# User Experience as a strategic tool for service and user centric organizations

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UiO : University of Oslo Library

UiO : Department of Informatics
The Faculty of Mathematics and Natural Sciences

Agenda

- WHY – Why the academic Library need to Innovate

- WHAT – Cultural change in the library toward innovation and user centeredness

- HOW - Design Methods address User Experience (UX)

- WHO - The leadership and the staff
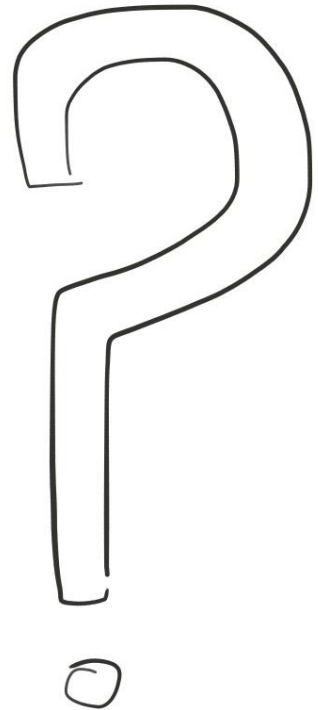
Agenda II

- This is also a Workshop - 3 different tasks
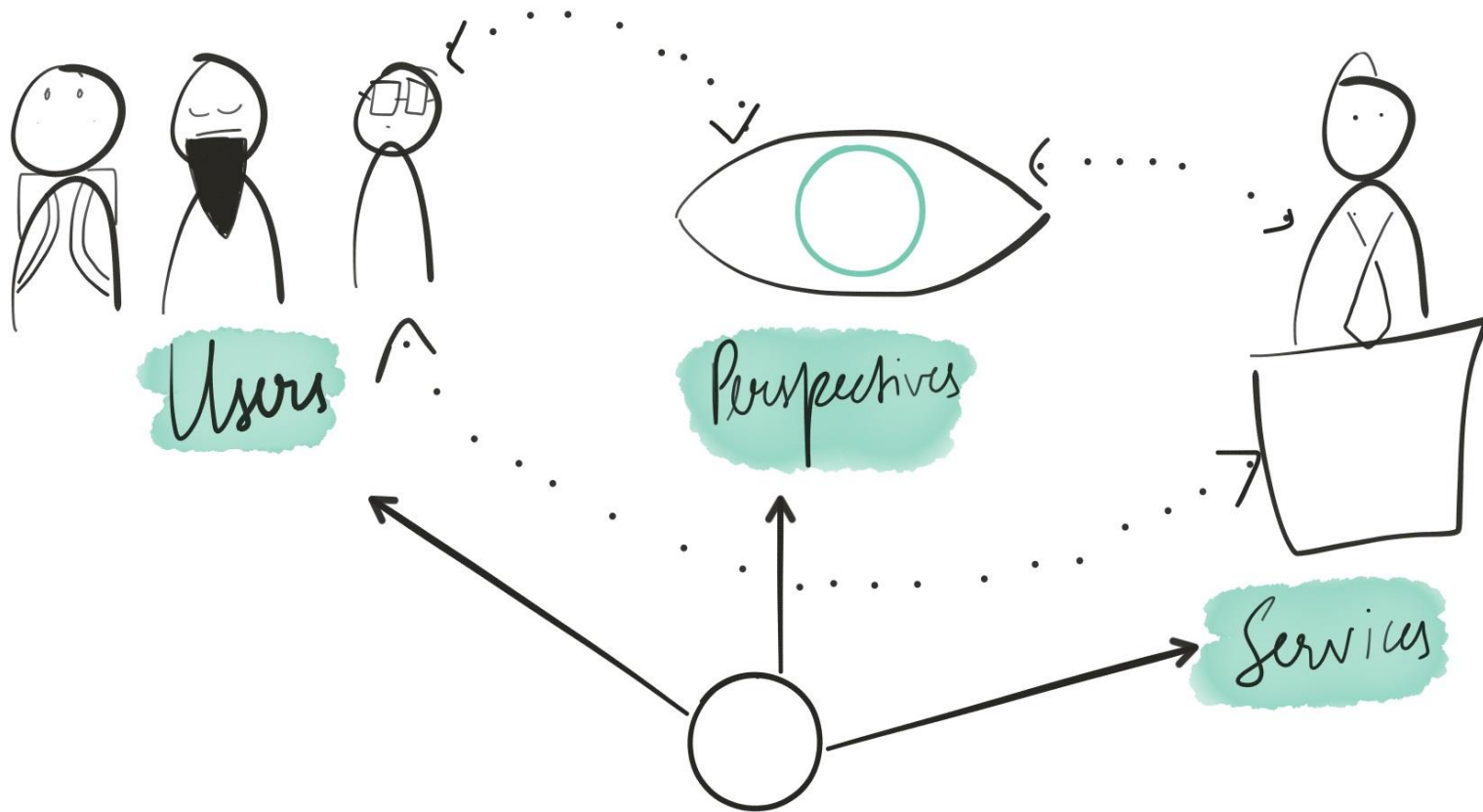
Why

- Need for innovation in the Academic Library

- Technical changes are a continuous process
  - Innovation has to be too!

- The library services should be influenced by an understanding of the user
 - Understanding User Experience in a service and strategic context

What

- Continuous innovation in the library

- Cultural change in the library

- Addressing Users and their experience of using library services

How

- Enacting innovation and radical changes in the organization using *design* methods

AND

- Bridging the gap between *organizational innovation* and the *organizational acceptance*

in the library using *design* methods
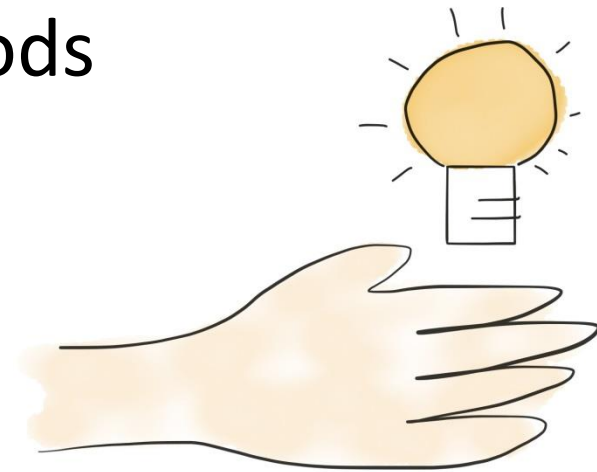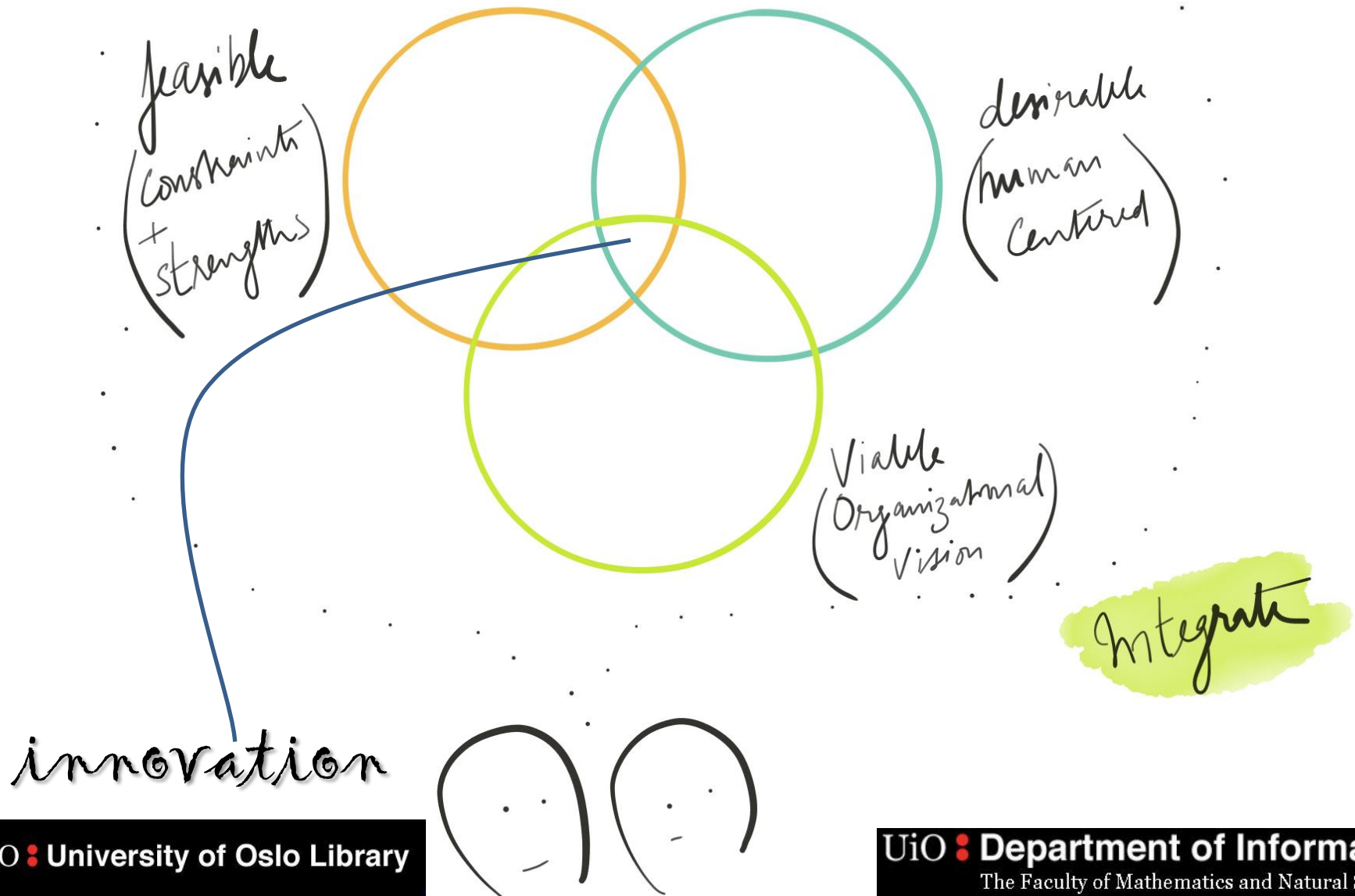
How - Our apporach

- 25 design interventions using *Design Thinking* methods:

- Service design cards – Tactile/Creative/Problem Solver (Culén & Gasparini, 2014)
- Mind mapping
- Magic moments

Culén, A., & Gasparini, A. A. (2014). Find a Book! Unpacking Customer Journeys at Academic Library. In *ACHI 2014, The Seventh International Conference on Advances in Computer-Human Interactions* .

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Design Thinking

"a human centered and collaborative approach to problem solving that is creative, iterative and practical."
(Brown, 2008)

feasible
(constraints + strengths)

desirable
(human centered)

Viable
(Organizational Vision)

Integrate

innovation

Definitions

- Design Thinking is an approach that emphasizes empathy, abductive reasoning, and rapid prototyping (Kolko 2010, Gasparini 2015).

- Tim Brown along with other authors in management literature have shown the efficacy of Design Thinking in cultivating organizational innovation (Brown 2009, Martin 2009).
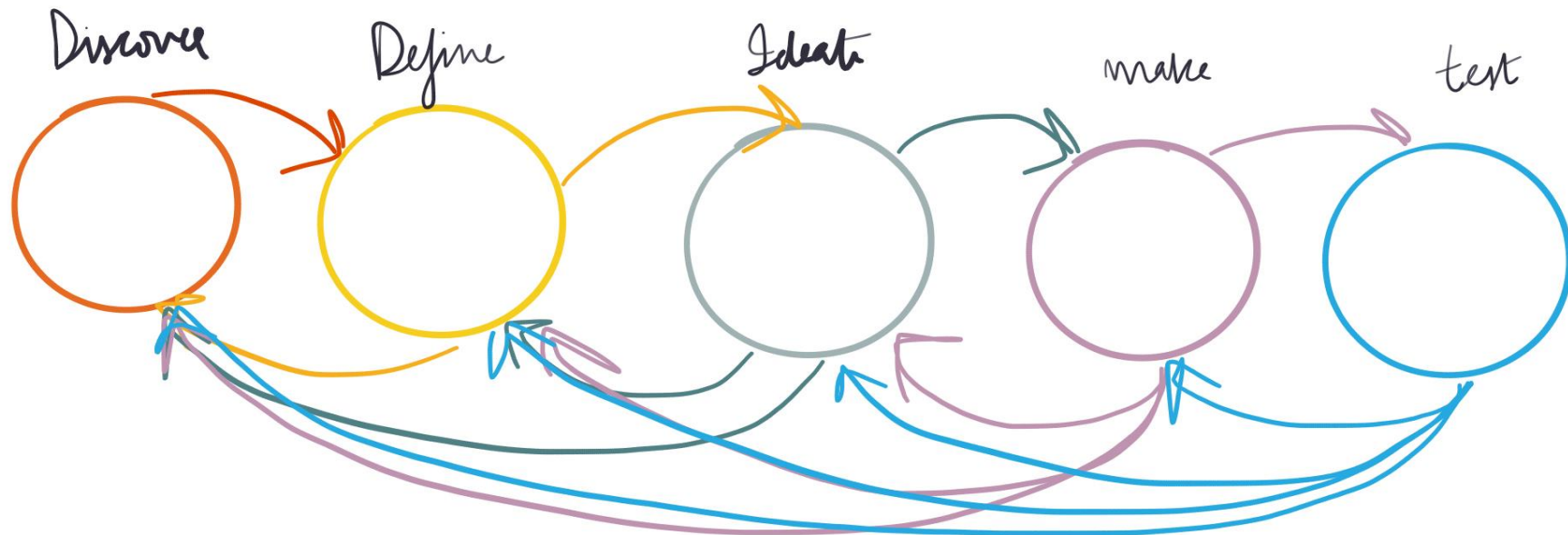
Brown, T. *Change by design: how design thinking can transform organizations and inspire innovation*. HarperCollins Publishers, 2009
Kolko, J. and Austin Center for Design. *Wicked problems problems worth solving*. Ac4d, Austin, Texas, 2012
Gasparini, A. A. (2015). Perspective and Use of Empathy in Design Thinking. In *Advancements in Computer-Human Interaction, ACHI 2015* (pp. 49–54). Lisbon.
Martin, R. (2009). *The design of business: why design thinking is the next competitive advantage*. Boston: Harvard Business School Press.

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Design Thinking

Iterative Process

How – Design Thinking Methods

- Service design cards – Tactile/Creative/Problem Solver (Clatworty, 2011) (Culén & Gasparini, 2014)

- Mind mapping

- Magic moments

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Clatworthy, S. D. (2011). Service Innovation Through Touch-points: Development of an Innovation Toolkit for the First Stages of New Service Development

Service Design Cards
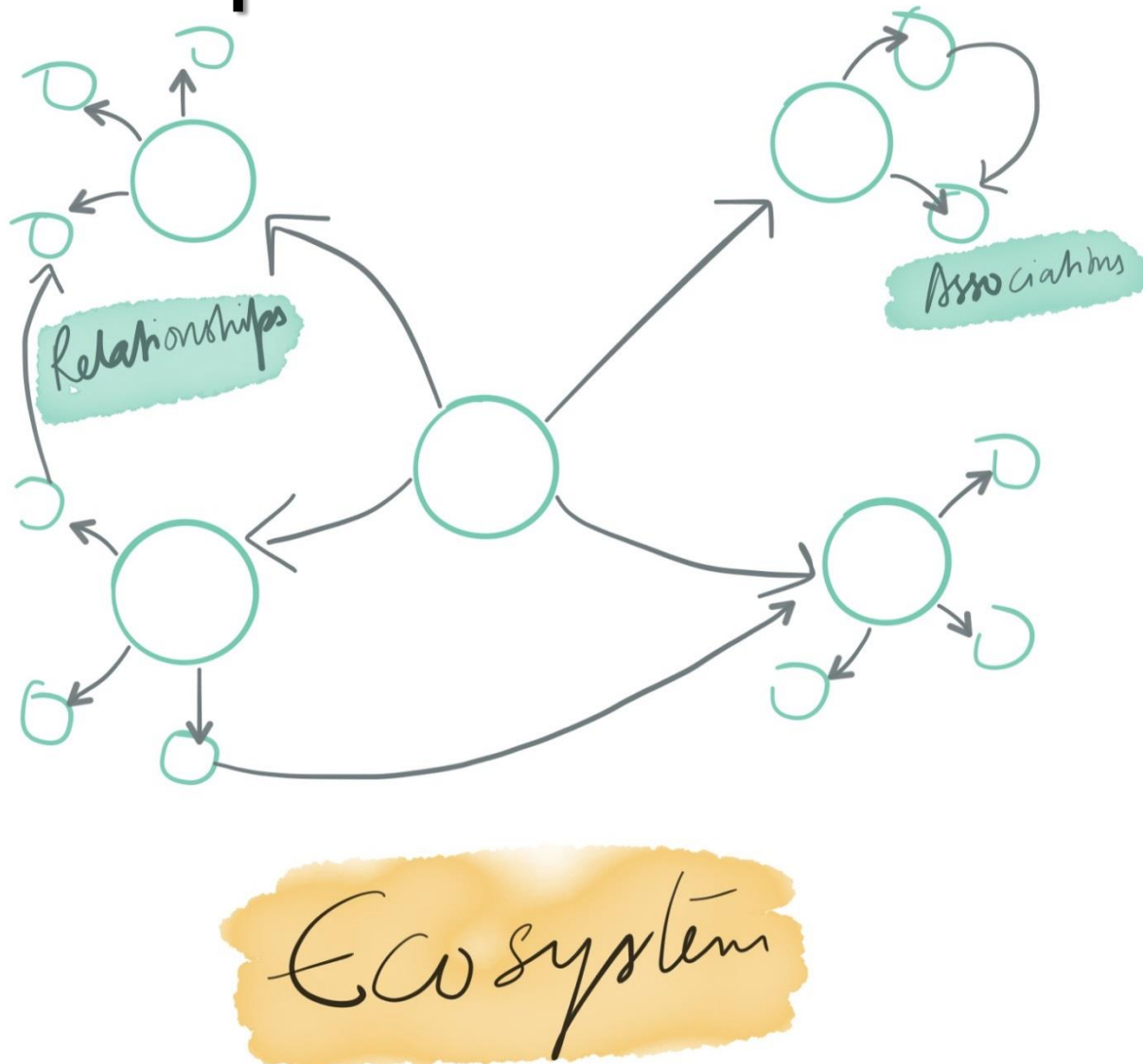
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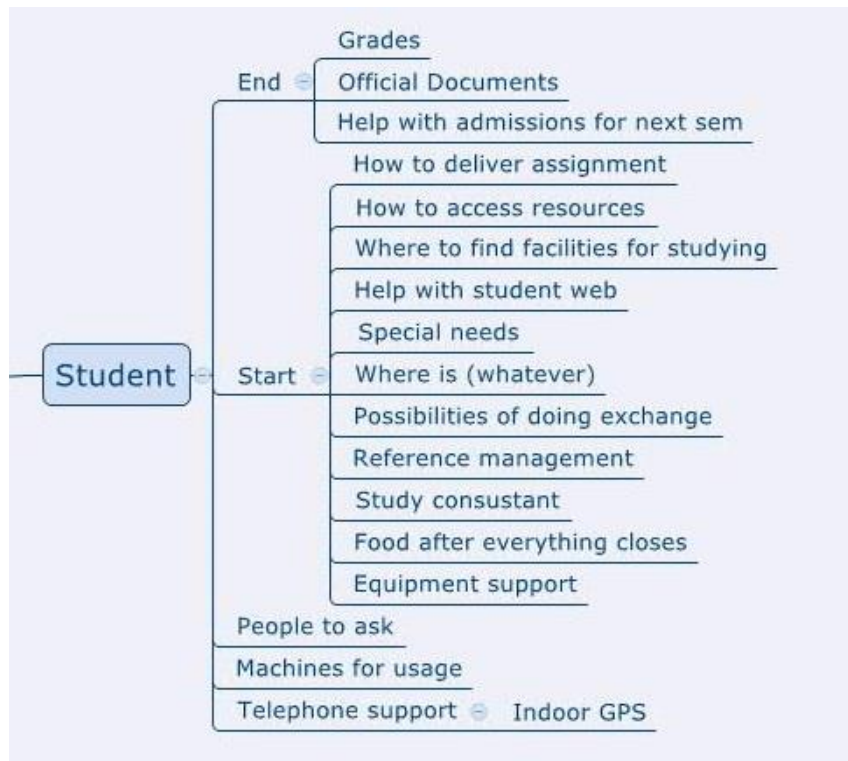The Faculty of Mathematics and Natural Sciences

User Experience – Mind Mapping

- User perspectives in the old Vinmonopolet in contrast to the open shelves of today.

Task #1 - Any thoughts?

User Experience – Mind Mapping

Relationships

Associations

Ecosystem

Mind map: Student

- End
  - Grades
  - Official Documents
  - Help with admissions for next sem
- Start
  - How to deliver assignment
  - How to access resources
  - Where to find facilities for studying
  - Help with student web
  - Special needs
  - Where is (whatever)
  - Possibilities of doing exchange
  - Reference management
  - Study consustant
  - Food after everything closes
  - Equipment support
- People to ask
- Machines for usage
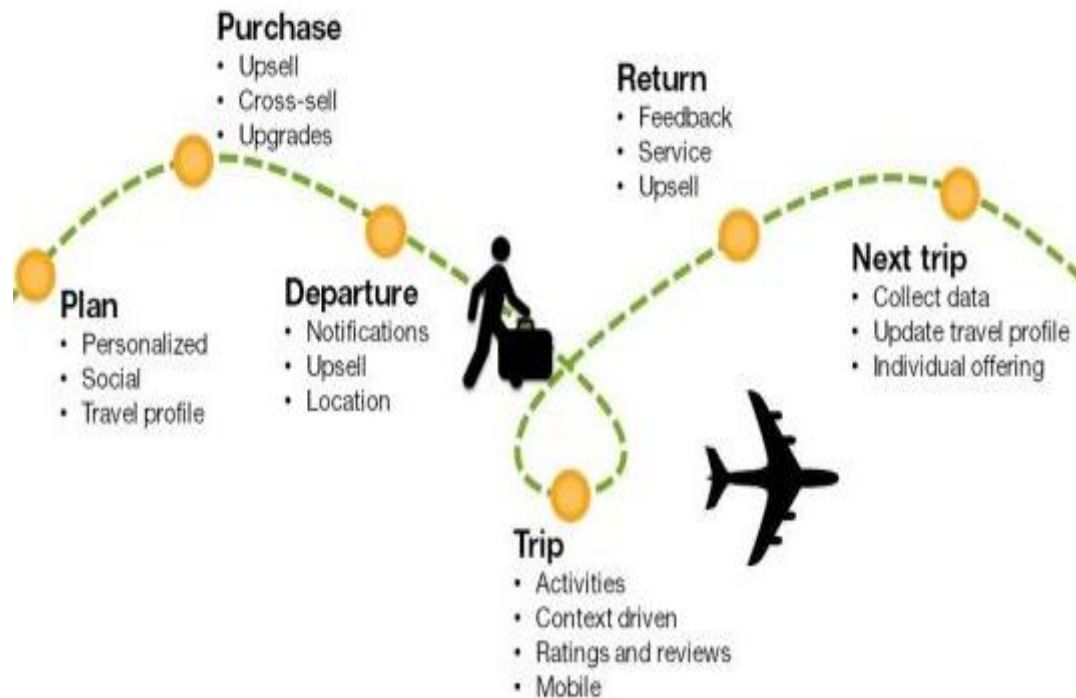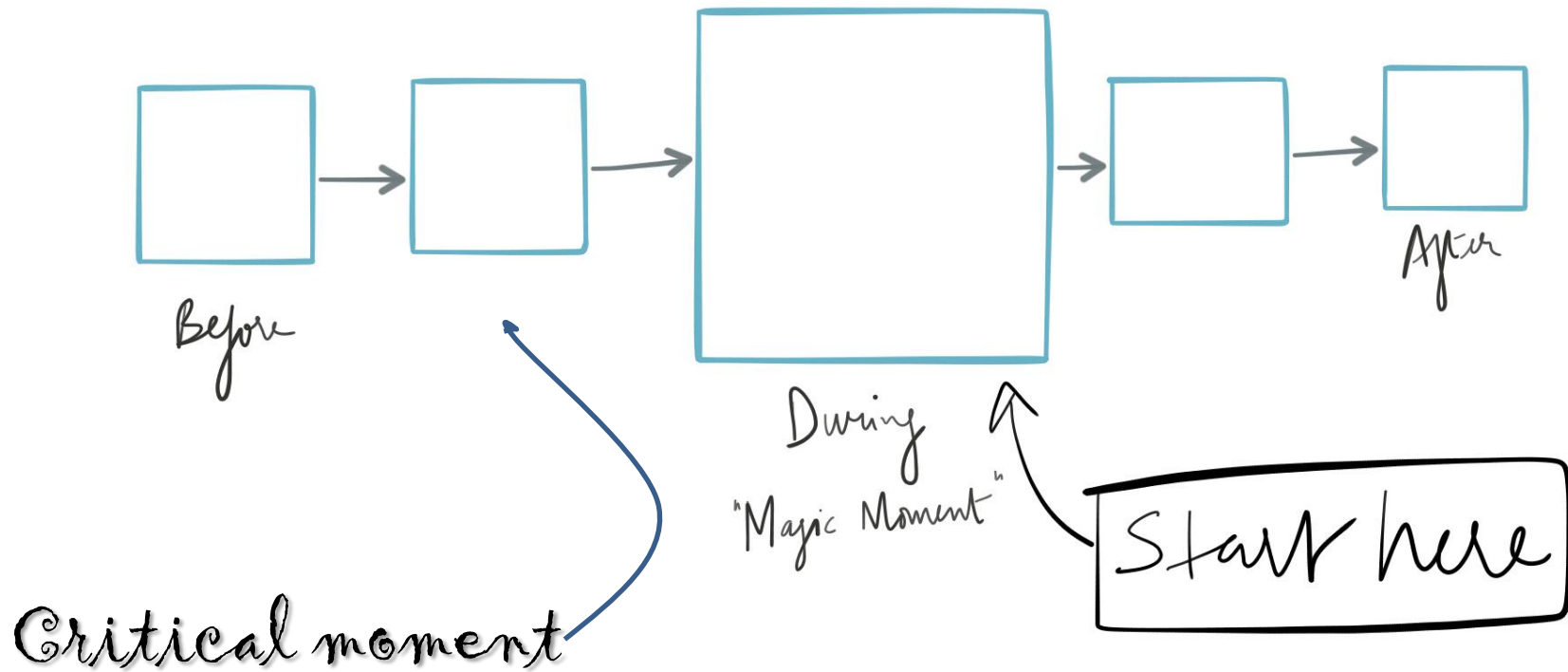- Telephone support
  - Indoor GPS

Task #2 – Mind Mapping

Take the Mind Mapping template from the folder and try to develop it further.
How is the *Students User Experience* at your University? **Who are the policymakers?**

Critical points and touch points in a User Journey

Before

During
"Magic Moment"

After

Critical moment
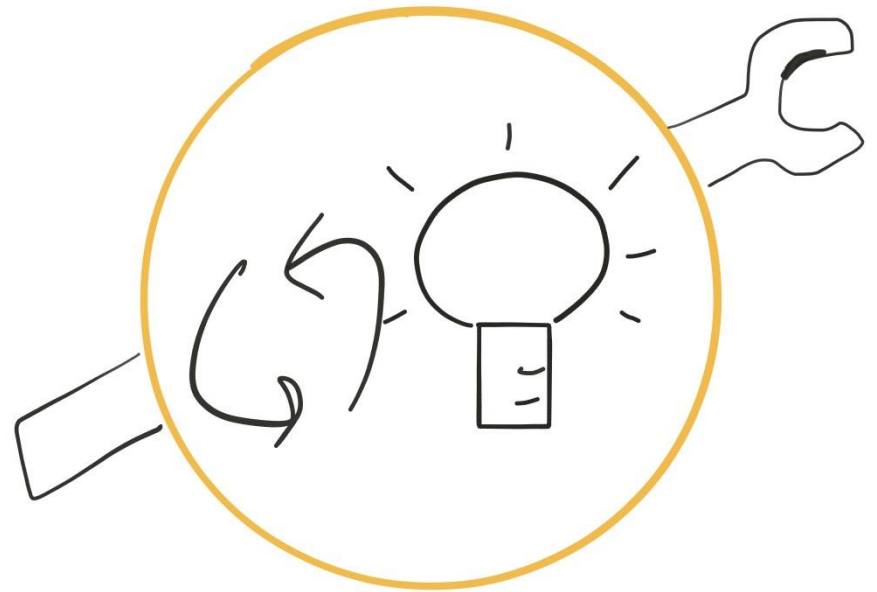
Start here

Magic Moments

Task #3 – Magic Moments

Take the Storyboard template from the folder and try to sketch how a student manage to get a new student card.

Short Discussion

How do you see these 3 tasks correlating?

Findings

- _Radical_ changes in the _library strategy_ in how to approach our _users_, and analyze and redesign services!

- The _users perspective is_

  a major value add to

  the library vision

Conclusion 1

- *Radical changes* in the library strategy: the User Perspectives is part through all actions.

- Systematic introduction of design thinking tools through an open and collaborative workshop model with real problems generates interest and motivation

Conclusion 2

- Serve as a critical pivot in *creating* buy-in towards the use of design methods in practice and hence greater organizational innovation

- Our findings support the positioning of libraries as "hubs" of interdisciplinary and creative knowledge production in conjunction with various stakeholders (researchers, students, designers, and more)

Thank You!

Questions?

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