THE EXPERIENCE IS THE PRODUCT
Hacking Library Experiences Through Design Thinking

A PRESENTATION BY CHRISTEENE ALCOSIBA
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What is Design Thinking?

CRIB NOTES

- A non-linear methodology;
- User-centered;
- Iterative; and
- Useful for poorly-defined or unknown problems.

IT ASKS US TO SHOW UP ONCE MORE AS A NOVICE
THE DESIGN PROCESS

Empathize

Define

Ideate

Prototype

Test
THE DESIGN PROCESS

Feels like total anarchy!

(Don't worry, it's controlled chaos.)
The million dollar question

YEAH, BUT WHY IS THIS IMPORTANT?

- No best guesses or assumptions
- Ideate quickly and cheaply
- Define success at the onset
- Libraries are service design challenges
PAUSING TO SOLVE FOR PEOPLE PROBLEMS

- It's tempting to let our specs guide us too much
- It's easy to build expensive, unused products
- Benchmarking is not a strategy for innovation
- Excellent service design is our collective responsibility
Design Thinking for Public Programming

Phase 1  CROWD SOURCING INSPIRATION & EXPERTISE

Ethnographic interviews and focus groups taught me about the experience of our events which felt or were perceived to be:

- Created in a silo and elitist;
- Inconsistent about reflecting our collecting areas and services equally;
- Attracting the same crowds; and
- Hard to get to.
Phase 2  FROM SHARPIES TO SPREADSHEETS

A 15 Minute Innovation Activity

Solo/Group → Group/Solo → Committee

- Visible
- Engage
- Exploratorium
- Punk Poetry Rocks

<table>
<thead>
<tr>
<th>Activity</th>
<th>Proposed Track Names</th>
<th>Examples of Past Programming</th>
<th>Future Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Election talks</td>
<td>Repartee: Rose Library Collection Chats</td>
<td>Collection chat with RL fellows</td>
<td>RL Fellows, Long-term projects, Speed acquisitions, Linked brown, Live polls, recording</td>
</tr>
<tr>
<td>Workshops</td>
<td>Interactive</td>
<td>Archives Research Program, Billops Hatch workshops, National History Day, Artist workshop, GA Archives Institute, Art cards activity, w/Julie Newton</td>
<td>RL Hack, Digital Archive, Privacy, Artists (Aug), Beasts of worksh</td>
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<tr>
<td>Community Series</td>
<td>Programs in partnership w/other groups or individuals on our collections or broader topics of interest that intersect with our mission</td>
<td>The Archives Exchange, Community</td>
<td>Eugene, WWI (Nov, Sept), Negro, 50 Play, Equality Beyond 2018, DBF (Sept)</td>
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</tbody>
</table>
WANT TO LEARN MORE ABOUT DESIGN THINKING & LEAD A SESSION WITH YOUR TEAM?

The Stanford d.School has you covered [here].

WANT TO GET INSPIRATION FROM SOME SUPERHERO DEVELOPERS & DESIGNERS LIVING ON LEAN PRINCIPLES?

Check out the Nordstrom Innovation team on [YouTube].

INTERESTED IN FACILITATING BETTER STAKEHOLDER MEETINGS?

Try out some innovation games via [SlideShare].

IS READING MORE YOUR SPEED?

Here's a [list] of great UX and design thinking books I've read recently.

INTERESTED IN HOW OTHER LIBRARIES ARE DOING THIS?

IDEO and The Bill & Melinda Gates Foundation made a toolkit [here].
EVER TRIED.
EVER FAILED.
NO MATTER.
TRY AGAIN.
FAIL AGAIN.
FAIL BETTER.

-Samuel Beckett
THANK YOU!

Help me make this thing better, would you?

goo.gl/0iOCwB

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