Today's Presenters

Dr. Audrey Barbakoff
CEO of Co/Lab Capacity, and
co-author, *The Twelve Steps
to a Community-Led Library*

Angel Jewel Tucker
Program Manager,
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(KS)

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OCLC

Co-Creating Library Services for Transformative Impact

Audrey Barbakoff
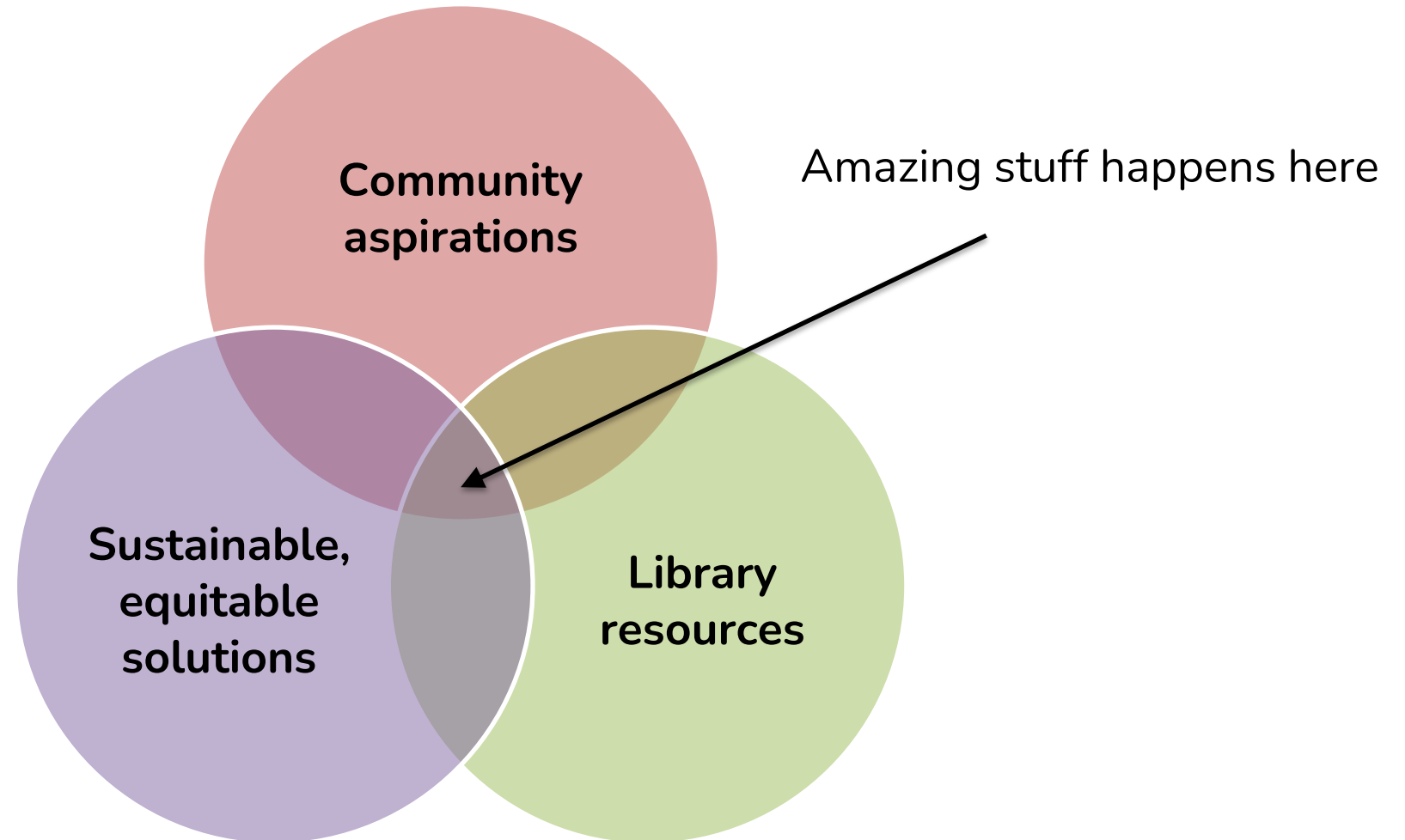**Angel Jewel Tucker**
Beck Tench

OCLC
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"NOTHING ABOUT US WITHOUT US IS FOR US."

The people who will use a service or be impacted by a decision should be part of making it.

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Why Co-Design?

Community aspirations

Amazing stuff happens here

Sustainable, equitable solutions

Library resources

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Co-creation means sharing power.

Inform

Consult

Involve

Collaborate

Empower

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Co-creation means sharing power.

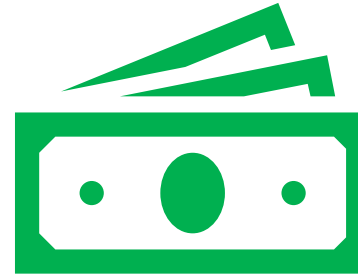| Inform | Consult | Involve | Collaborate | Empower |

Why Design Thinking?
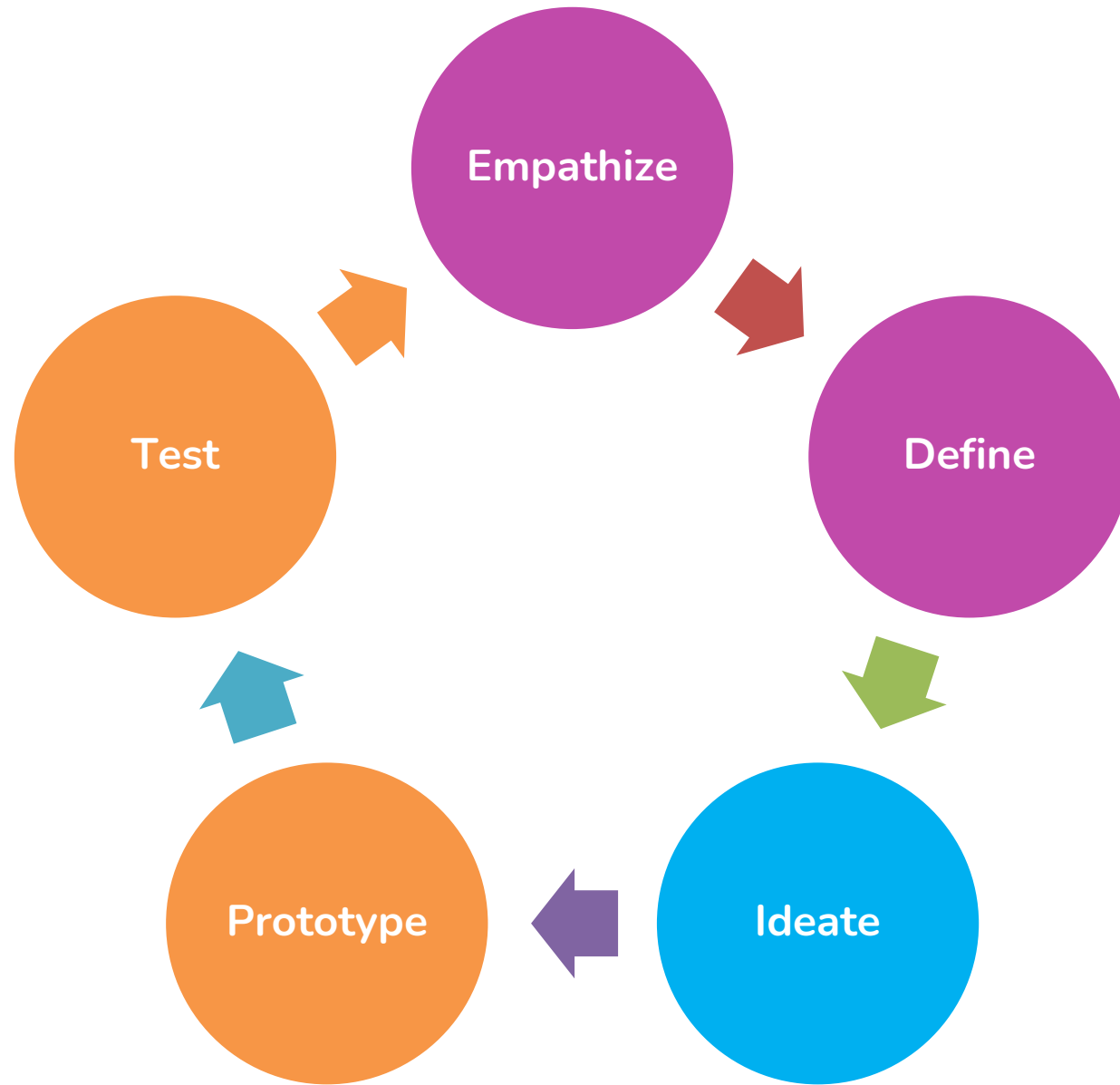
Respond meaningfully to community

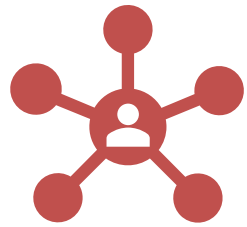Act quickly but thoughtfully

Use resources effectively

Live your values: DEI, lifelong learning

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Design
Thinking
Cycle

Empathize

Define

Ideate

Prototype

Test

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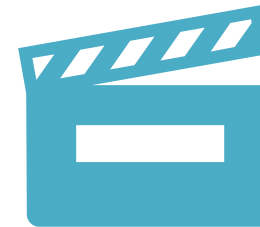# Principles of Design Thinking

Human and user centered

Collaborative

Beginner's mind

Learning by doing

Equity

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Empathize

- Who are you trying to reach? Who is most excluded from library services now?

- How can you build authentic relationships of trust with them?

- How will you learn about their goals and strengths? The barriers they face?

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Define

- What is a **meaningful goal or outcome?**
  - What is the root problem you are trying to solve? The opportunity you are trying to build on?
  - Probably not what you thought it would be by yourself!

- Tool: "**How might we**" ….?

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Ideate

- Gather lots of ideas, quickly.

- Weird and wild are welcome!

- From as diverse a pool as possible

- Using a variety of individual and group approaches
  - Brainwriting, brainstorming
  - Sketching, drawing, collage

Prototype

- **Create your MVP (minimum viable product)**
  - A single instance of a program, as small as possible
  - A Lego model of a space
  - A mockup of a web page
  - A journey map of a process

Test

- **Pilot it with your users – and learn from the experience.**
  - How will you evaluate? (Maybe not the way you thought!)
  - What worked? What didn't? What might change?

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Iterate!

- **What did you learn** about …
    – Your users? (empathy)
    – The problem, opportunity, or question? (define)
    – The solution you created? (prototype & test)

- Based on what you learned: **how might you change** your program / service / process / space for next time?

- Make changes**, try it again,** and keep going and growing!

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Thank you!

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