

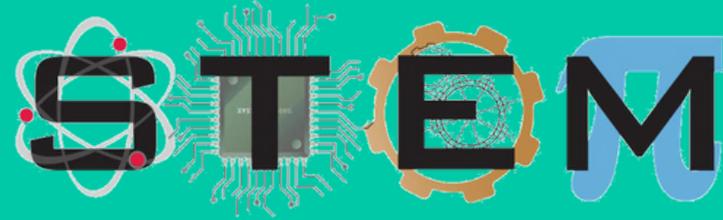
THE ROLE OF

DESIGN THINKING

IN LIBRARIES

BY JEFF STRATTER

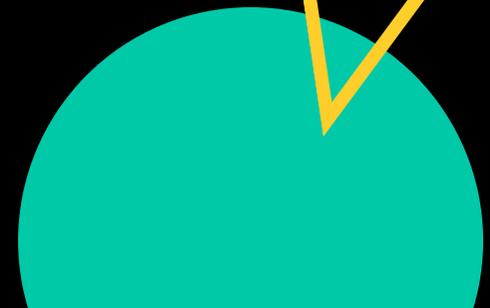
THE JOURNEY



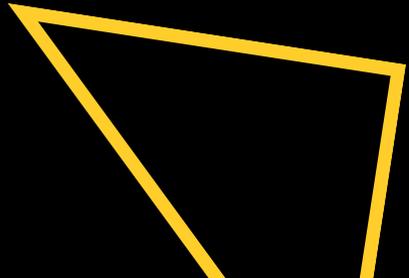


**HOW DOES A
21ST CENTURY
LIBRARY
FUNCTION?**

**HOW DO YOU
VIEW LIBRARIES?**



**DO LIBRARIES
ONLY BUILD A
COLLECTION?**



**WHAT ABOUT
DIGITAL
LITERACY?**



=

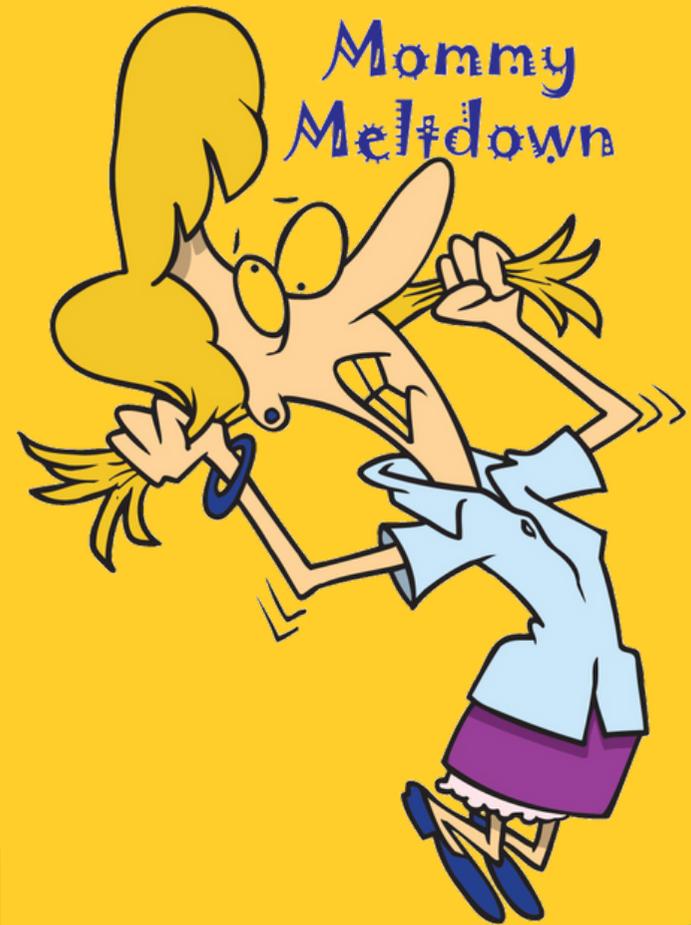
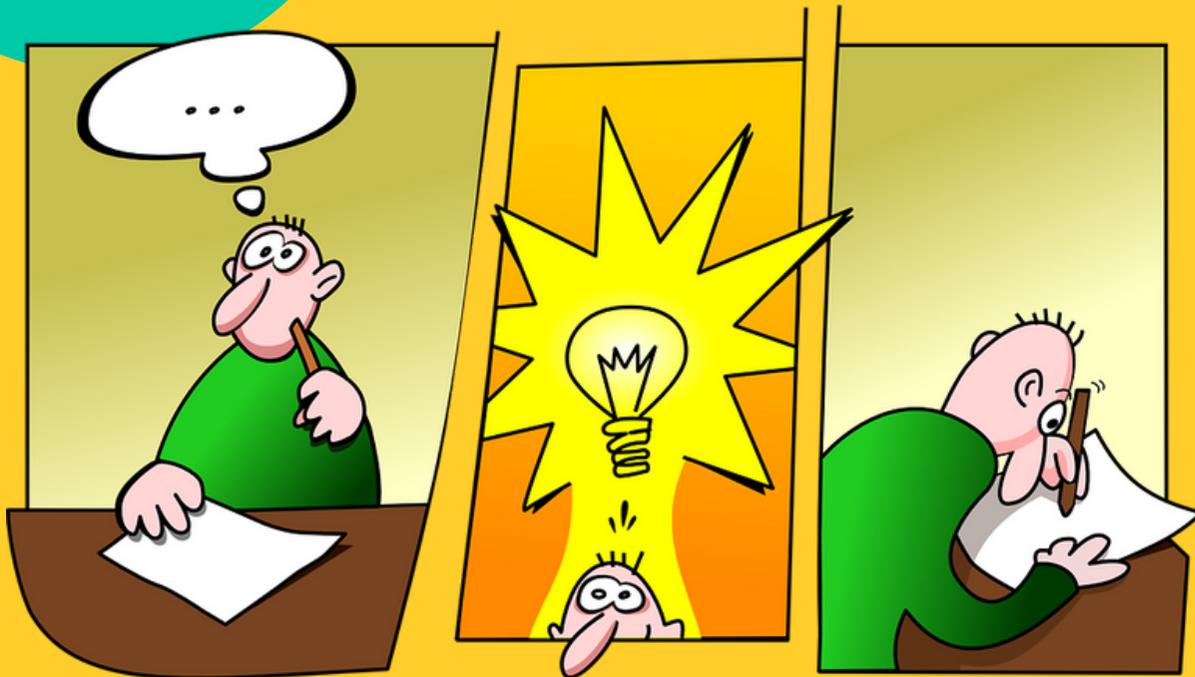
DESIGN THINKING

Design is everything. We moved from thinking of ourselves as designers to thinking of ourselves as thinkers. It is an approach to problem solving.

Design thinking is often confused with visual design. Design is not what it looks like, and what it feels like, design is how it actually works.

STAFF BONDING

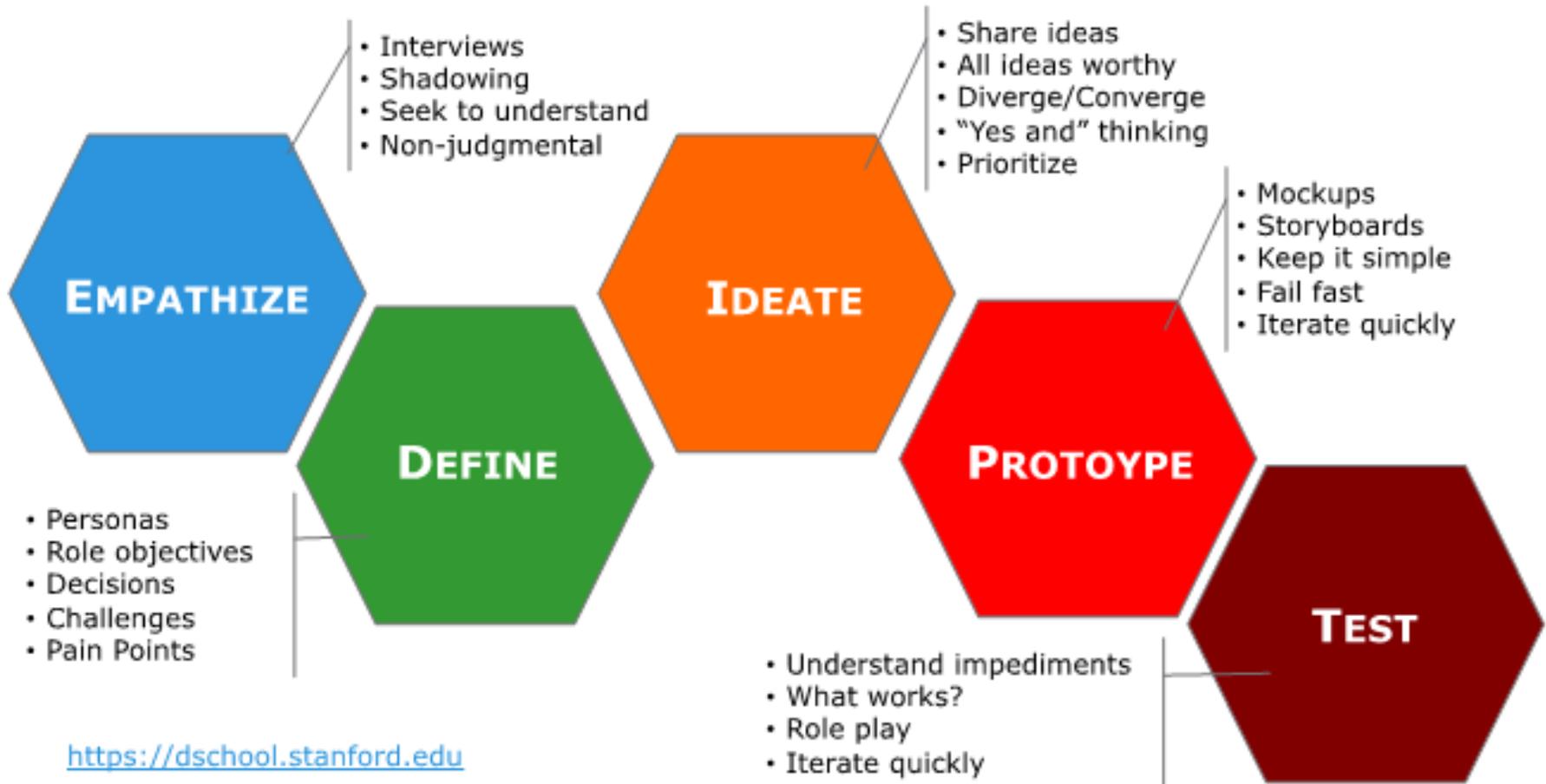
NO BRAINER



WHAT???

DESIGN THINKING

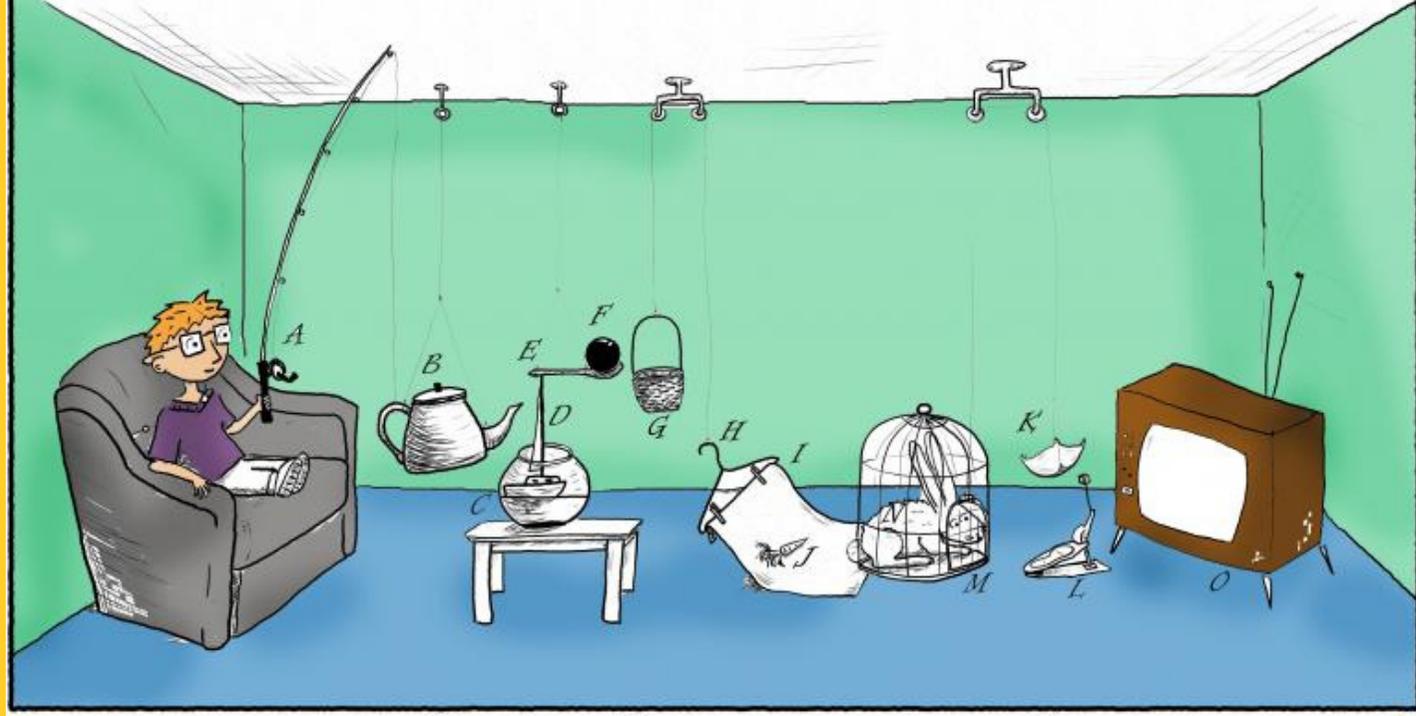
Stanford d.school Design Thinking Process



YOU'RE A DESIGNER



IS THERE ANYTHING A LIBRARIAN CAN'T DO?



PROCESS BASED

VS



PRODUCT BASED

**DEBUNKING
MYTHS**

STEP 1: EMPATHIZE



TIPS:
**AVOID PRE
EXISTING
BIAS**

METHODS:

- **OBSERVATION**
- **INTERVIEWS**
- **JOURNEY MAPPING**
- **VIDEO / JOURNAL**

RESOURCES

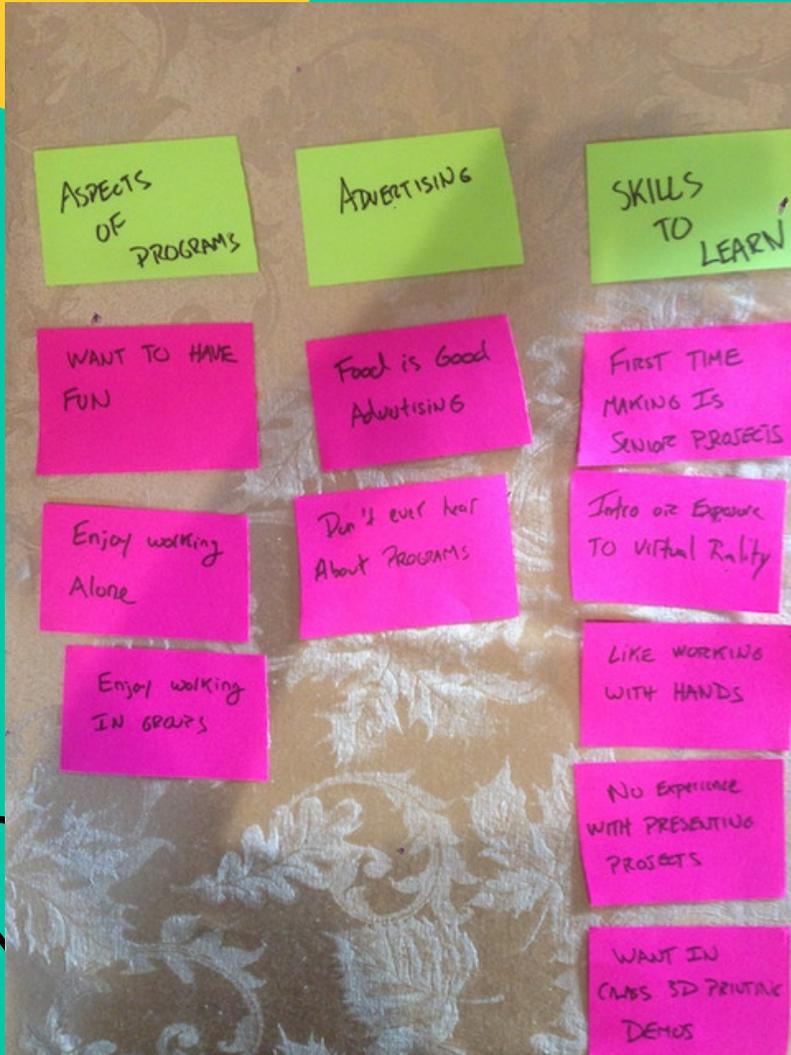
WHERE THE WILD BOOKS ARE APP

PHOTO JOURNALING

[HTTP://WWW.DESIGNKIT.ORG/METHODS/65](http://www.designkit.org/methods/65)

**TIPS:
VOTING
ON POV
HELPS**

STEP 2: DEFINE



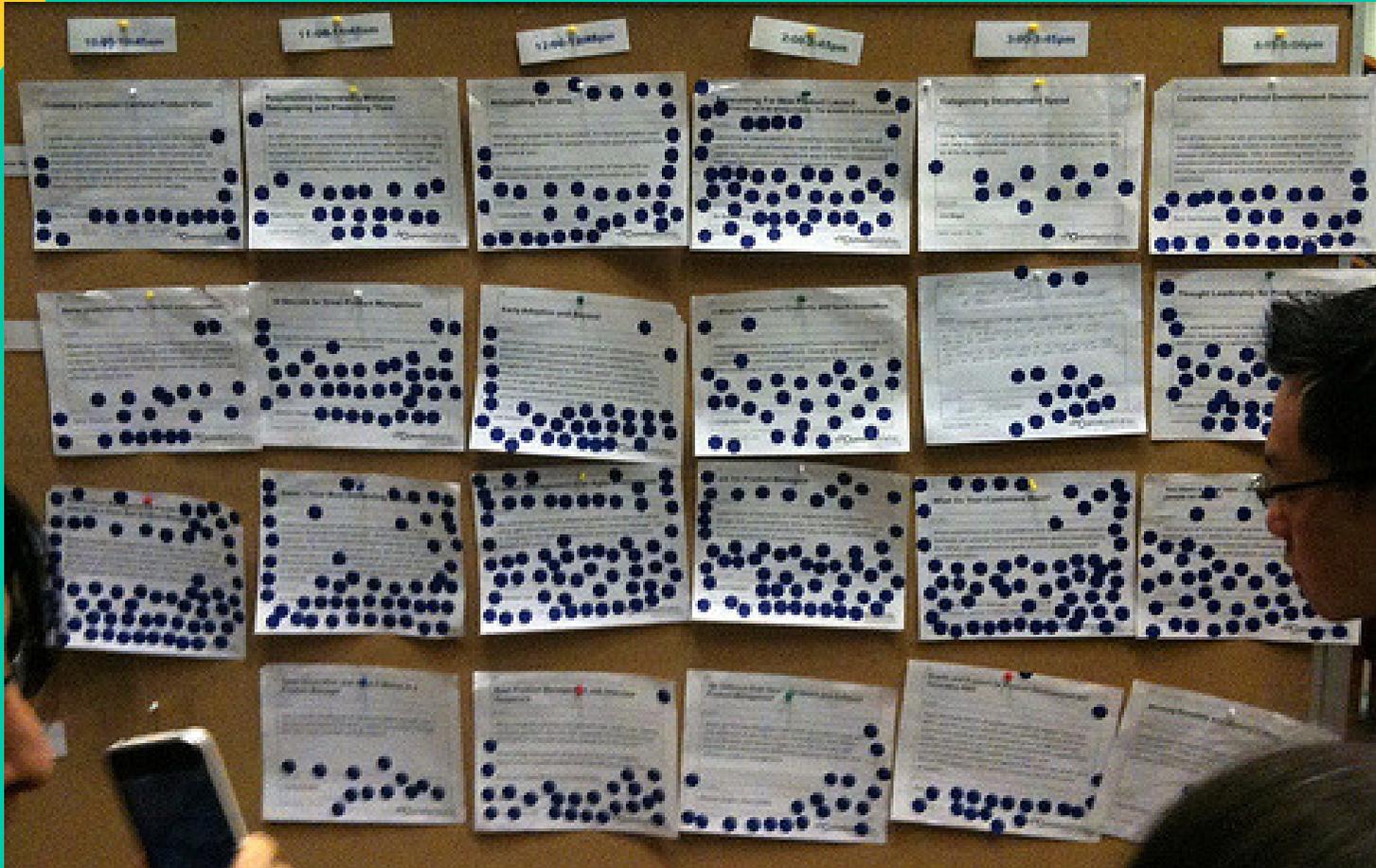
| USERS (Be very specific) | NEEDS (verb) | Surprising INSIGHTS |
|-----------------------------|-------------------------------|------------------------------|
| <input type="text"/> | needs to <input type="text"/> | because <input type="text"/> |

POINT OF VIEW

**METHODS:
POST IT'S / BUCKETS**

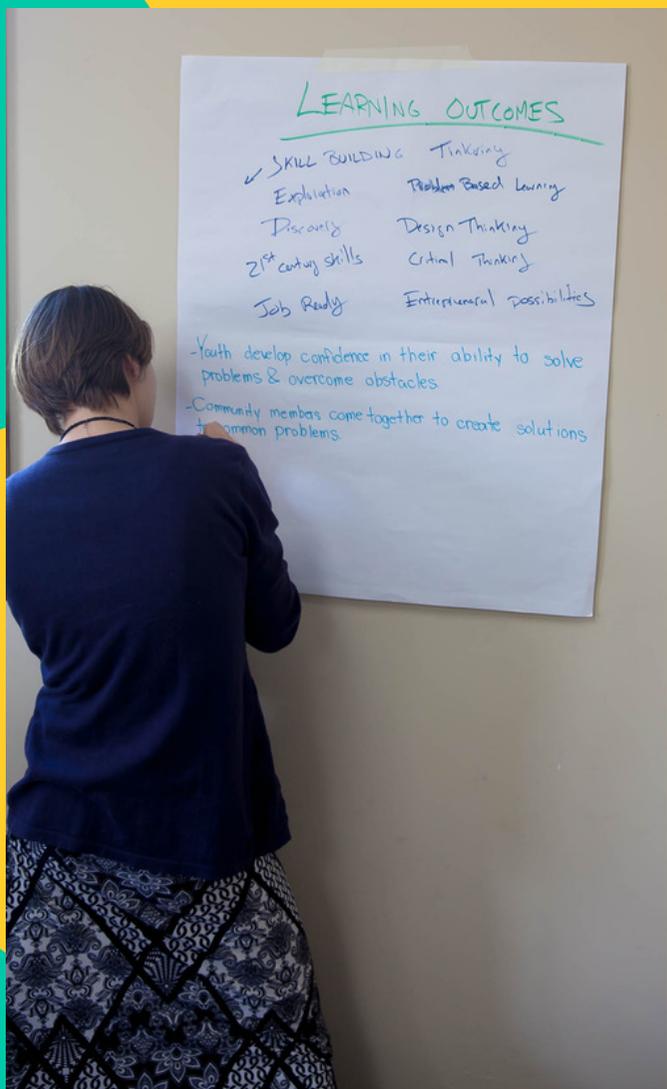
**TIPS:
VOTING
ON POV
HELPS**

STEP 2: DEFINE

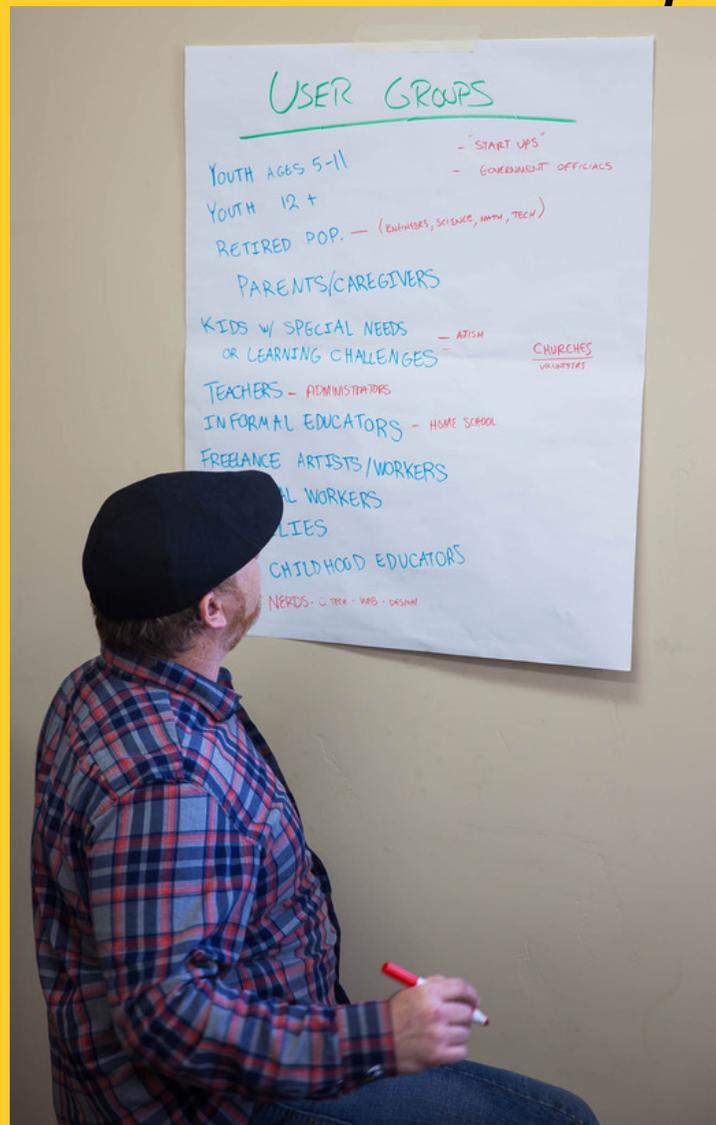


**METHODS:
POST IT'S / BUCKETS**

STEP 3: IDEATE



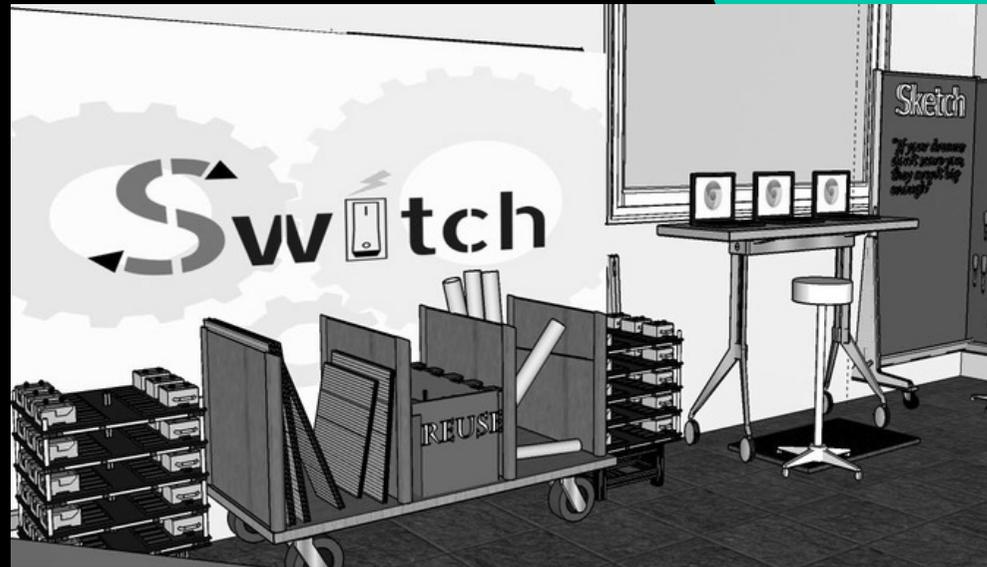
**3 Min
Timer**



STEP 4: PROTOTYPE

TIPS:

DROP PERFECTIONISM



METHODS:

- WIREFRAMES
- COGGLE
- BALSAMIQ
- FIGMA
- CARDBOARD
- MOCKINGBIRD

RESOURCES

PROTOLIB PROJECT

[HTTP://WWW.LIB.CAM.AC.UK/RESE
ARCH/FUTURELIB-INNOVATION-
PROGRAMME/PROTOLIB](http://www.lib.cam.ac.uk/research/futurelib-innovation-programme/protolib)

TIPS:

DON'T TAKE IT PERSONALLY

STEP 5: TEST

**USER TESTING
IS SUCH SWEET
SORROW**

I Like...

I Wish...

What If...



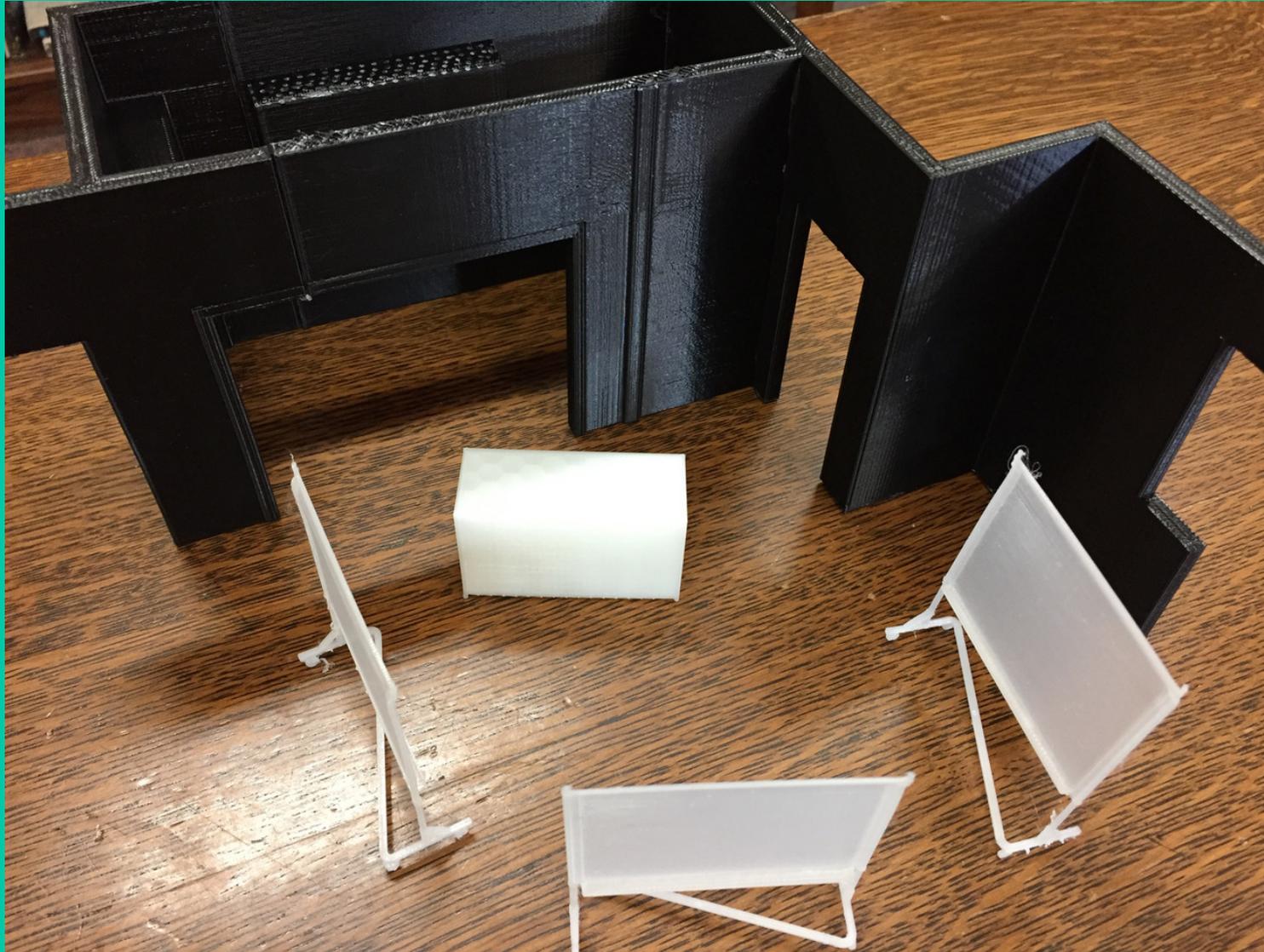
METHODS

- **GUERILLA**
- **BENCHMARKING**
- **LIKE, I WISH, WHAT IF**
- **EYE-TRACKING**

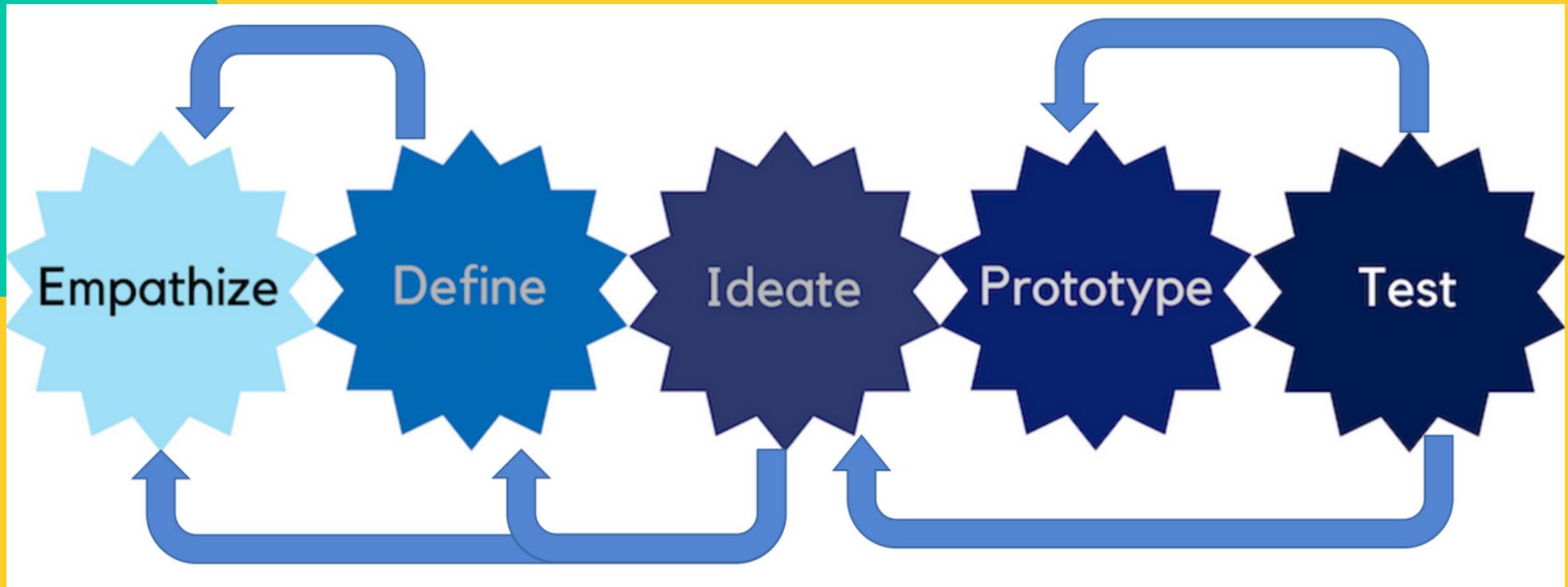
STEP 5: TEST



STEP 5: TEST



REITERATE!



RESOURCES:

[HTTP://WWW.LIBRARY20.COM/PAGE/LIBRARY-2-01-DESIGN-THINKING-RECORDINGS.](http://www.library20.com/page/library-2-01-design-thinking-recordings)

FAILURES

**WARNING:
YOU WILL
FAIL
BUT THEN
YOU'LL
SUCCEED**



DESIGN THINKING

As Programming



Empathize



Define



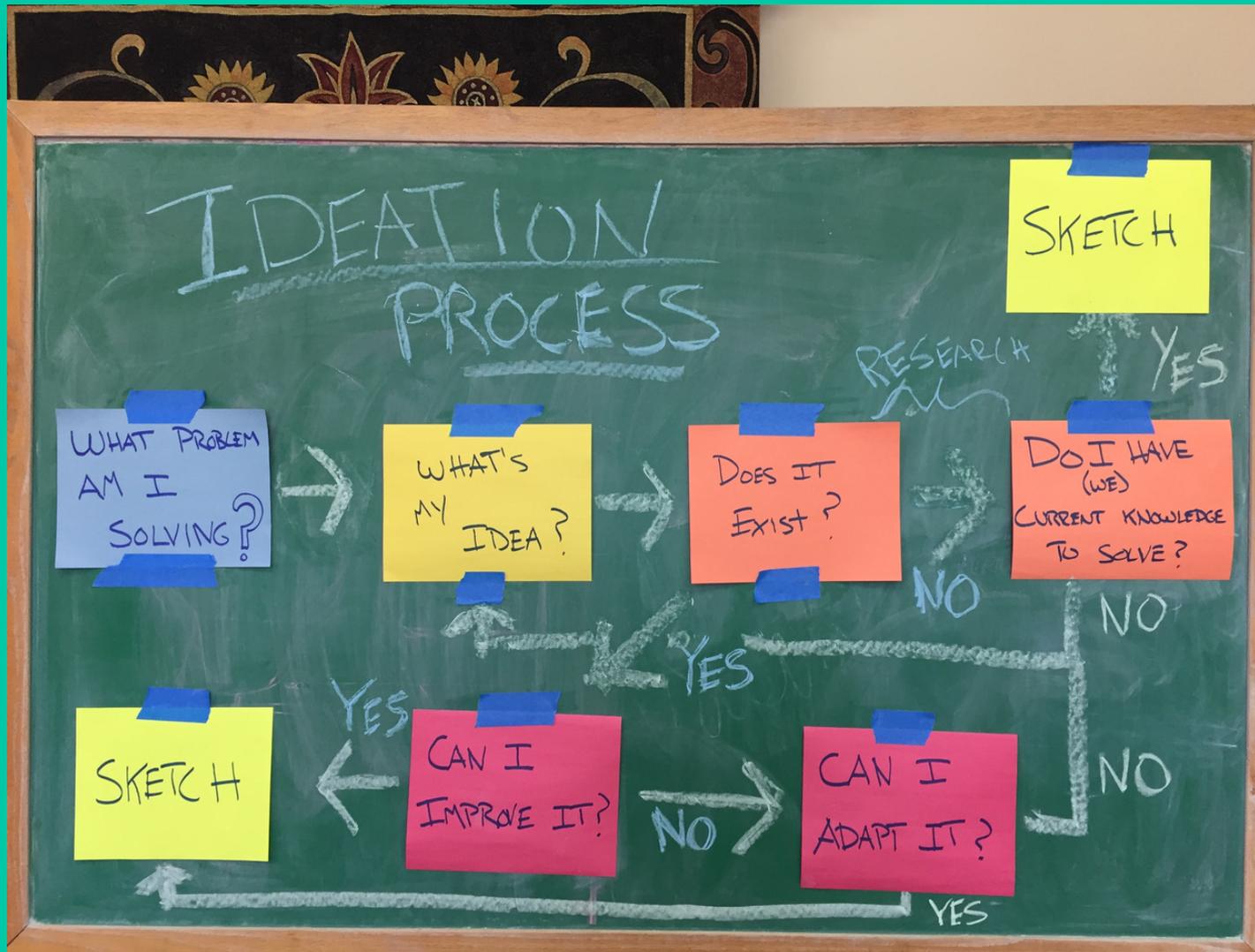
Ideate

Prototype



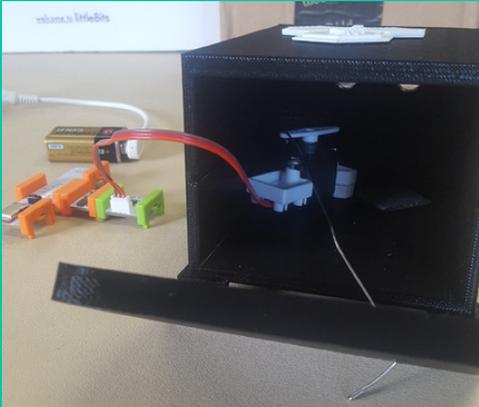
DESIGN THINKING

As Programming



DESIGN THINKING

As Programming



Test



FabSlam
Showcase



Design Thinking
works!



SUCCESSSES



WHAT WILL YOU DESIGN?



- A new way to check in books?
- A better way to keep track of stats?
- A redesigned youth area?
- More engaging adult programming?
- Storage solutions?



Q&A

