

WHO ARE WE DESIGNING FOR AND WHY?

SERVICE DESIGN TECHNIQUES FOR RESPONSIVE LIBRARIES

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February 2021

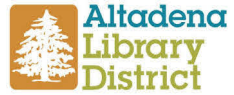


Harmonic
DESIGN™



MARGARET SULLIVAN STUDIO

WHO WE ARE



**MARGARET
HATANAKA**

Adult Services Librarian
Altadena Library District



**JAIME
PROTHRO**

Customer Experience Director
Pierce County Library System



**PATRICK
QUATTLEBAUM**

CEO
Harmonic Design



**LEAH
BERG**

Service Designer
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**MARGARET
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Principal
Margaret Sullivan Studio



**LYNA
VUONG**

Interior Designer
Margaret Sullivan Studio



ZACHARY JONES

Library Associate II
Prince George's County
Memorial Library System



GIDAE CAMPBELL

Library Associate II
Prince George's County
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JEANNIE FUNG

Service Designer
Harmonic Design



MATIAS REY

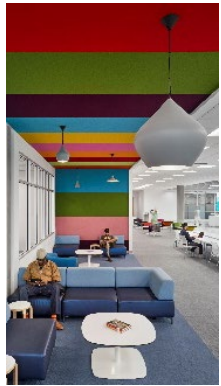
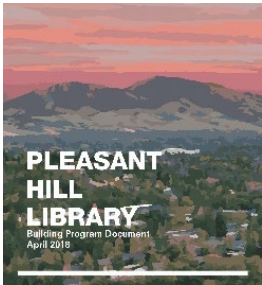
Service Designer
Harmonic Design



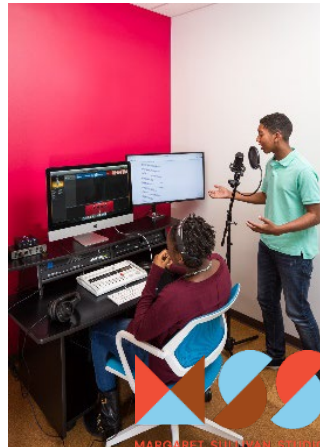
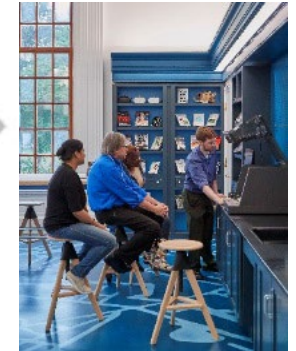
EUNSOO KIM

Intern Designer
Margaret Sullivan Studio

NATIONAL EXPERIENCE



Photos by Margaret Sullivan Studio



MARGARET SULLIVAN STUDIO

TODAY'S AGENDA

HOW TO CREATE THE FEEDBACK LOOP (EVERYONE): SESSION 2, FEB. 2021 (90 MINUTES)

MSS: Introduction

Harmonic Design: A review of our process

3 Case Studies: Share-Out!

Q&A

What You Can Do To Take Action!

**“If not us, who? If not now, when?”
-John F. Kennedy**

OVERALL SCHEDULE

PART I

- Introduction to service design techniques to build organizational collaboration, creativity, and adaptability

CASE STUDY GROUP SESSION

- Work with case study groups to create meaningful future library experiences.

CASE STUDY GROUP SESSION

- Work with case study groups to create meaningful future library experiences.

PART II

- Case study group share outs
- Envision future library experiences

November 2020



December 2020



January 2021

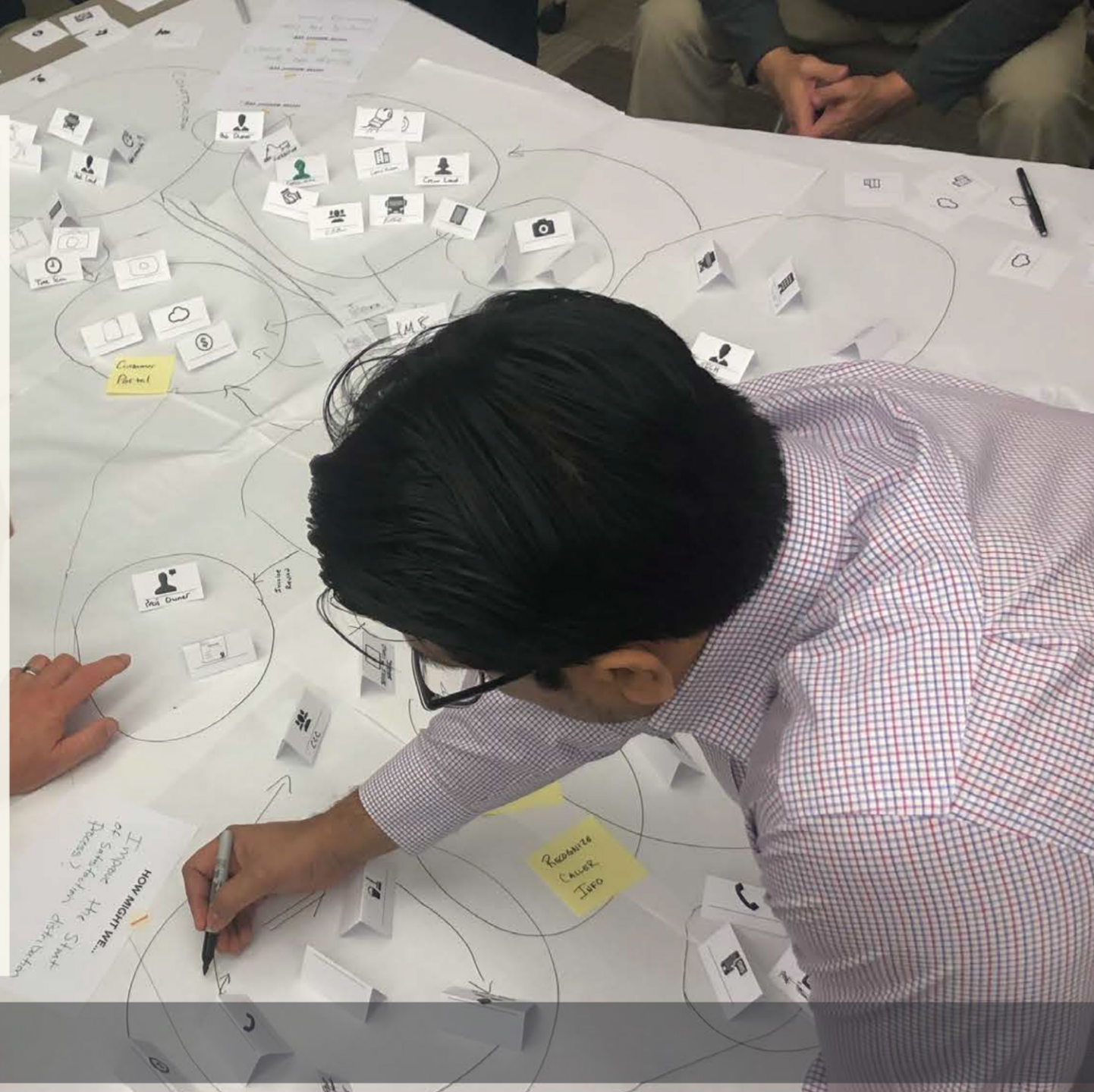


February 2021

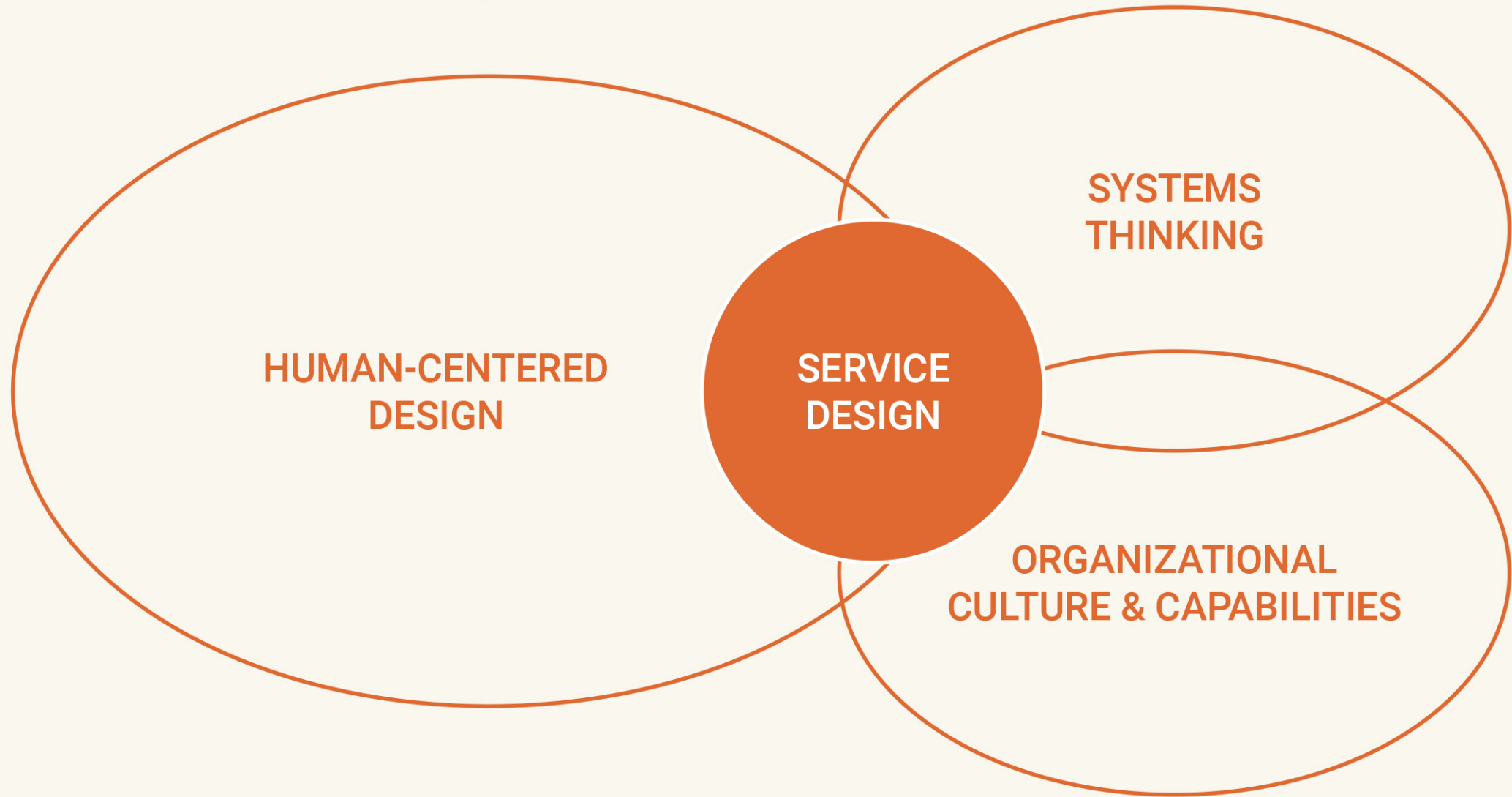
What is service design?

Service Design...

Is the application of design methods and craft to the definition, creation, orchestration, and evolution of services and service ecosystems.



Service Design



Service Design Principles

- **Human-Centered:** Focus on the needs of people
- **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

Understand the needs of all people



What are his emotional and functional needs?

What does she need to do her job and have a great day at work?

Everyone gets value out of this service!



Functional

Emotional

Social

Building Blocks of Experience

THINKING

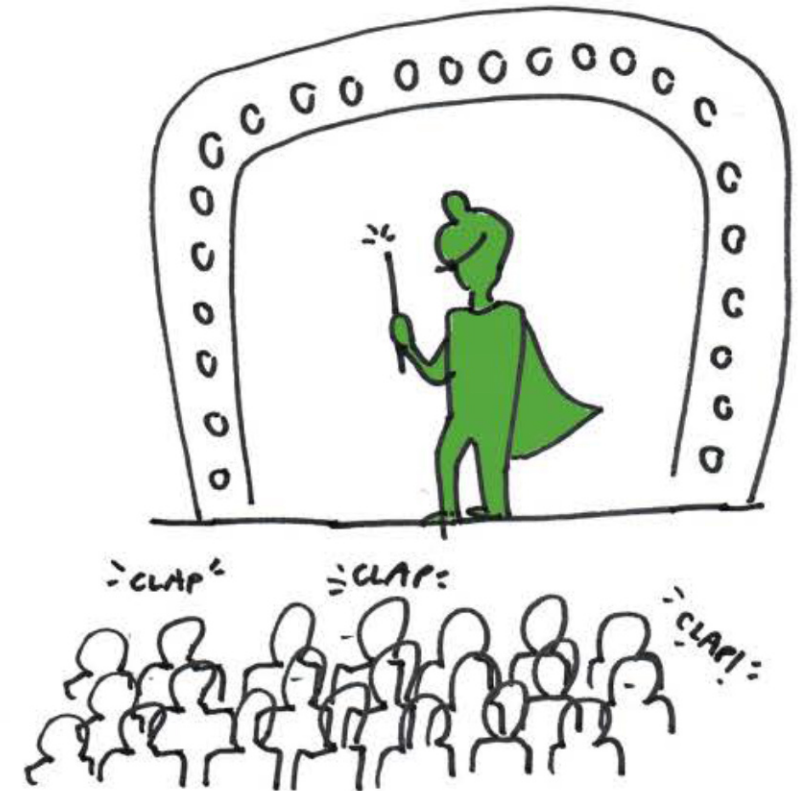
I loved that magician performance I saw the other day!

FEELING

I wonder if I could learn the secret tricks so that one day I can perform magic in front of large groups of people!



DOING



Performing a magic program at the library!

Experience Across Time

BEFORE



Research magicians and watch performances at home.

DURING

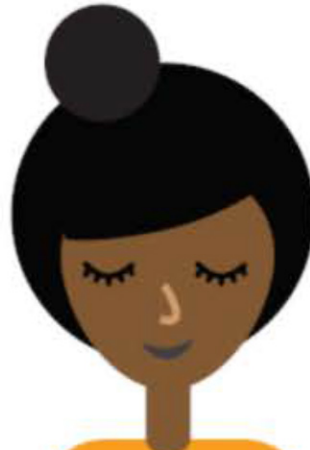
Ask for assistance at the library, get in a hole watching YouTube videos, talk to my friends about making a podcast on magic, tinker to find objects to practice with.



AFTER



Check out books and materials and begin practicing at home for family.



Creating Moments that Matter

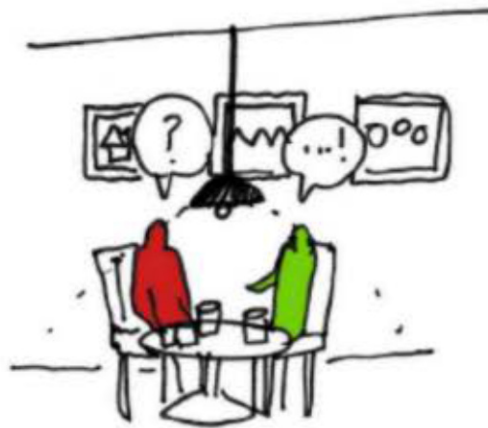
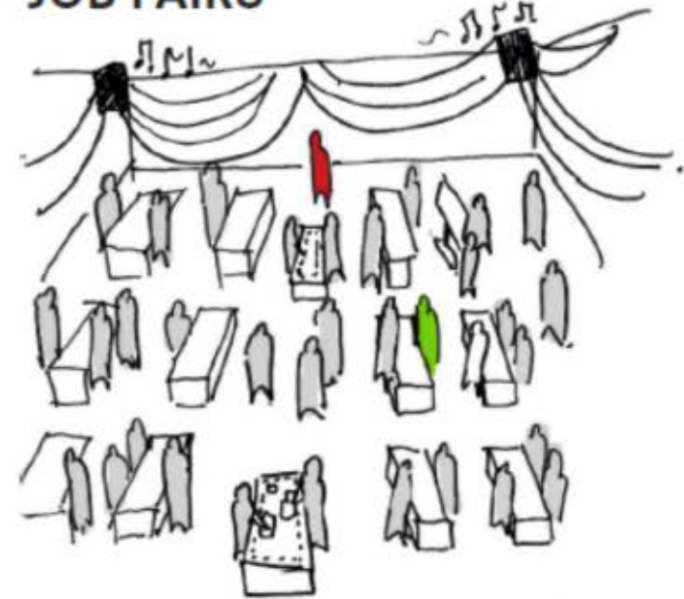
WELCOMING



SUPPORTING



JOB FAIRS



INFORMING



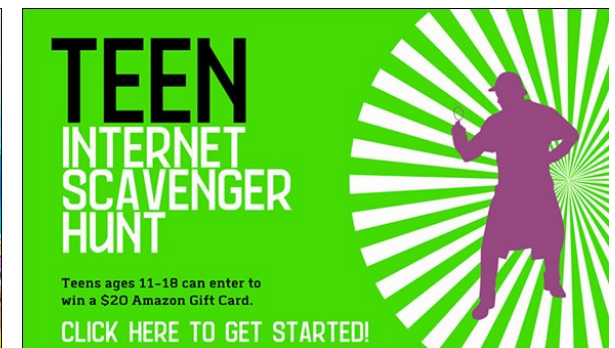
INTERVIEWING



CELEBRATING

COOL THINGS LIBRARIES ARE DOING DURING COVID

- **Lego Contest 2021**
- **Animal Crossing with KPL Staff**
- **Teen Pet Parade**
- **Santa Express at the Library**
- **Virtual Art Show**
- **Teen Internet Scavenger Hunt**
- **Virtual Teen Coding Club**
- **Online Kid Craft**
- **Once Upon a Dream Bedtime Story Time**
- **Virtual Weaving Workshop**
- **Puppet Truck**
- **And More!**



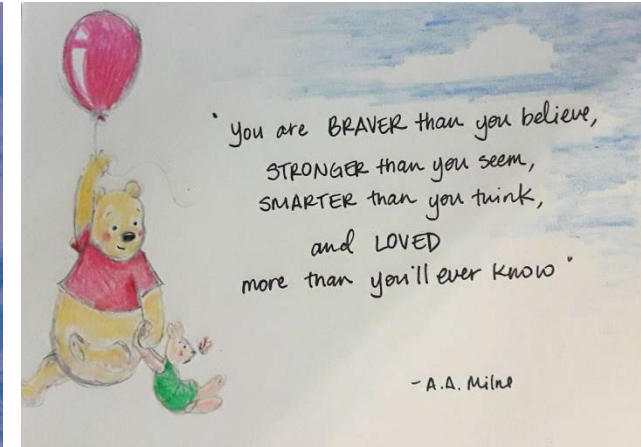
LET'S CELEBRATE WHAT YOU ALL ARE DOING!

“Kindness”

“One kind word can warm three winter months.”
– Japanese proverb

Anythink initiated the One kind word project from Feb. 8 to 26, 2021, to share creativity and compassion with the community.

When people decorated the card with kind words and returned it to the local Anythink, the cards were distributed throughout community members in need.

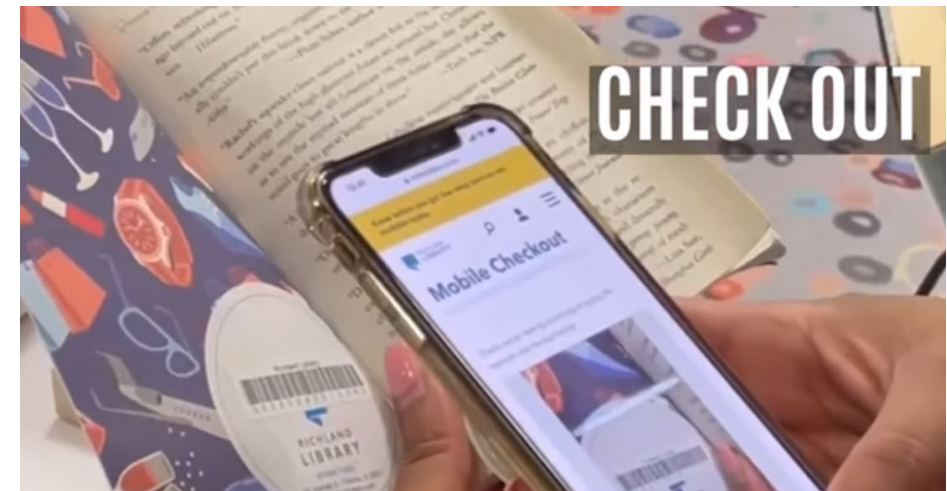


LET'S CELEBRATE WHAT YOU ALL ARE DOING!

Mobile Self-Checkout

Richland Library launched a Mobile Self-Checkout system. Now it's available at all Richland Library locations.

1. Scan QR code
2. Log in
3. Check out with your phone



LET'S CELEBRATE WHAT YOU ALL ARE DOING!

Outdoor Computers

Denver Public Library and Portland Public Library offer outdoor computers to the patrons.



SERVICE DESIGN 101

Knowing your customer

Problem Framing

How might we better serve

Identifying Opportunities

Concept Ideation

Envision Future Experiences

Experience principles

Define Experience Attributes



OUR COMMUNITY!

NEXT STEPS



SERVICE DESIGN IN 7 EASY STEPS!

1. **First, identify a Customer/Patron group**
(Example: Families, Students without WiFi, Moms, Small Business Owners, Seniors)
2. **Second, articulate how COVID has impacted your ability to reach this target audience.**
3. **Third, identify their needs.**
(These can be broad – “life needs” or specific “library needs.”)
4. **Fourth, identify how their needs are being “met”, “unmet” or “under met”**
5. **Now, create a “How Might We” Statement!**
6. **Next, create an “Experience Principle”!**
7. **Finally, ideate, collaborate, and co-create a Concept!**

Identify a customer/patron group

Articulate how COVID has impacted

Identify their needs

Identify how their needs are being met

Create a “How Might We” Statement

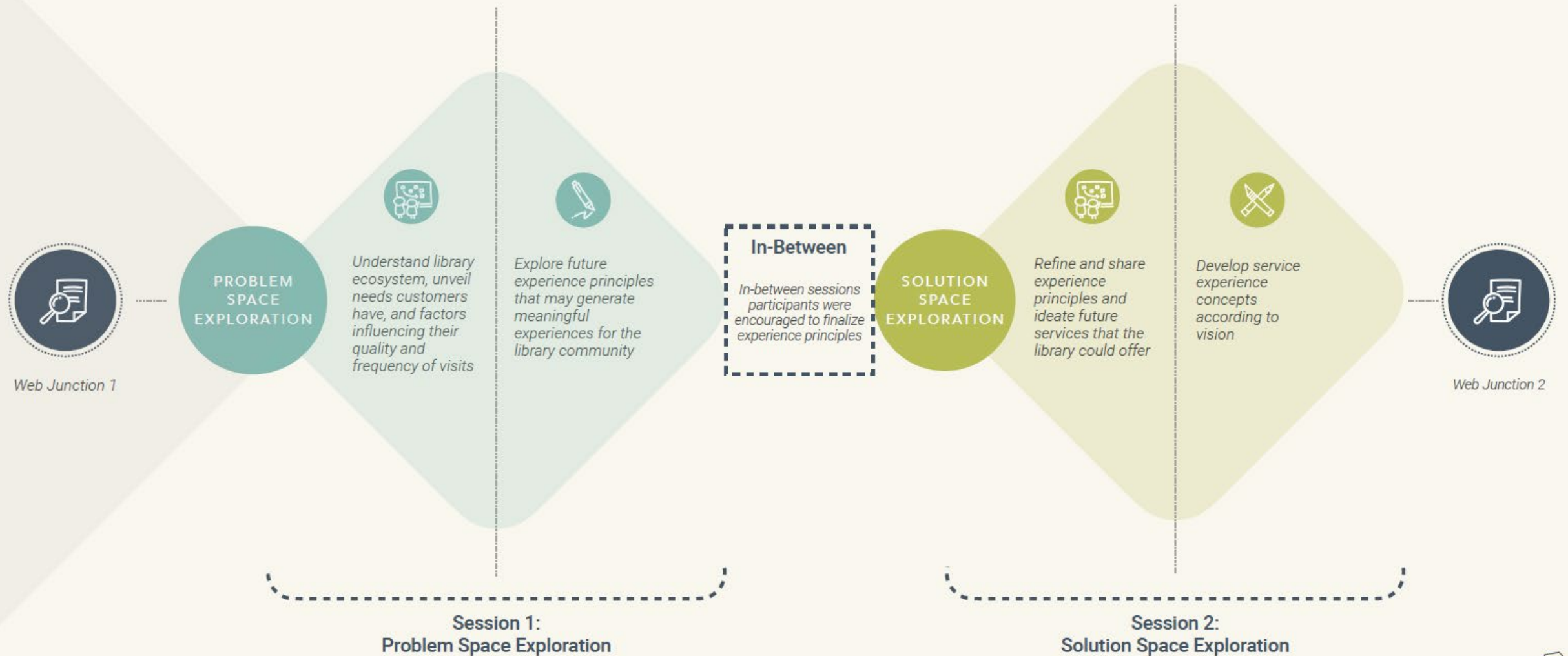
Create an “Experience Principle”

Ideate, collaborate, co create a concept

How Might We...

- Create more desirable services?
- Create more value for people?
- Meet the needs of all people who participate in a service?
- Respond to the complex challenges we face today?
- Harness the collective creativity and ingenuity of our organization?

OCLC Workshop Sessions



Altadena Libraries

Pierce County Library System
Information & Imagination

Prince George's County Memorial Library System

Team 1

Team 2

Team 3

LOGISTICS

How did we work?

Share what you all are most proud of

- Commitment to equity, diversity and inclusion
- Strong community support
- Proud of staff workers (coworkers)

Share what you are most focused on tackling

- Renovating both library locations, exploring how to be connected to community
- Reaching people who don't have the access easily

Altadena Libraries

Pierce County Library System
Information & Imagination

Prince George's County Memorial Library System

Jeannie Lyna

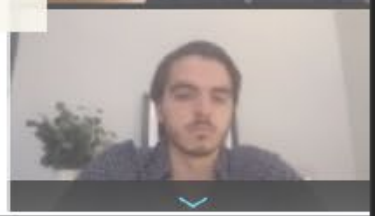
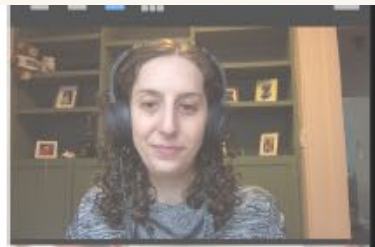
Leah Margaret

Patrick Matias

Lyna & Jeannie

Leah & Margaret

Patrick & Matias



LOGISTICS

How did we work?



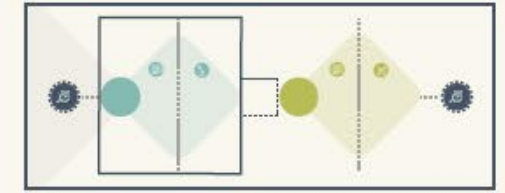
(Collaboration)



(Communication)



OCLC Workshop Sessions



Web Junction 1

PROBLEM SPACE EXPLORATION



Understand library ecosystem, unveil needs customers have, and factors influencing their quality and frequency of visits



Explore future experience principles that may generate meaningful experiences for the library community

In-Between

In-between sessions participants were encouraged to finalize experience principles

SOLUTION SPACE EXPLORATION



Refine and share experience principles and ideate future services that the library could offer

Session 1:
Problem Space Exploration



Social workers to come to the library and help

Community conversations, is closing the gap about who to go for specific information

leveraging outside people for programming

operation warm

each branch has it's own culture

Creating access to services and

digital divide,

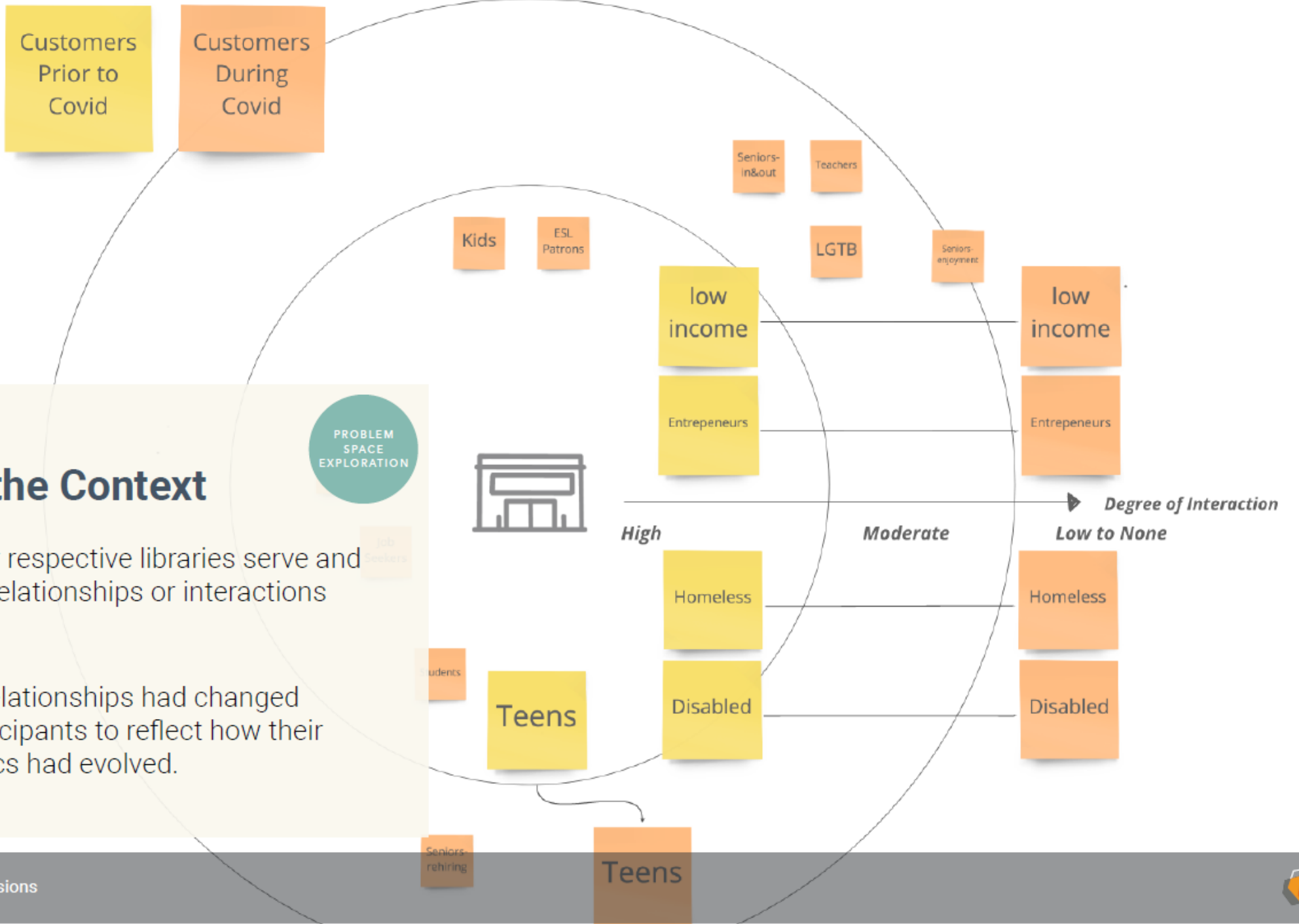
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Their Needs

Consider how their needs or interactions have changed

being entertained

getting direction

socializing

Factors That Influence Frequency

Consider the factors that may prevent them from accessing what they need or want

More transportation

Factors That Influence Quality

Consider the factors that may prevent them from having a good experience

In-person immediate help

getting walkthrough instructions

Computer Access

Internet access

Fax

communicating and staying connected with friends and family

without access to technology - unaware of happenings

branches are closed

public transportation access has decreased and people may be using it less while they isolate

have people found another outlet for their needs and will this impact their frequency once we are back in action?

branches are closed

Weather - ex: wifi outside building - too cold to stand outside

Fear

new layer of responsibility for public space

lack individual use space

METHOD SPOTLIGHT

Empathize with Customers

PROBLEM SPACE EXPLORATION

Unpacked the needs of who they serve and identified challenges that some of their customers face.

Knowing this the participants understand what customers go through and what they are in need of now that the world has changed.

started to call customers to say hi, we miss you

branches are closed

staff are communicating more through email, phone, chat

needing to find ways to chat and communicate with staff

Students days are very different now - their experience of day and time

branches are closed

personal choices - how often they are willing to leave their house

not having autonomy in a virtual space - how do we have this role in kid's lives?

4

Craft a set of How Might We's that inspire how we can address some of your actor's needs

Consider ways that HMW's provoke. **[30 MIN]**

1. AMP Up the positive : HMW make accessing free resources feel winning the lottery?
2. Remove the negative : HMW make it so that customers don't have to pay for fines?
3. Explore the opposite : HMW make getting lost in the stacks to be super fun?
4. Adjectives are friends : HMW make entering the library feel like magic?
5. Use analogies from need or context : HMW make finding available workspaces and outlets as easy as finding a crosswalk?

METHOD SPOTLIGHT

Identify Opportunities

Building on the needs of customers, the teams identified problem spaces and crafted HMW's that inspire opportunities to take action on.

Framing needs or problems as opportunities allows participants to think of many ways to address those.

PROBLEM
SPACE
EXPLORATION

HMW create a space of ownership and belonging for patrons?

HMW provide a space for connection for parents?

HMW make learning about our services and programs in an engaging way?

HMW design teen space that rely heavy to word of mouth?

HMW provide restorative spaces or experiences for customers disconnect and or recharge?

HMW augment a space virtually for teens? "vibes"



6 Draft memorable phrases that would inspire some of the outcomes

Reflect on the outcomes you want to inspire and brainstorm memorable phrases that may activate those experience.

KEEP THE
CHAIN
GOING

WE SEE
YOU

Library as an
essential
institution and
one stop shop

be active!
bring
energy

reliable for
everyone,
anywhere

One Stop
Shop

essential
institution like a
community center

Credible & relatable
references & people

equal
access
for all

make it
easy and
reliable

METHOD SPOTLIGHT

Experience Principle Ideation

Brainstormed what memorable phrases could be used to inspire future staff decisions as well as service concepts for Session 2.

This way participants have a head start on crafting experience principles and can do so in the break and during the next session.

PROBLEM
SPACE
EXPLORATION

Equal Access
for All

Teach and
Demonstrate

i.e. feeling the
library is accessible
whenever needed

More relatable,
accessible, and
of their interest

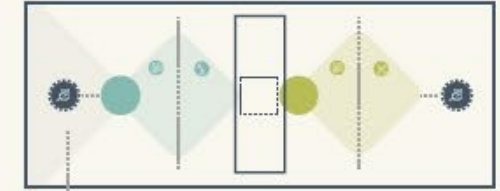
Opportunistic

More open,

More
Involvement &



OCLC Workshop Sessions



PROBLEM SPACE EXPLORATION

Understand library ecosystem, unveil needs customers have, and factors influencing their quality and frequency of visits

Explore future experience principles that may generate meaningful experiences for the library community

In-Between

In-between sessions participants were encouraged to finalize experience principles

SOLUTION SPACE EXPLORATION

Refine and share experience principles and ideate future services that the library could offer

Develop service experience concepts according to vision



Prep Work for Session 2

- 1 Revisit your group work and reflect on your outputs from Activity #3-5.
- 2 Reflect on the outcomes that came out of Activity #5 and using the phrases you have started, refine 3-6 experience principles that would inspire those outcomes. Follow the examples below to craft those principles.
- 3 Create a word document to capture each of your principles in the following format below:

PREPARATION SPOTLIGHT

Experience Principle Material

To keep participants engaged and thinking on the work we did on the first session they were encouraged to keep on ideating experience principles.

IN-BETWEEN

A Simple Framework

EXPERIENCE PRINCIPLE

Be Proactive & Timely

Anticipate needs and expectations, preempt potential issues, and make advisors aware of information before it impacts their business.

Headline
Short, memorable phrase

Description
Additional detail to communicate the spirit of the principle

— From Risdon & Quattlebaum, *Orchestrating Experiences*

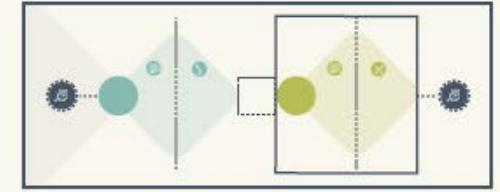
Good Experience Principles are...

- **Memorable** – Get one's attention and hard to forget
- **Concise** – Simple to grasp and parse
- **Insight-derived** – Reflect wisdom of customers' needs and behaviors
- **A Call to Action** – Inspire working towards the right outcomes
- **Differentiating** – Reflect a unique experience strategy
- **Complementary** – Work as a system; more powerful when combined
- **All-inclusive** – Applicable across channels, front-stage, and backstage

— Evolution of Adaptive Path's Experience Principles Checklist (Dan Saffer, ~2010)



OCLC Workshop Sessions



future
service principles
may generate
useful
services for the
community

In-Between

*In-between sessions
participants were
encouraged to
finalize experience
principles*

SOLUTION SPACE EXPLORATION



*Refine and share
experience
principles and
ideate future
services that the
library could offer*



*Develop service
experience
concepts
according to vision*



Web Junction 2

Session 2:
Solution Space Exploration



1 Reviewing Experience Principles [10 MIN]

Reflect on the experience principles that were created on the previous session and share any other experience principles that you worked on in between sessions.

Experience Principles - Session 1

Make it easy

Make it comfortable

Be proactive

Make it natural

Make it viral

METHOD SPOTLIGHT

Keep the flow

SOLUTION SPACE EXPLORATION

Refining Experience Principles

Based on the first session the groups worked on refining their experience principles which would later help them ideate.

The principles will help guide the ideas and concepts according to the library's vision.

Knowing me, Knowing you

Let us gather

Help us gather

Meet my neighbors

Screenshot of Miro Board: OCLC Sessions

2 Refining Experience Principles [10 MIN]

When finished refining, copy the memorable phrase only to area called exp. principles

Think through these questions:

- If you think of a specific scenario, does the principle inspire you to act in a certain way?
- Can the principle be applied to more than one or two scenarios?
- Are they applicable through different channels of communication?
- Are they applicable with different types of customers?
- Do they help you take a decision?

	Experience Principle #1
Memorable Phrase	Make it natural
Description	The library - reliable, knowledgeable, connected - is the first place you go when you are pursuing something new.
	Experience Principle #2
Memorable Phrase	Make it personal
Description	Library services are informed by the aspirations and challenges of each community member.
	Experience Principle #3
Memorable Phrase	Meet my neighbors
Description	Through actively forging unexpected connections between diverse collaborators and community members, the library is the place for organic human connection.
	Experience Principle #4
Memorable Phrase	Lead by example
Description	By committing to our vision of an Altadena where we are all learning, growing, and thriving together, the library inspires individual and collective efforts to improve the



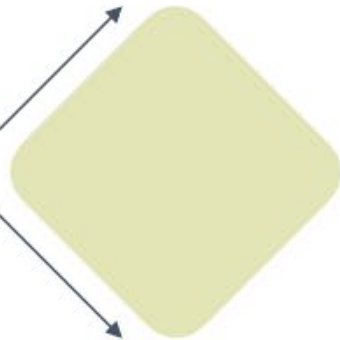
METHOD SPOTLIGHT

Ideation Sessions

Based on insights and identified opportunities, generated ideas for how to best align customer, staff, and employee needs.

SOLUTION
SPACE
EXPLORATION

Participants
generated
many ideas



HMW

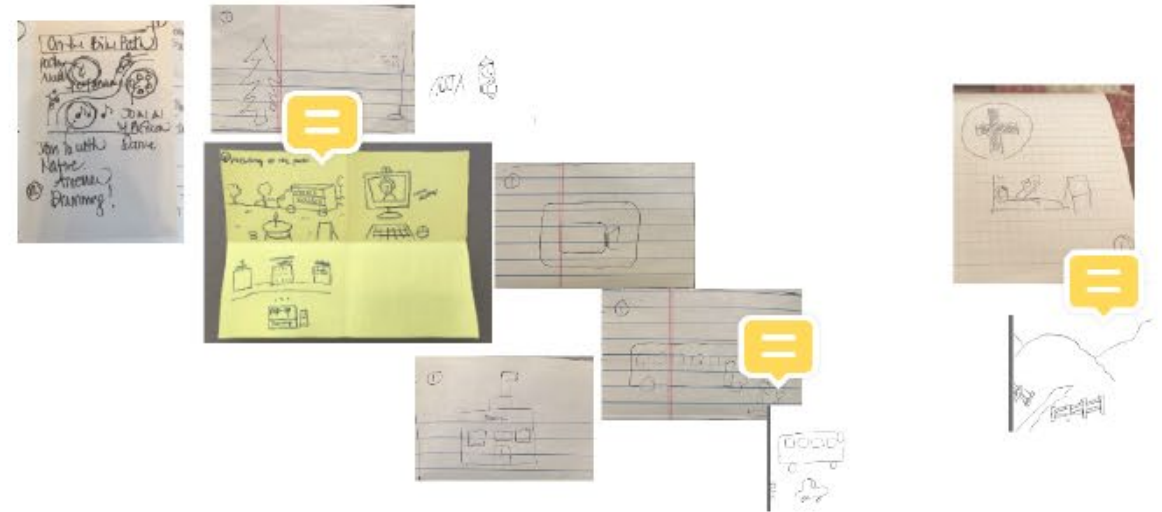
HMW show up
safely at places
where community
members are
already gathering?

1

+

Experience Principle

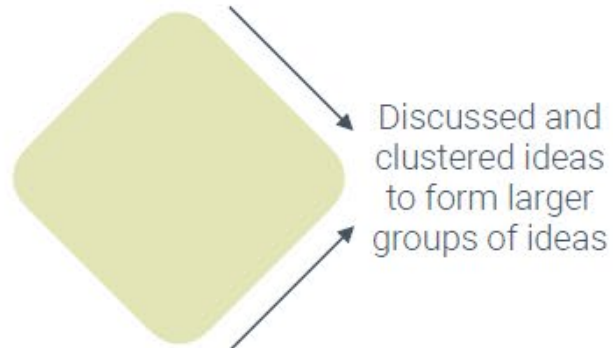
The Library is beyond
a building/Meet Me in
My Moment - Be in
unexpected,
surprising and helpful
places- where our
community is. Expand
our actions beyond
our outreach.



METHOD SPOTLIGHT

Ideation Sessions

Once ideas were generated participants engaged in a conversation to find patterns and prioritize ideas.



SOLUTION
SPACE
EXPLORATION



5 Crafting the Concepts

From the cluster idea groups develop a comprehensive concept. Here you can think of what the experience for customers will be like when they interact with this concept.

Concept Name: Full circle

Customer Type

Who are you designing for?



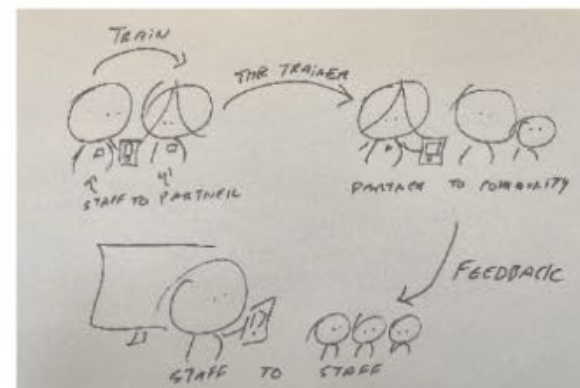
Key Needs This Concept Meet?

Why does this concept fit this customer type?



Concept Sketches

What experiences would your customer have? (Show It)



Other skills that could be taught:

Cooking, baking, new language

METHOD SPOTLIGHT

Concept Sessions

Synthesized ideas into more developed concepts that could be easily understood by others.

Who is it for?

What are the outcomes?

What does the experience look/feel like?

Key Outcomes
What benefits will your customer type receive?



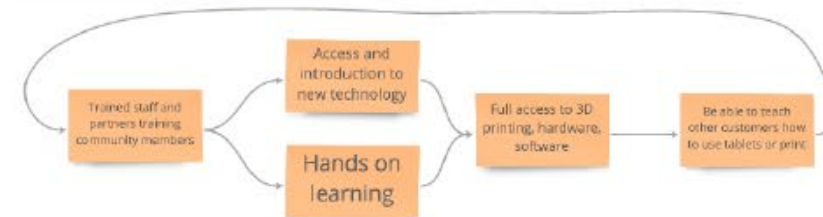
Library

Accessibility

Shared Learning

Being more engaged by our community

Experience Principles
Which principles are core to this concept?



Concept Description

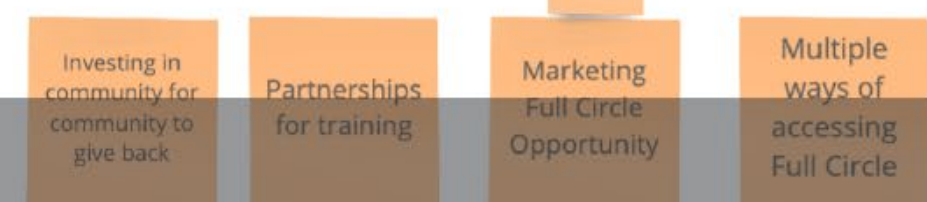
What would your customer Do, Think, and Feel?

What would they interact with?

How is the experience delivered operationally?



Word of mouth





WHAT WE SAW

- Participants engaged in the workshop's activities and were able to gain a new perspective on the work they do and how they do it.
- The different needs explored by the participants allowed them to get in their customers' shoes and empowered them to come up with ideas to help fulfill those needs.
- A great number of topics, dialogue, and concepts came out of these two sessions that will be beneficial for the library's future efforts.

THE SERVICE DESIGN EXPERIENCE

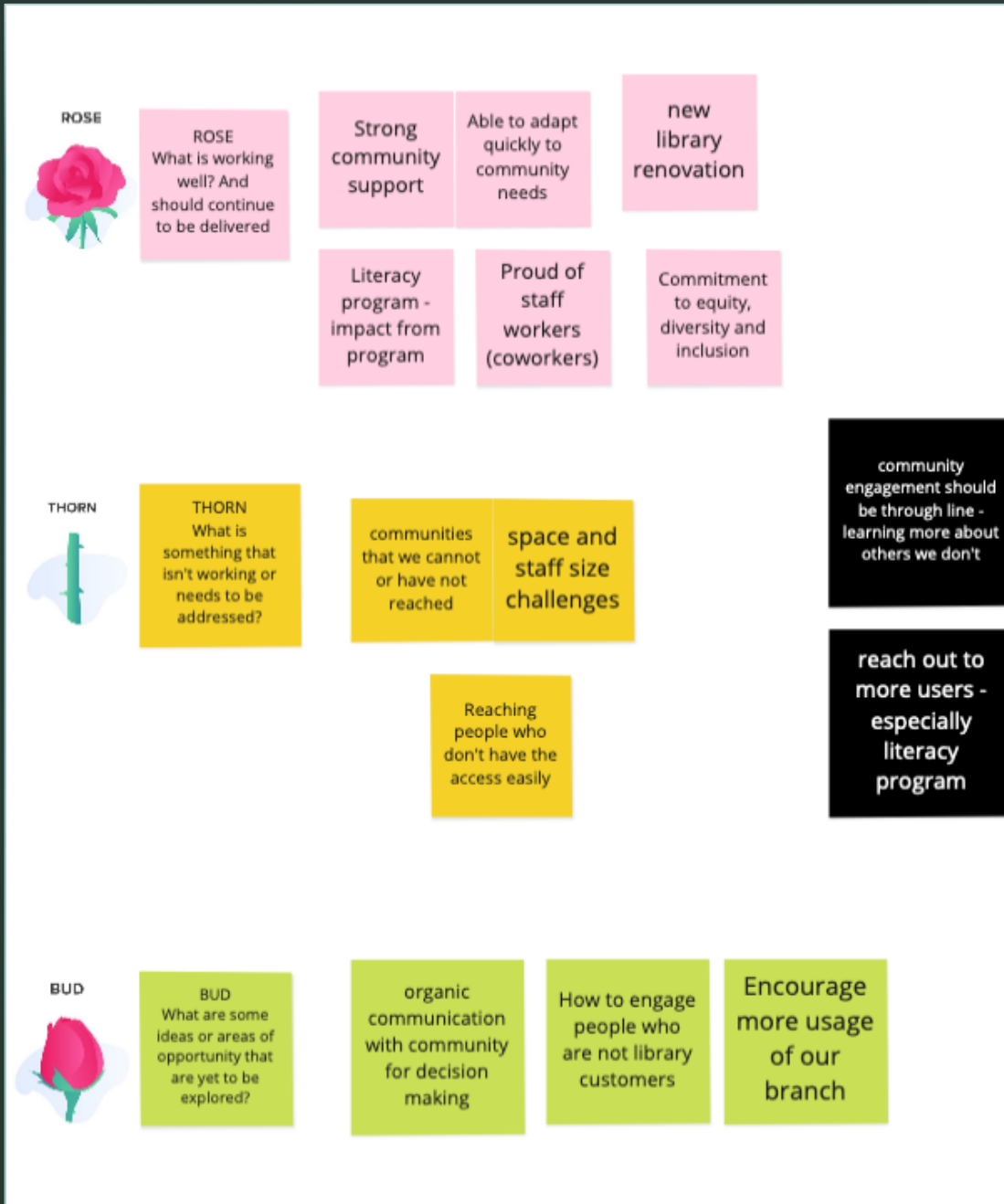
Viktor Sjöberg
Diana Wong
Mylinh Hamilton
& Margaret Hatanaka



Bringing **PEOPLE + IDEAS** Together

IDENTIFYING CHALLENGES

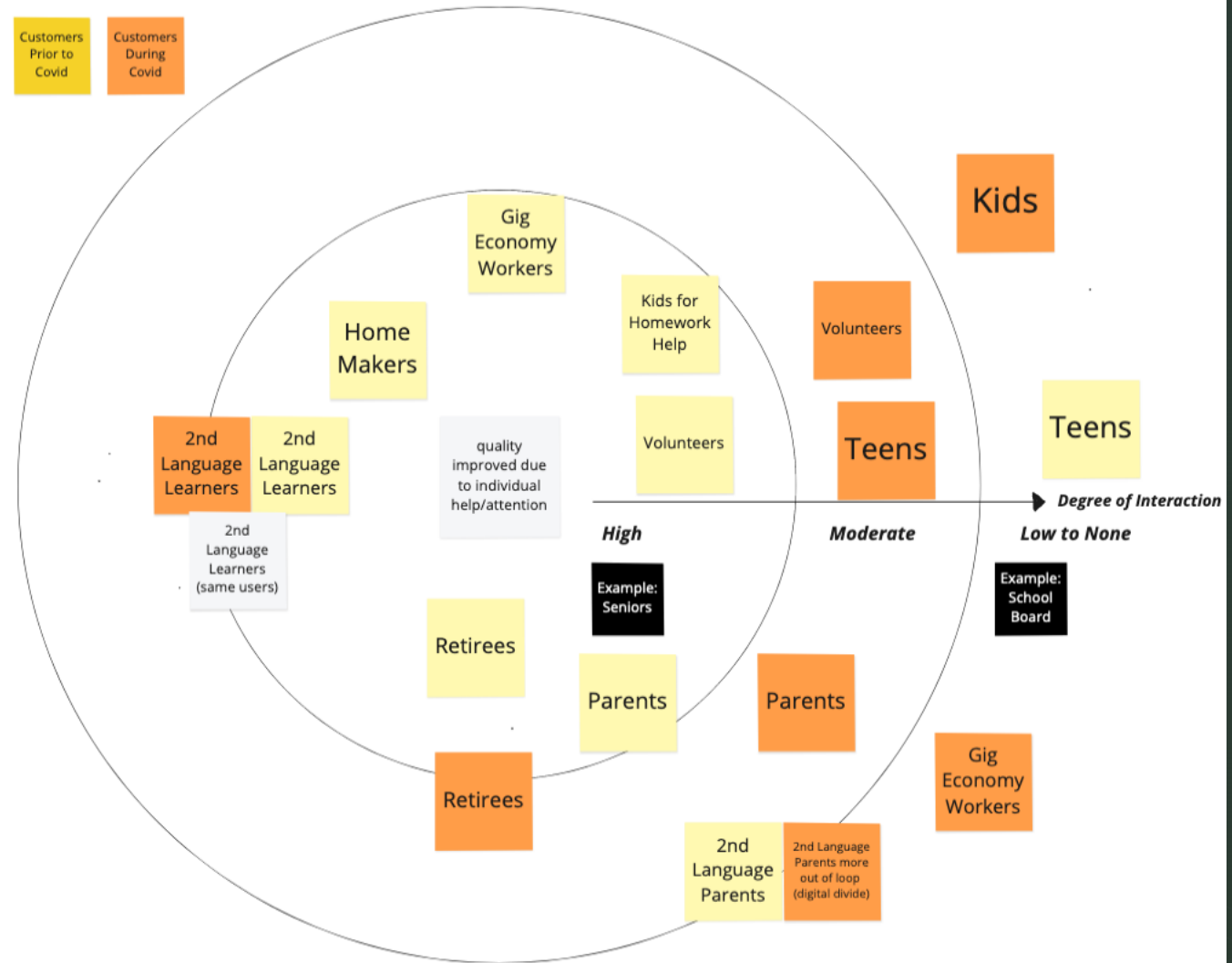
Community engagement - reaching those we currently don't



IDENTIFYING CHALLENGES

Understanding the Library ecosystem

1. Think about the groups of customers you interacted with prior to covid. Map out those groups based on what the degree of interaction was like. [10 MIN]
2. Identify customer groups that have changed the most during covid and reflect on how those interactions changed. [10 MIN]

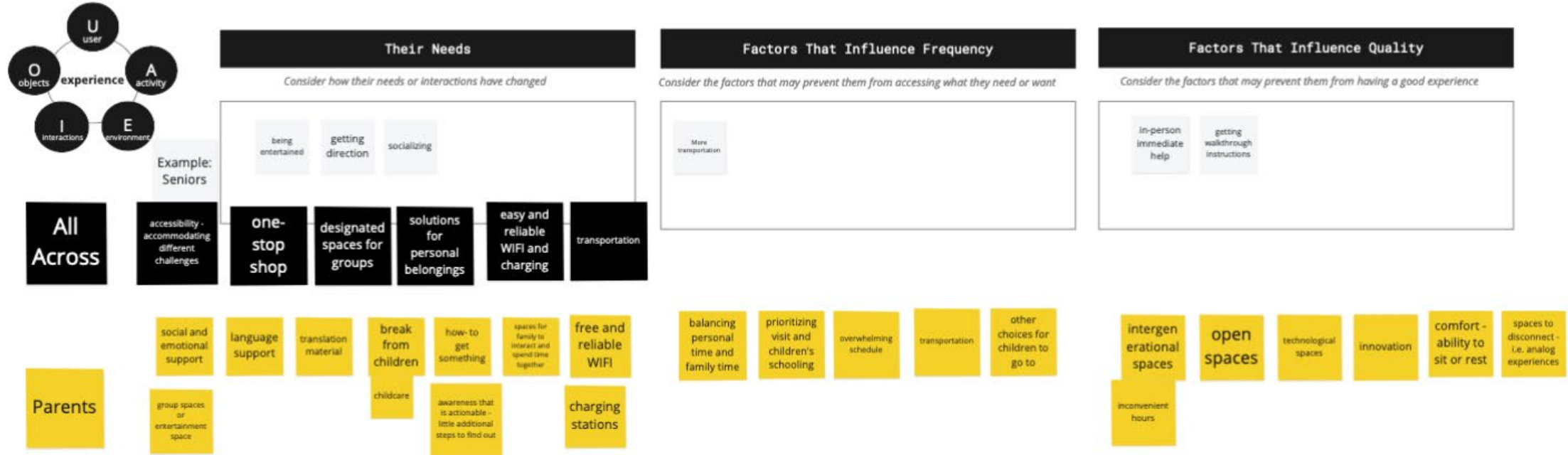


CUSTOMER CONTEXT AND FRAMING PROBLEM SPACES

Identifying need and Identifying audience

1. Identify key actors (3-5) you want to focus on. [5 MIN]

2. For each actor, identify what factors (AEIOU) contribute to why they may or may not using the library. [45 MIN]



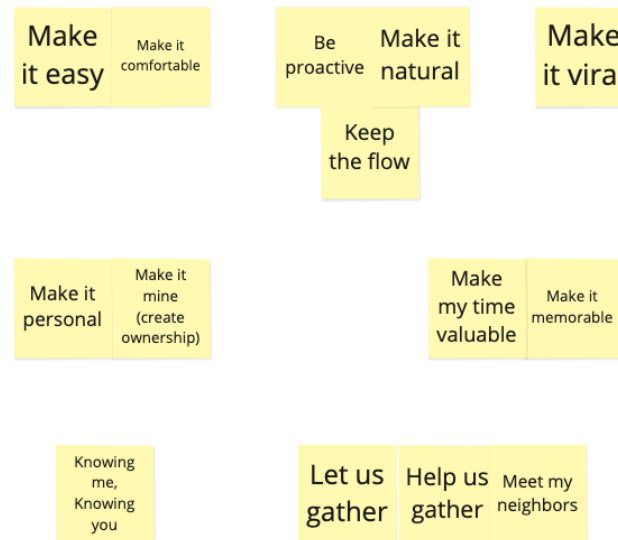
EXPERIENCE PRINCIPLES

What outcomes do we want to inspire?

1 Reviewing Experience Principles [10 MIN]

Reflect on the experience principles that were created on the previous session and share any other experience principles that you worked on in between sessions.

Experience Principles - Session 1



2 Refining Experience Principles [10 MIN]

When finished refining, copy the memorable phrase only to area called Exp. Principles*

Think through these questions:

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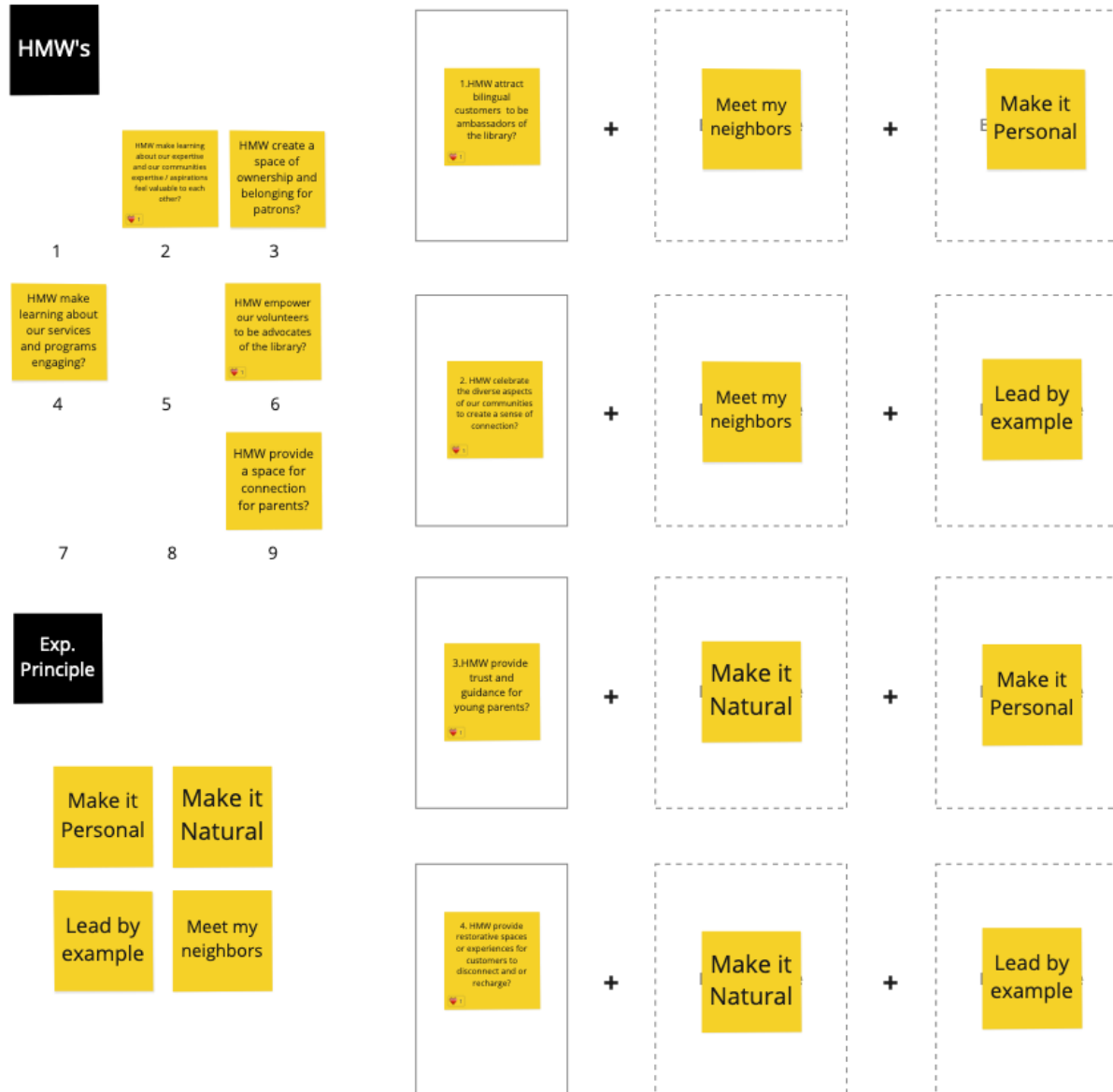
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Memorable Phrase	Meet my neighbors
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	Experience Principle #4
Memorable Phrase	Lead by example
Description	By committing to our vision of an Altadena where we are all learning, growing, and thriving together, the library inspires individual and collective efforts to improve the lives of community members through shared experiences and memories. (Library as movement.)

EXPERIENCE PRINCIPLES

Combining the
"How Might We"
statements and
the Experience
Principles

Ideation Rounds



VISIONING THE PRINCIPLES

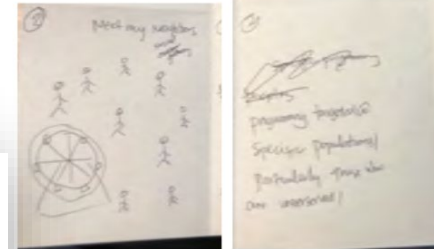
What would the
experience look
like?

to have
of.

Meet my
neighbors

Lead by
example

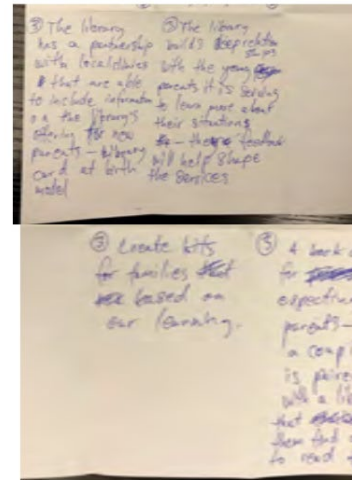
2. HMW celebrate
the diverse
aspects of our
communities to
create a sense of
connection?



Make it
Natural

Make it
Personal

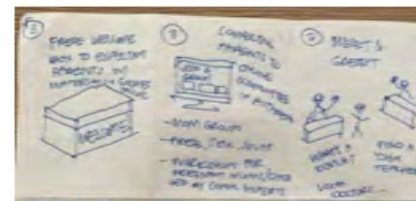
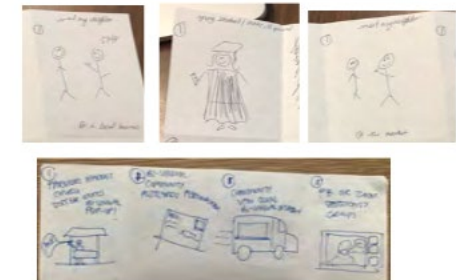
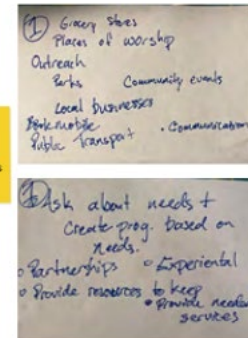
3. HMW
provide trust
and guidance
for young
parents?



Meet my
neighbors

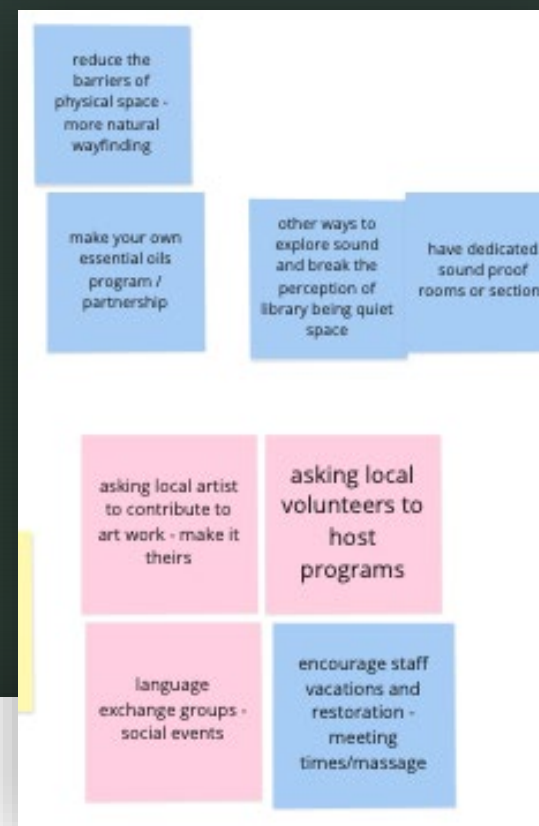
Make it
Personal

1. HMW attract
bilingual
customers to
be ambassadors
of the library?



CONCEPT CREATION

Resonating ideas –
“disconnect”,
“restorative”,
“dedicated quiet time



VISIONING THE CONCEPT

“Service of Doing Nothing”

Combining the Outcomes and Experience Principles



Customer Type

Who are you designing for?

all patrons /
community
members
and staff

Key Needs This Concepts Meets?

Why does this concept fit this customer type?

a need for a free
community space
to disconnect and
have
introspection

building on
customer's
expectation of
quiet spaces and
need to escape

Key Outcomes

What benefits does your customer type receive?

parents can
participate
in
programs

staff being able to
disconnect and
have a moment to
relate with
customers

restoration
together -
building
community

linking
individuals to
group health
or therapy

building
collective health
by investing in
individual health

having a
supportive
place to
experiment
with well-ness

Experience Principles

Which principles are core to this concept?

Make it
Natural

Lead by
example

Meet my
neighbors

Make it
Personal

TAKEAWAYS & WHAT'S NEXT?

KNOW YOUR COMMUNITY

- Facilitator vs. Director
- Listen without an agenda

CREATING MANAGEABLE ACTIONS

- Number of ideas or issues may seem overwhelming

UNEXPECTED RESULTS

- Focus on Library as a quiet space - potential new program for public and staff



Bringing **PEOPLE + IDEAS** Together

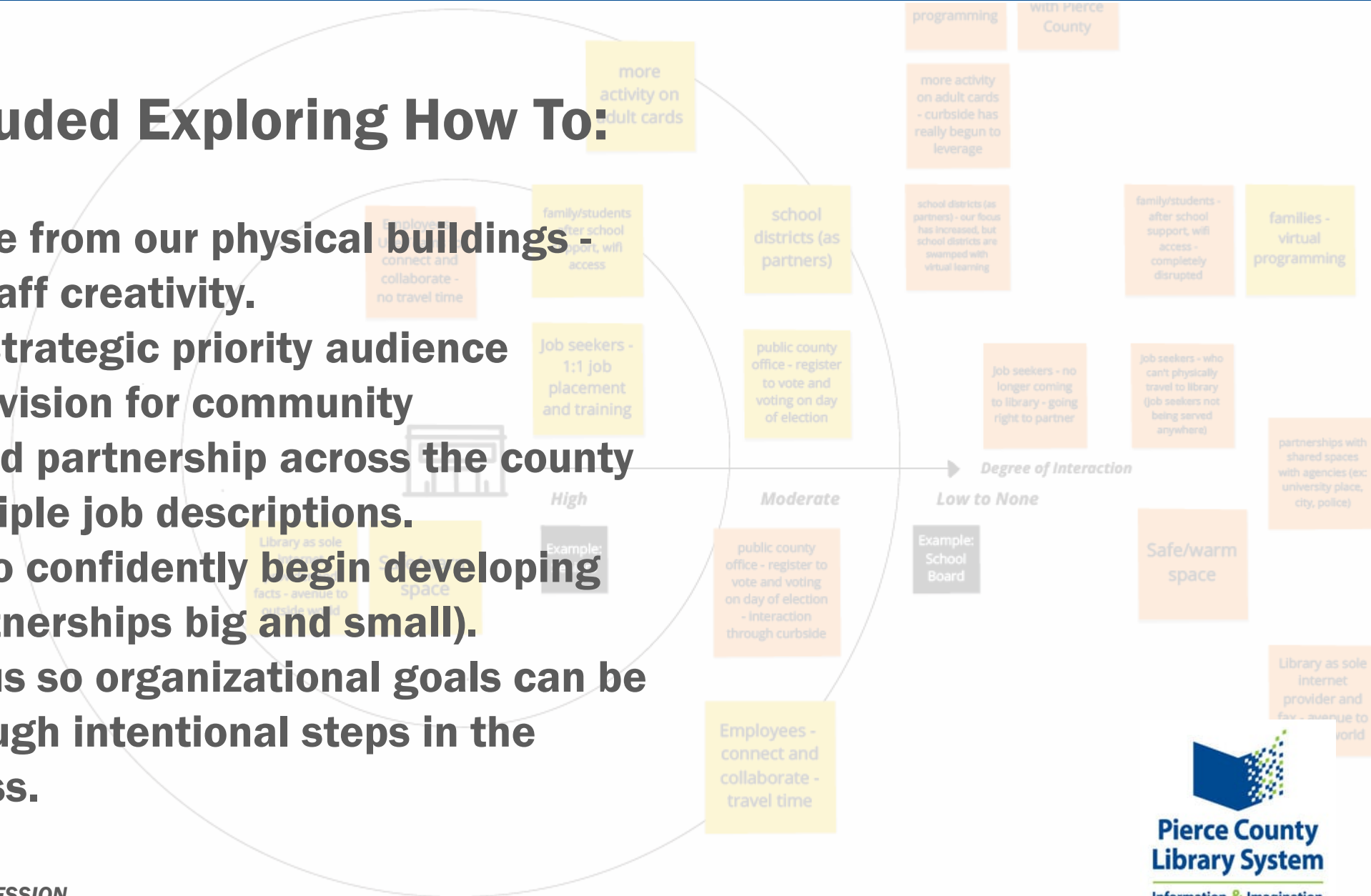
<https://www.altadenalibrary.org>

staff@altadenalibrary.org

GOALS

Our Aims Included Exploring How To:

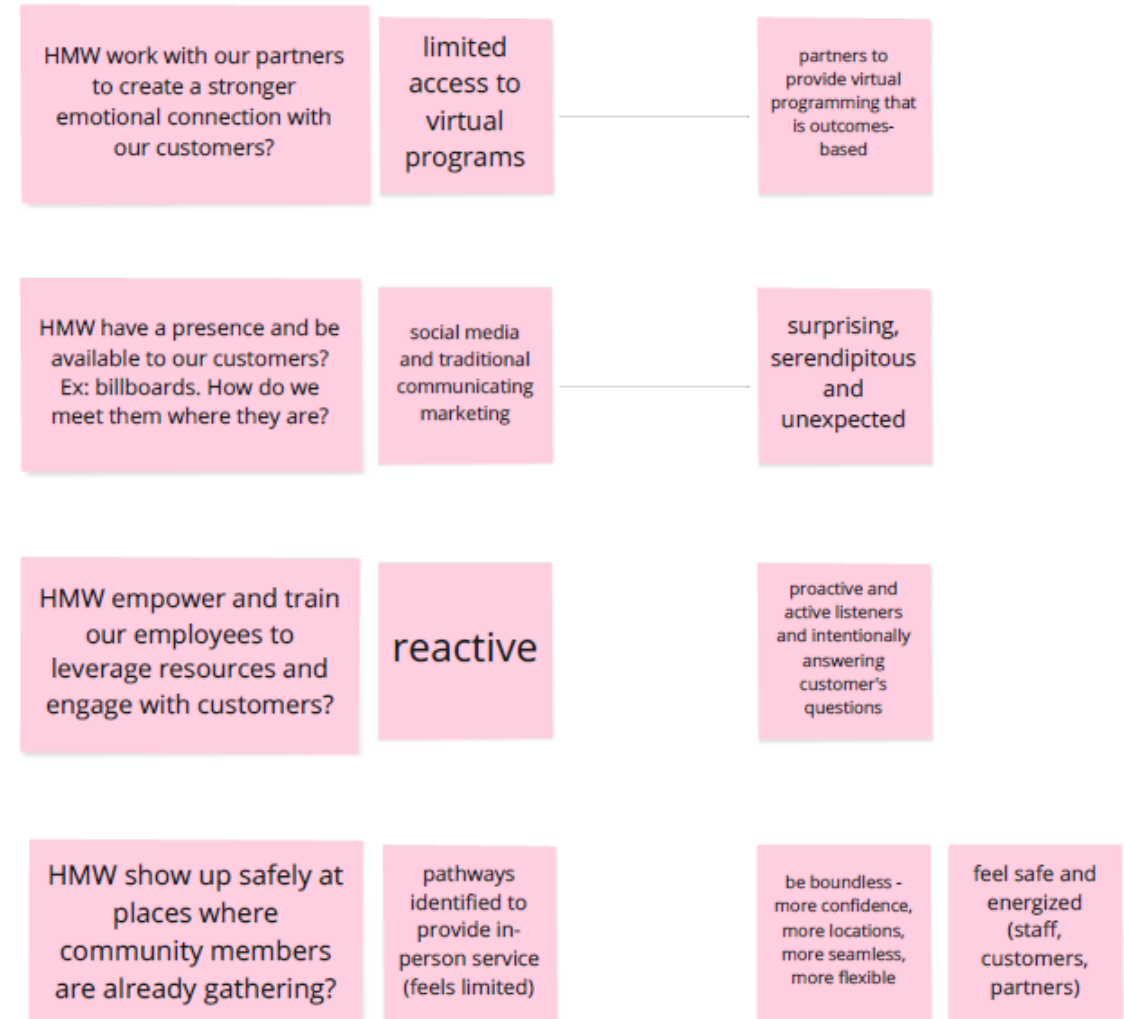
- **Untether service from our physical buildings - and untether staff creativity.**
- **Better serve a strategic priority audience**
- **Strengthen our vision for community engagement and partnership across the county and within multiple job descriptions.**
- **Support staff (to confidently begin developing community partnerships big and small).**
- **Narrow our focus so organizational goals can be addressed through intentional steps in the planning process.**



INSIGHTS

How Might We's are challenging!

- Ideation afforded extraordinary collaboration.
- Timing of activities allowed deeper creativity and exploration.
- In serving our priority audience this is something we want to do with community, so that library services are relevant.

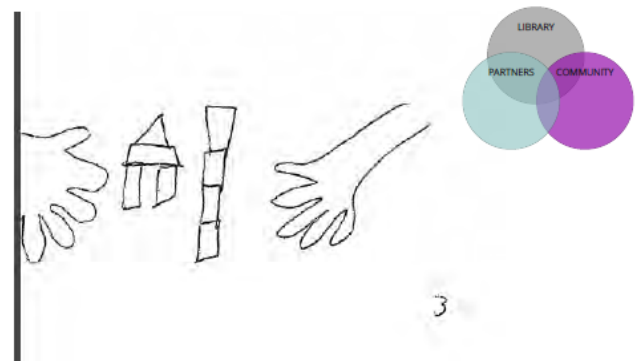


SCREENSHOT OF MIRO BOARD: OCLC SESSION

NEXT STEPS

Next Steps for PCLS:

- Using the design methodology to work a steering team through a plan for Community Advisory Council opportunities.
- Will begin using as a launching activity for distinct projects.
- Building together creates the synergies for impact!

Concept Name: Building Together	
Customer Type Who are you designing for? Our partners and our community and our library staff	Concept Sketches What experiences would your customer have? (Show It) 
Key Needs This Concepts Meets? Why does this concept fit this customer type? Learning from each other Communication Trust Fluidity Access Increased Reach Increased success Awareness Room for many attempts	
Key Outcomes What benefits does your customer type receive? Sense of belonging Concept of time - as valuable resource and contributing to betterment Autonomy/Voice	Concept Description What would your customer Do, Think, and Feel? What would they interact with? How is the experience delivered operationally? Library first - as a resource Communication reach-out Hosting an ideation workshop for the community Agreement and shared understanding of the blocks/tools we can work with Everyone willing to bring something half-baked The "co" mindset Involvement in the cultivation process Customers to feel received and exchange of responses
Experience Principles Which principles are core to this concept? Strategic Fate: Be serendipitous in being the right thing at the right time - Have a "CO" mindset - work together and have real-time evolution and openness.	

We See You

Making Libraries the Place to be



Transforming PGCMLS

Before Covid Vs. During Covid

How Did We Serve?

Before

Physical “on-site” programs, Trainings, Computer Assistance, 1 on 1 interaction with customers, Regular Customers

During

Virtual Programming, Curbside Pickup, PGCMLS “Ask a Librarian” Call Center, Community Conversation, Social Media

Questions

How Do we implement these strategies in best way possible during a global pandemic and moving forward in the future?

Transforming PGCMLS

How Do We Serve Moving Forward?

Currently and Post Covid

- Physical and Virtual programs
- Covid Relief
- Workforce and Professional Development
- Community/Social Services and Mentorship
- Equity and Helping Customers be heard
- Promote lifelong learning

PGCMLS Keys to Customer Experience

Meet them Where They Are

- The customers that you assist come from all walks of life
- Different barriers (Socio-Economic, Language, Handicaps, etc.)

Open the Door

- Welcoming, Inclusive, Helpful, Attentive, Aware, and Empathetic
- Create and Promote a space for personal and community growth

Put the Library in Their Hands

- Ask your customers their needs and pursuits
- Be intentional with the information received from your customers

Shout and Not Shhhh

- Expose the libraries value to your community and become more influential
- Be a reflection of your communities experiences and opportunities



Takeaways

Put Yourself in the shoes of the customer!

- What Do you want the library to look like for all entering?
- Take ownership as both the creator and the consumer
- When in doubt ask the customers

The Customer is the source of what you plan to implement.

Be inclusive and be aware of meeting people where they are.

Creating the experience is helping someone create the world that they want to see!



NEXT STEPS

These methods will help you

- Get closer to the stories unfolding in your community
- Better analyze the experiences occurring in the library
- Learn about the experiences happening outside the library
- Identify opportunities to come up with new ways to create better service experiences and outcomes

NEXT STEPS

What you can do now

- **Uncover stories.** Invite customers and employees to share a memorable experience with the library (pre-covid counts!).
- **Think intentionally.** Embrace opportunities for services and how you want to make people feel (now or pre-covid) by making a list of questions you want to answer.
- **Co-create the future.** Who do you want to work with internally and who do you want to partner with to explore opportunities? Make a list.
- **Visually communicate.** Sketch your ideas to explore your questions.
- **Design service scenarios.** Highlight key moments of the service that will meet the needs of your customers. Explore the processes needed (frontstage and backstage) to deliver the service.

NOW, LET'S DO THIS!

1. Gather a group of collaborators!



Library Peers

**Professional
Development
Working Group**



Partners

**Partner
Learning
Circle**



Community Mentors

**Community
Co-Creation
Programs**

TIPS

- Be open
- Be bold
- Defer judgment
- Build on the ideas of others (“Yes, and...”)

NOW, LET'S DO THIS!

2. Create a shared set of Experience Principles!

EXPERIENCE PRINCIPLES

- **Welcoming**

I am treated with respect and compassion.

I forge connections with the approachable and friendly faces of the Library.

- **Empowering**

I am empowered. No matter where I come from or what I am looking for, I have access to the tools, information, and knowledge need.

- **Affirming**

I hear "yes." Library staff remove roadblocks, and show me that anything is possible.

- **Surprising**

I find things I didn't even know I was looking for. My expectations are exceeded every time I visit the Library.

- **Awesome**

I find a comfortable, safe place where I can explore, discover, learn, and create.

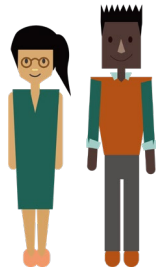
I feel included. I feel curious.

I feel inspired!

NOW, LET'S DO THIS!

3. Establish the time to do this work!

DAILY



With partners

WEEKLY



With small groups

MONTHLY

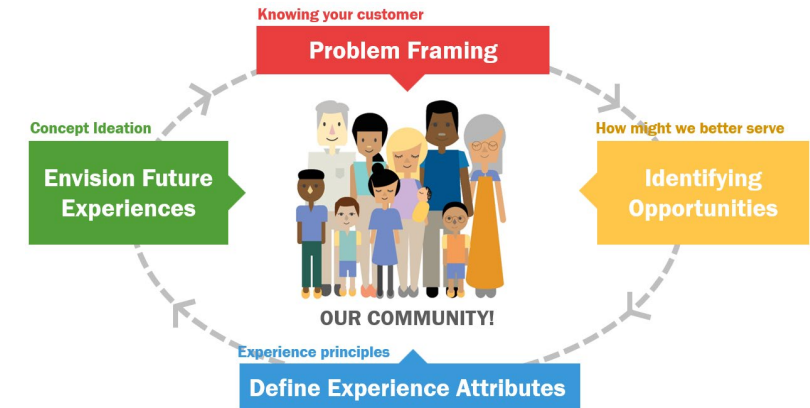
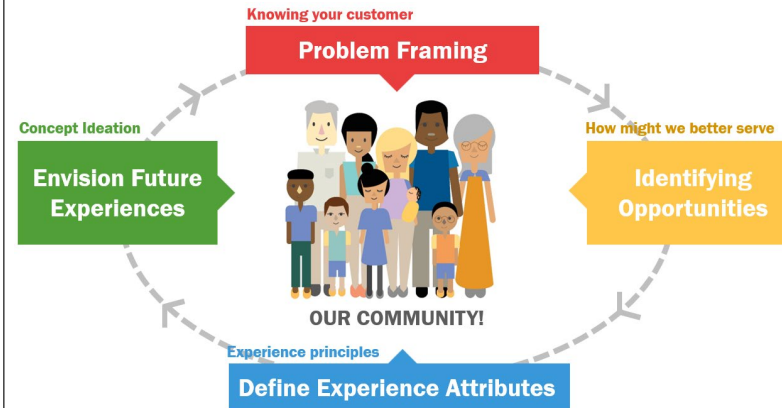


With whole institutions

Commit to creating an
“Experience Principle”



“Today we will practice
that Curbside Service
feels like awesome!”



**STAY IN TOUCH WITH
EACH OTHER!**

SHARE YOUR STORIES!

IF YOU QUESTIONS, PLEASE REACH OUT!



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