Using Design Thinking to Assess Space in a Branch Library

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At the end of this presentation you will:

▪ Understand what design thinking is
▪ Learn how it can be used in a library setting
▪ Participate in a collaborative design challenge
Redesign your library space

- Reflect on your biggest space issue
- Share with a partner to define the biggest issue
- Ask questions to empathise
14 faculties, more than 250 academic programs
24,000 undergraduate students, 6,000 graduate students
Seven library branches across campus
7.8 million items
Haskayne School of Business/Business Library

- Approximately 3500 students including undergraduate, masters and doctorate programs
- Operates on main campus, and the downtown campus
- Business Library opened in 1986
- Original carpet!!!!
Project Timeline

- November 2015 - Haskayne retreat (student engagement)
- May 2016 - Staff retreat (assessment of space and service)
- June - July 2016 - Ethics, survey creation
- August 2016 - Faculty survey
- September - November 2016 - Student surveys, activities
- December - January 2016 - Staff input
- January - present - Ongoing assessment
“Design thinking brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren’t trained as designers to use creative tools to address a vast range of challenges (IDEO, 2017).”
Design Thinking in Libraries

- Public library use
- Instructional methods
- Ethnographic research
- Faculty Collaboration
Design Thinking Process

- Empathise
- Define
- Ideate
- Prototype
- Test
“Empathy is at the heart of design. Without the understanding of what others see, feel, and experience, design is a pointless task (Brown, T., 2017).”

- Surveys
- Brainstorming tools
- Observational Studies
Step One: Empathise

Outdated
Modernize
Natural light
Colour
Comfy Chairs
More outlets
Faculty responses

“very retro”

“the staff is great but need to revamp the inside...we have a great view and so let's take advantage of it...keep the shelves of books on the side of the wall (not facing the window) and have tables, couches, armchairs, etc close to and some even facing the window...have one or two chairs that are called stereo chairs...Stereo-Alpha-Egg-Pod-Speaker-Chair, example. You can listen to your music, and work on your laptop/pad, etc....”

“I hate the wood look and feel in the library and the carpet!! TFDL 6th floor is what I would like the business library to look like (minus it being completely quiet). A quiet section is definitely helpful.”
Brainstorming Tools

- whiteboard
- mapping exercise
Observational Studies

- Was the space manipulated in anyway?
- Were students working collaboratively or individually?
- Did individuals claim their space?
Activity

▪ I want you to take a few minutes to read your case studies. Then working with the person closest to you, I want you to think of three questions you can ask your user.

▪ Then pair up with another type of user (not the same as you) and ask each other. Take turns being the user and the library staff member.
“The Define mode of the design process is all about bringing clarity and focus to the design space (Stanford University Institute of Design, 2017).”
Step Two: Define

Activity

- In your original pairs, I want you to identify 2 major issues that you are facing and write it on a post-it
- Please post around the room
“You ideate in order to transition from identifying problems to create solutions for your users.

Ideation is your chance to combine the understanding you have of the problem space and people you are designing for with your imagination to generate solution concepts (IDEO, 2017).”
Step Three: Ideate

Activity

▪ Now that you have seen the issues, please take some time to write down 2 cost effective solutions and post
“A prototype can be anything that a user can interact with – be it a wall of post-it notes, a gadget you put together, a role-playing activity, or even a storyboard. Ideally you bias toward something a user can experience (Stanford University Institute of Design, 2017).”
Activity

- Now that you have seen the solutions, I would like you to discuss what you are going to do with your $20,000

- Why is this the best solution?
“The Test mode is when you solicit feedback, about the prototypes you have created, from your users and have another opportunity to gain empathy for the people you are designing for.”

Activity

- How would you test your solution? (Discuss)
Lessons Learned

- Student input/reluctance to participate
- Levels of administrative engagement
- Survey design
- Surprising comments
Thank you!

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