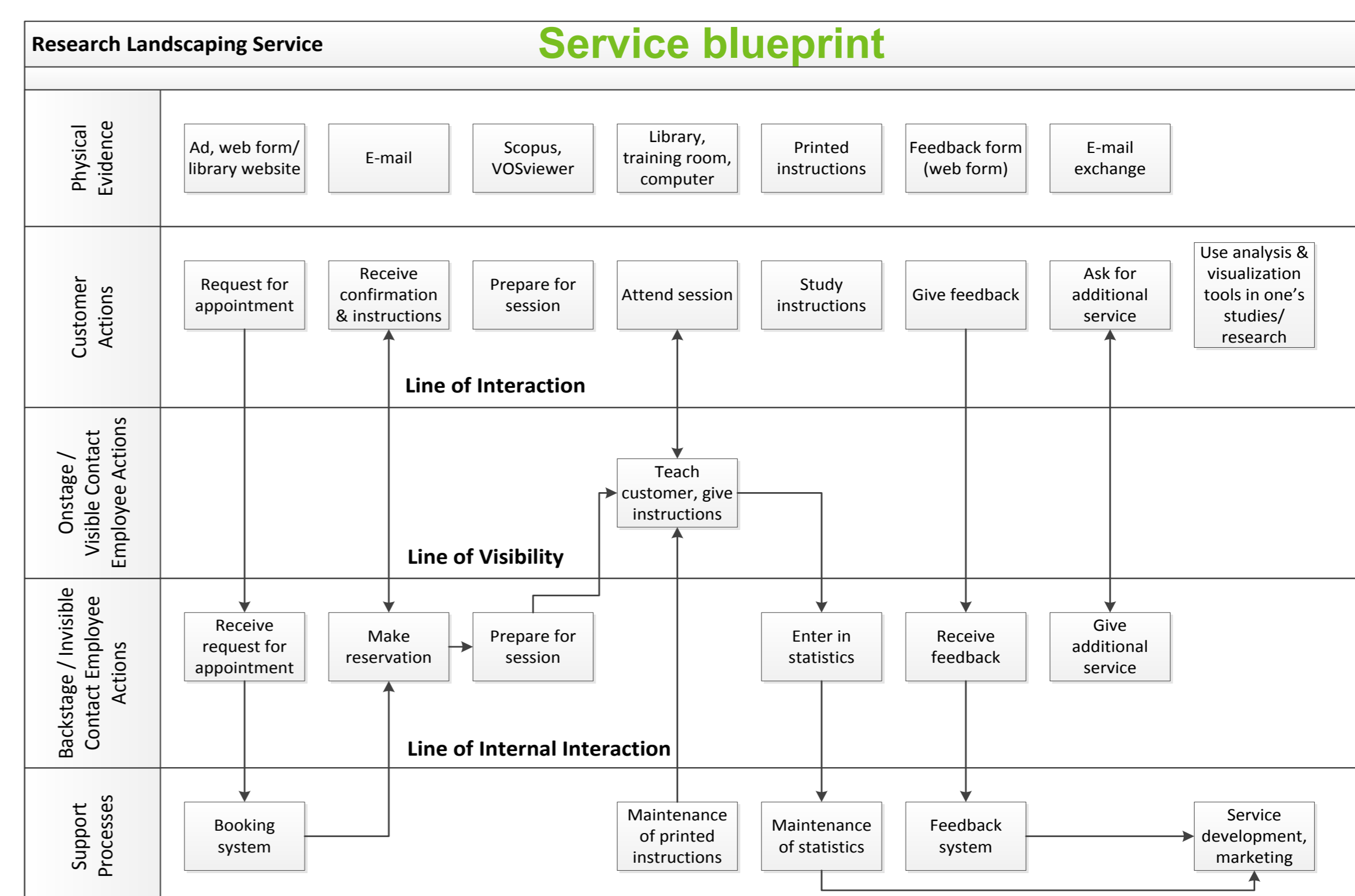
The co-creation team included a senior scholar specializing in large-scale research profiling studies, an information specialist and the library's IT account manager. During the service innovation process, four lead users were involved as "corresponding" customers.

		Use situation	
		In situ	Ex situ
Resource context	In context	THE CORRESPONDENT reporting live from the situation ➤ Lead-user method, empathic design, CUDIT method	THE REFLECTIVE PRACTITIONER reporting from the armchair ➤ Participatory design, toolkit for user innovation, living labs, conversational approach
	Ex context	THE TESTER reporting from the virtual heaven ➤ Information acceleration, avatar-based innovation	THE DREAMER the creative who generates wild and imaginative ideas ➤ TRIZ method, free elicitation, GAP-based Quality Function Deployment

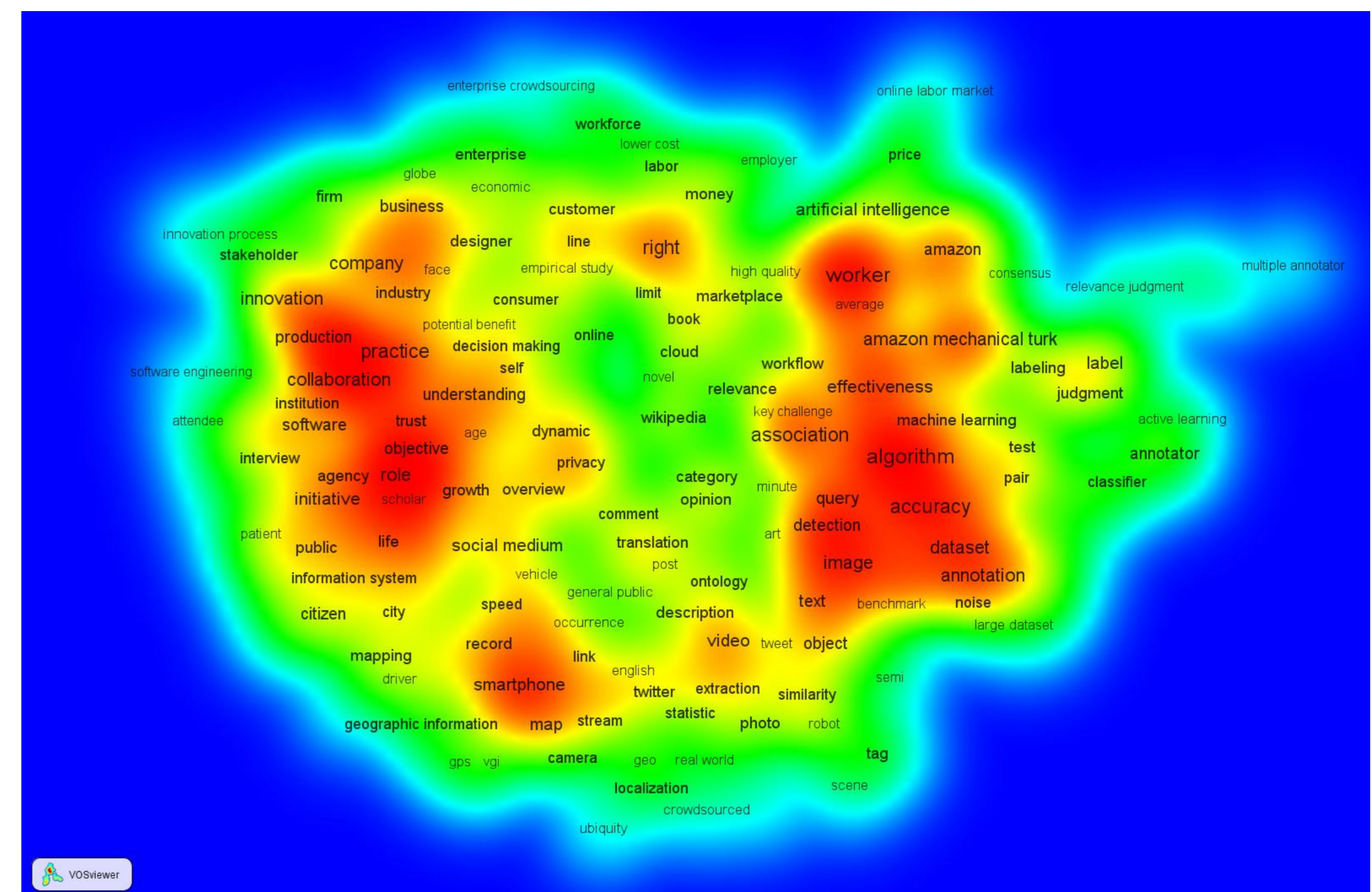
Edvardsson et al. (2012), *Technovation*

Results

The pilot sessions with customers confirmed the need and usability of the new service for scholars, and informed how to refine it. A service blueprint was sketched for the library. The service was tested at the Töölö campus library during Fall 2013 and is planned to be taken into use in 2014. An example of a research landscape produced using the service is depicted in the figure on right. The term map on crowdsourcing research is drawn with *VOSviewer* on article data exported from Elsevier's *Scopus* database.



Research landscape example on crowdsourcing publications



Conclusions

There is a growing array of science visualization tools available. Utilizing them is a necessity in coping with the data flood. Co-creation with relevant stakeholders and customers was essential in innovating the new service. Librarians are experts in information retrieval tools, but not in conducting research, like scholars. Customers provide vital feedback during the service innovation process contributing to the success of it.

Acknowledgements

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