**Service Design Techniques for Responsive Libraries**

**Who Are We Designing for and Why?**

**Envisioning Future Library Experiences**

<https://www.webjunction.org/events/webjunction/who-are-we-designing-for-and-why.html>

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Join us for a two-part webinar series with design experts from Margaret Sullivan Studio and Harmonic Design to learn techniques you can use to enhance and improve future library services. The sessions will show how design principles can lead to organizational collaboration, creativity, and adaptability. Participants will learn how to apply these principles to solve problems, foster 21st century skills, and generate customer loyalty to make your library essential to your community’s resiliency and recovery. The presenters will work with real-world, current case studies to demonstrate concepts and relevant applications to improve your library’s capacity to bring joy, vibrancy, learning experiences, and innovative opportunities to your communities!

Presented by: **Patrick Quattlebaum, CEO, Harmonic Design; Leah Berg, Service Designer, Harmonic Design; Margaret Sullivan, Principal, Margaret Sullivan Studio; Lyna Vuong, Senior Designer, Margaret Sullivan Studio; and Matias Rey, Service Designer, Harmonic Design**

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Shifting to becoming 21st century libraries** |
| Reflecting on the new approaches shared about 21st century libraries and service design, consider these facets below which lead to successful libraries and resilient communities. Check those areas you feel your library is already maximizing and circle those you’d like to focus on in service design planning.* Partnerships
* Serve community needs
* Extend beyond the walls of the library
* Serve passions and interests of users AND staff
* Serve all ages
* Incorporate project-based learning
* Be catalysts to inform new uses and roles for the library
* Other
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| **Exploring Service Design Principles** |
| Service design is a new and emerging field in the library community. Consider or discuss with your team, the principles outlined in the presentation. How have you already applied these principles to your decision-making processes? Do you call it something different? How do these principles help to better understand service design for libraries?**Human-Centered**: People serving people, including customers, partners, staff and volunteers**Co-Value**: Everyone should benefit from service participation**Co-Created**: Value is created moment by moment**Orchestrated**: Connect across channels, time, and space**Holistic**: Design as one, not in parts |
| **Understanding and Reimagining Service Experiences** |
| Customers, staff, volunteers, and other people co-create service experiences every day in the library, online, and in the community. How might your staff start to better understand these experiences to improve them? Start with these basic concepts: * Experiences result from interacting with people, place, and things within a specific context. Understanding the relationships among different interactions can help you see better ways to serve customers.
* The building blocks of experience are what people *feel*, *think*, and *do*. Understanding people’s lived experiences helps you break free of personal bias and empathize with their needs.
* You can frame experiences as journeys with a beginning, middle, and end. For example, before story time, during story time, and after story time. Understanding today’s journeys can inspire you to design better journeys.
* Experiences have many moments, some of which matter more than others. Understanding which moments matter the most can help you focus your staff and resources to create the biggest impact in the lives of your customers.
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| **Customer Journey Mapping**  |
| Now explore some of the methods to get closer to the stories unfolding in your community and to identify opportunities to create better service experiences and outcomes. Using the [Journey Mapping template](https://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2020-11/journey-template.pdf) (pdf), walk a participant through a recent library journey, such as attending a library program, picking up holds, or using a computer. As you discuss and map their journey:• Dive deep when appropriate.• Listen for what they are doing, thinking, and feeling moment by moment.• Also listen for who and what they interacted with.Use these additional questions to probe further:* What triggered the journey?
* What were their expectations?
* What actions did they take?
* What did they feel at different points in time?
* What were they thinking at specific moments?
* What did they interact with?
* What people were involved?
* What places did actions take place in?
* How much time elapsed during the journey?
* What was their lasting impression?
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| **AEIOU: An Observation Framework** |
| Using the [AEIOU template](https://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2020-11/AEIOU-template.pdf) (pdf), record your observations into the five categories to aid analysis of the service experience you’re researching. A - ACTIVITIESWhat do you observe people trying to accomplish in the service environment? This includes customer activities and employee activities.E - ENVIRONMENTIn what places do customer and employee activities take place? Environments can be physical or digital.I - INTERACTIONSInteractions are the building blocks of activities. Who and what do customers interact with as they carry out their activities?O - OBJECTSWhat things are part of the environment? Objects can be staged by the staff (signage, desks, etc.) or brought into the environment (phones, bags, etc.)U - USERSWhat types of customers do you observe participating in the service? How were your greeted? How did it feel when you first walked in? |
| **Action Plan: (include next steps, who, when, etc.)** |
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