

Thinking about Design Thinking During a Migration

GUGM 2023

Martin Patrick

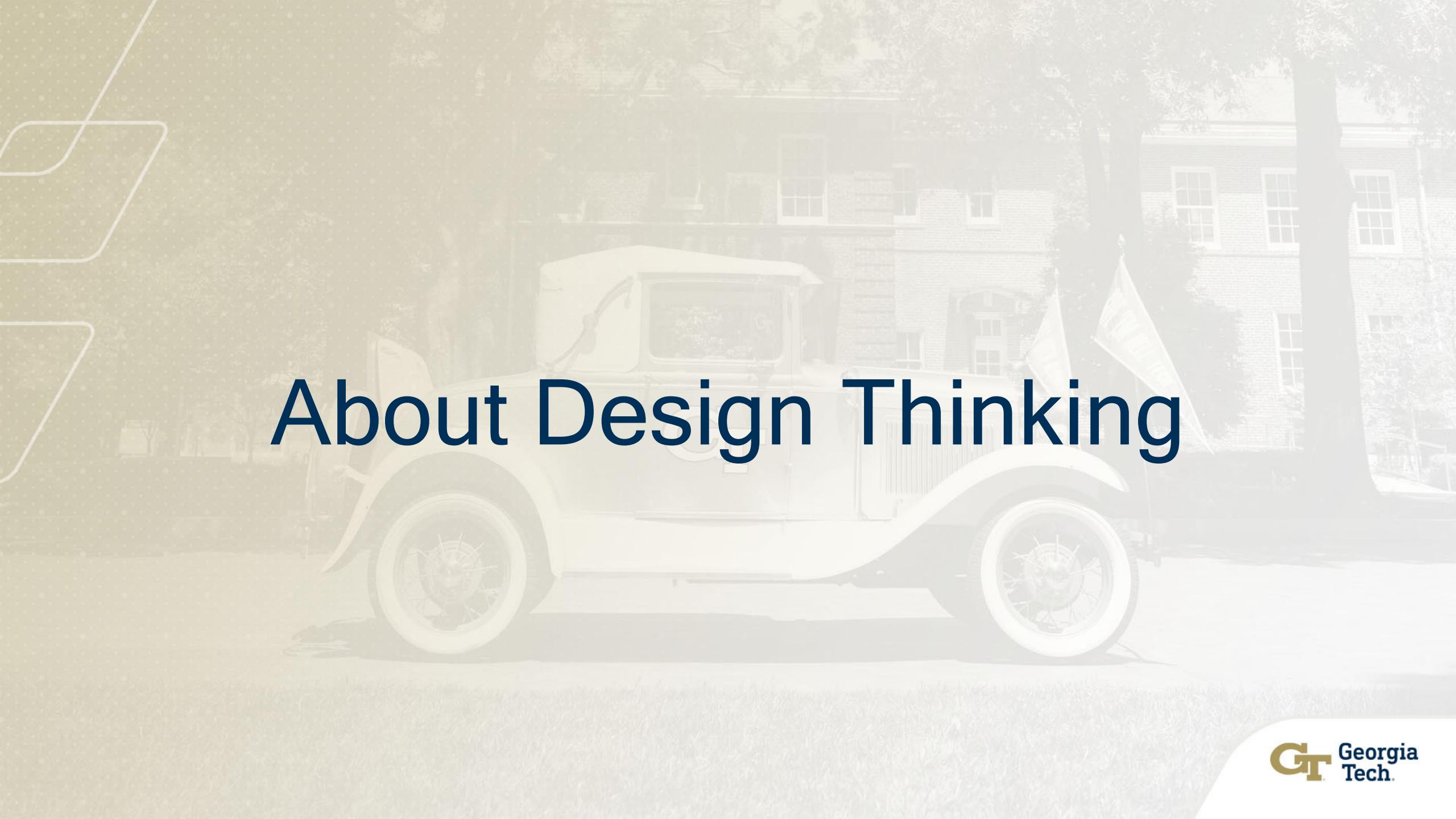
Systems Librarian, Georgia Tech Library

Martin.Patrick@library.gatech.edu



About this presentation

- What is Design Thinking
- What is Enterprise Design Thinking
- Who we're designing for
- What are we designing

A vintage white car with a flag on its hood is parked in front of a large brick building. The car is positioned in the center of the frame, facing towards the right. The building has many windows and a prominent chimney. The overall scene is slightly faded, giving it a historical feel.

About Design Thinking

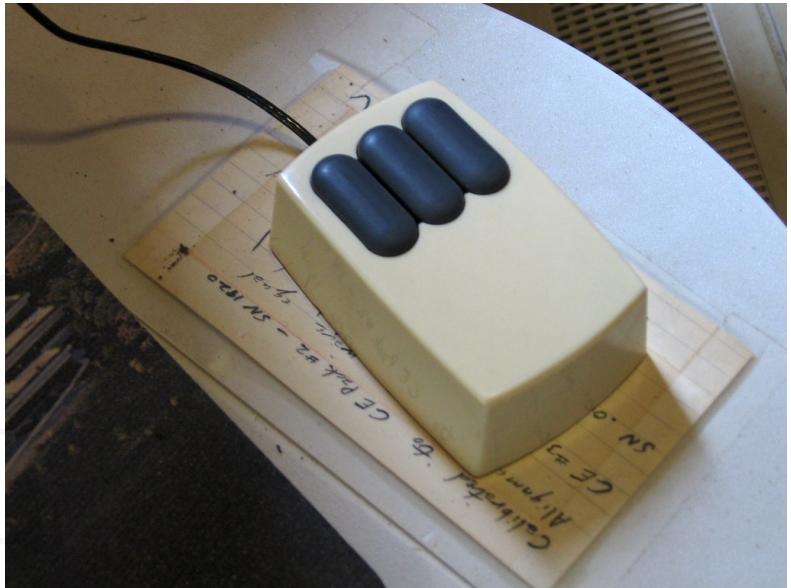


Image credits in
speaker notes



Design Thinking



Design Thinking: Empathize and Define

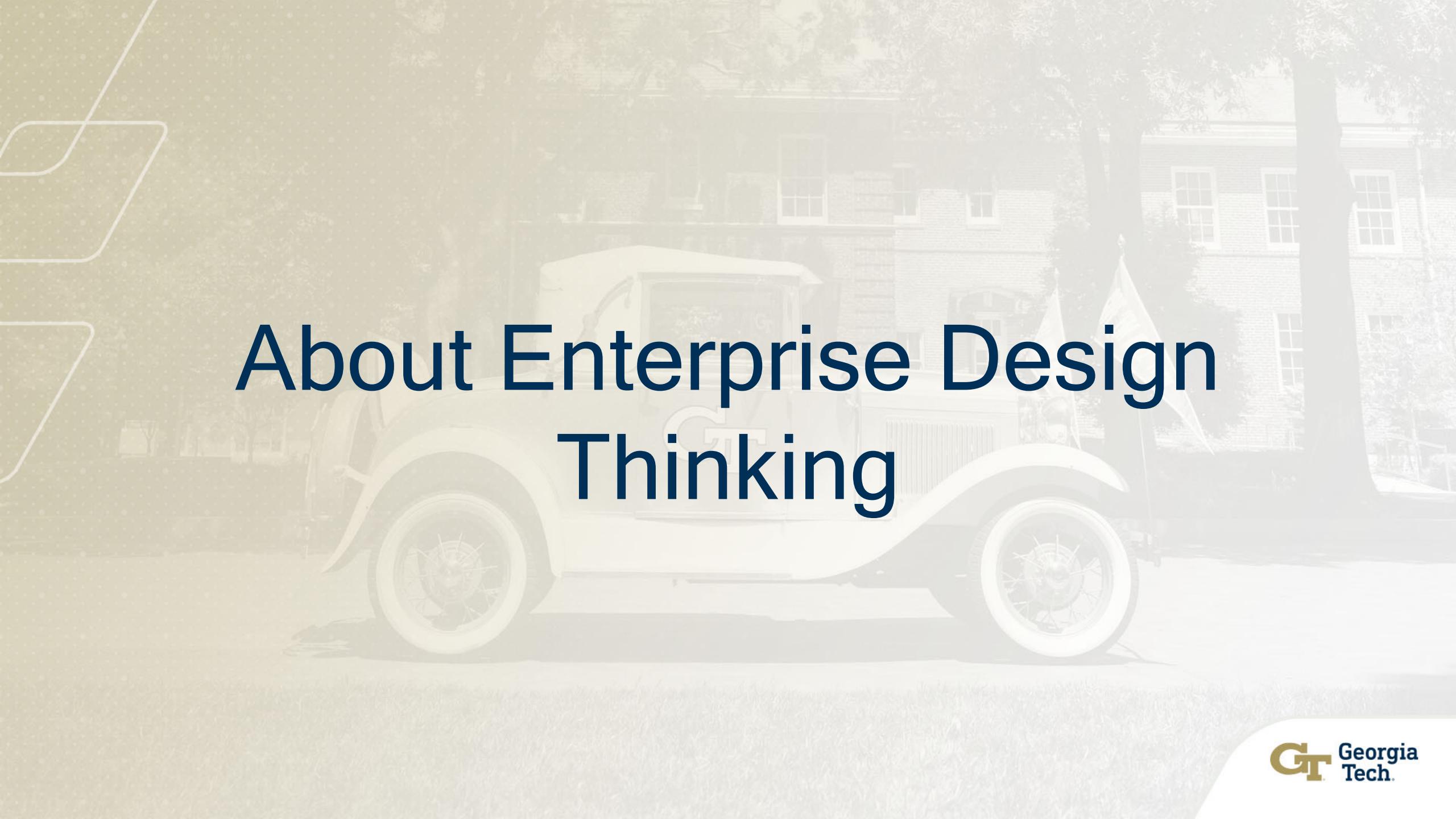


Design Thinking: Ideate



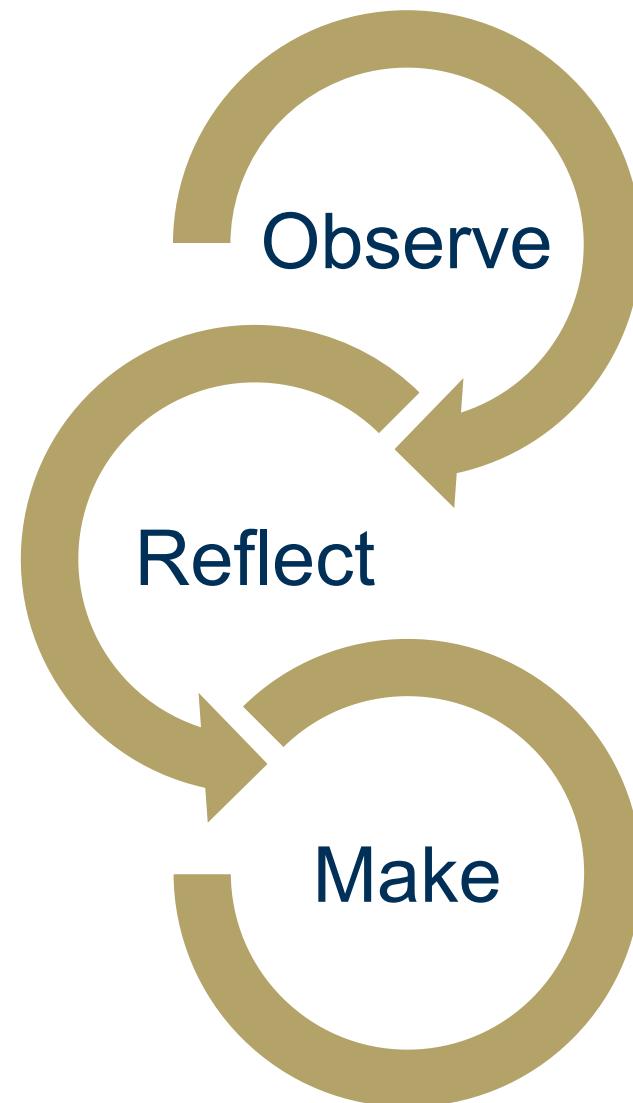
Design Thinking: Test



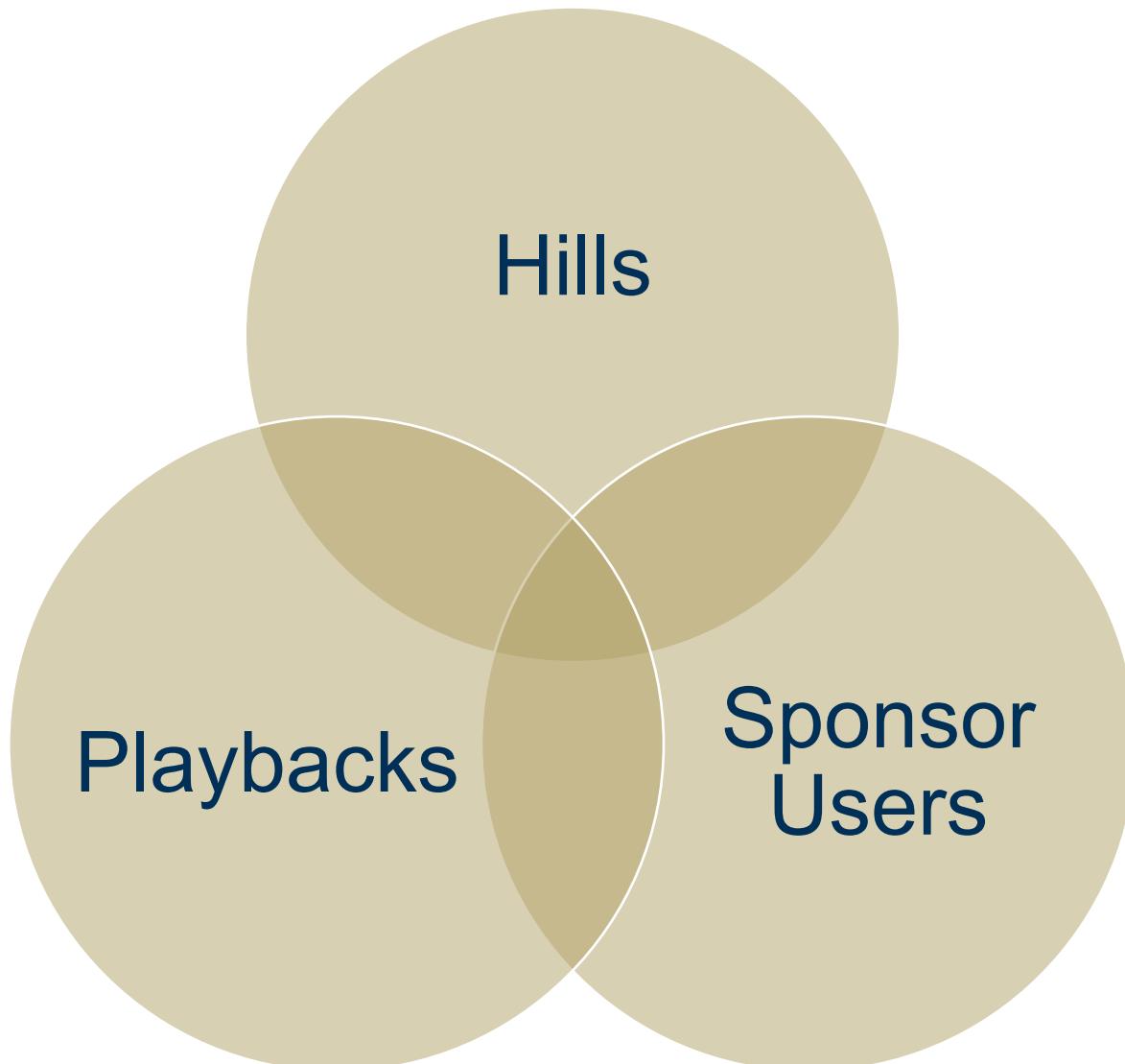


About Enterprise Design Thinking

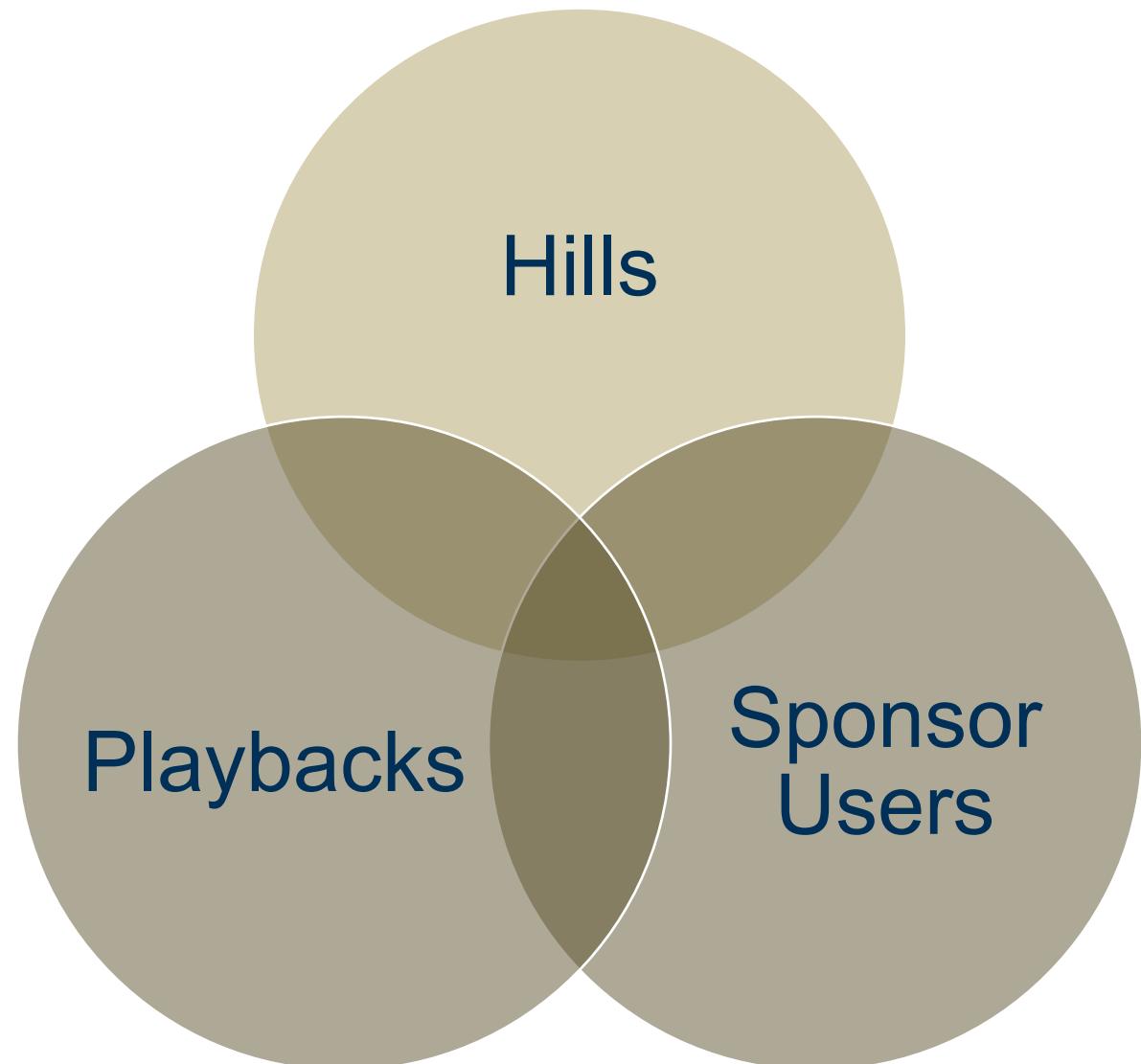
Enterprise Design Thinking



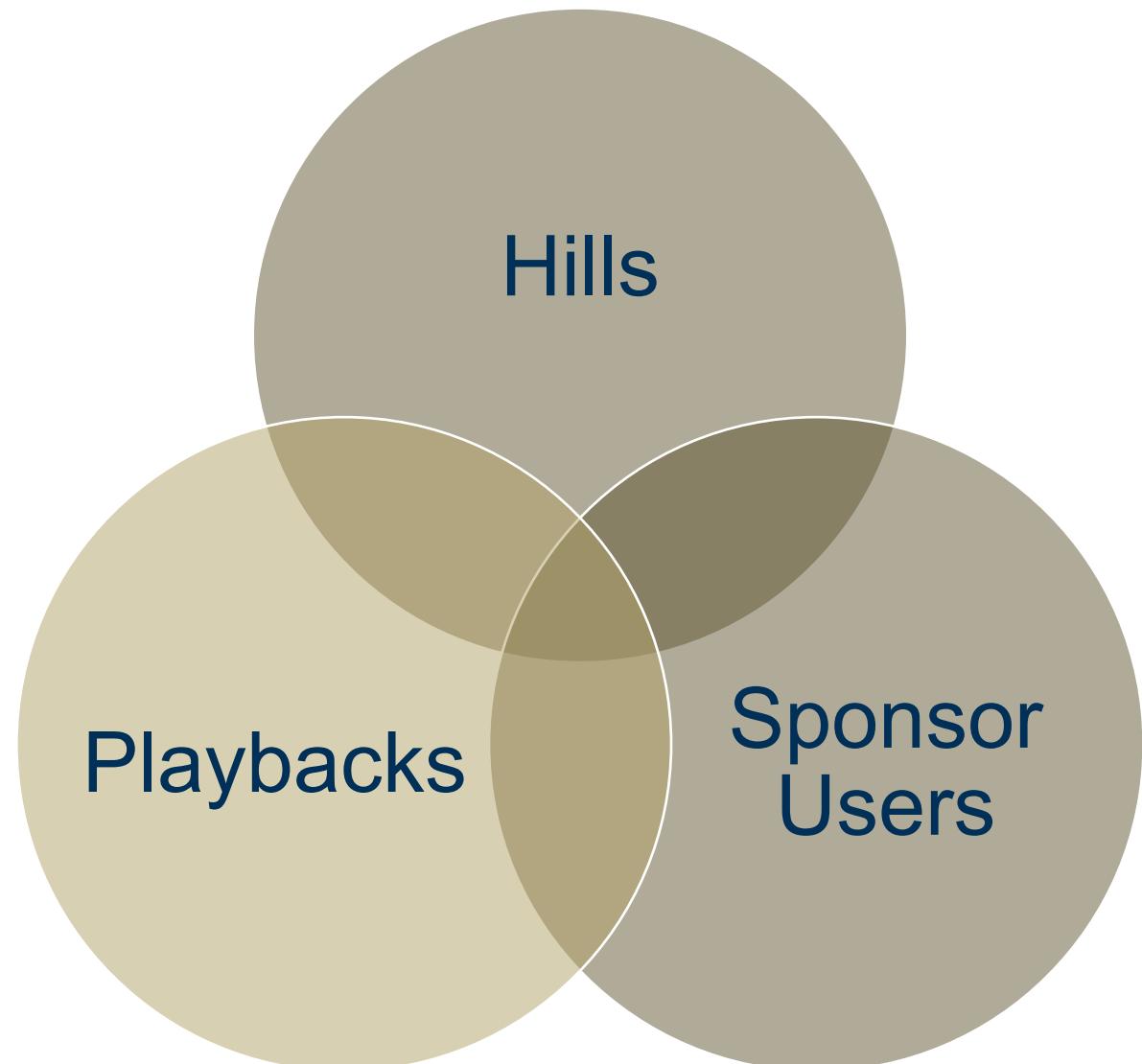
Enterprise Design Thinking



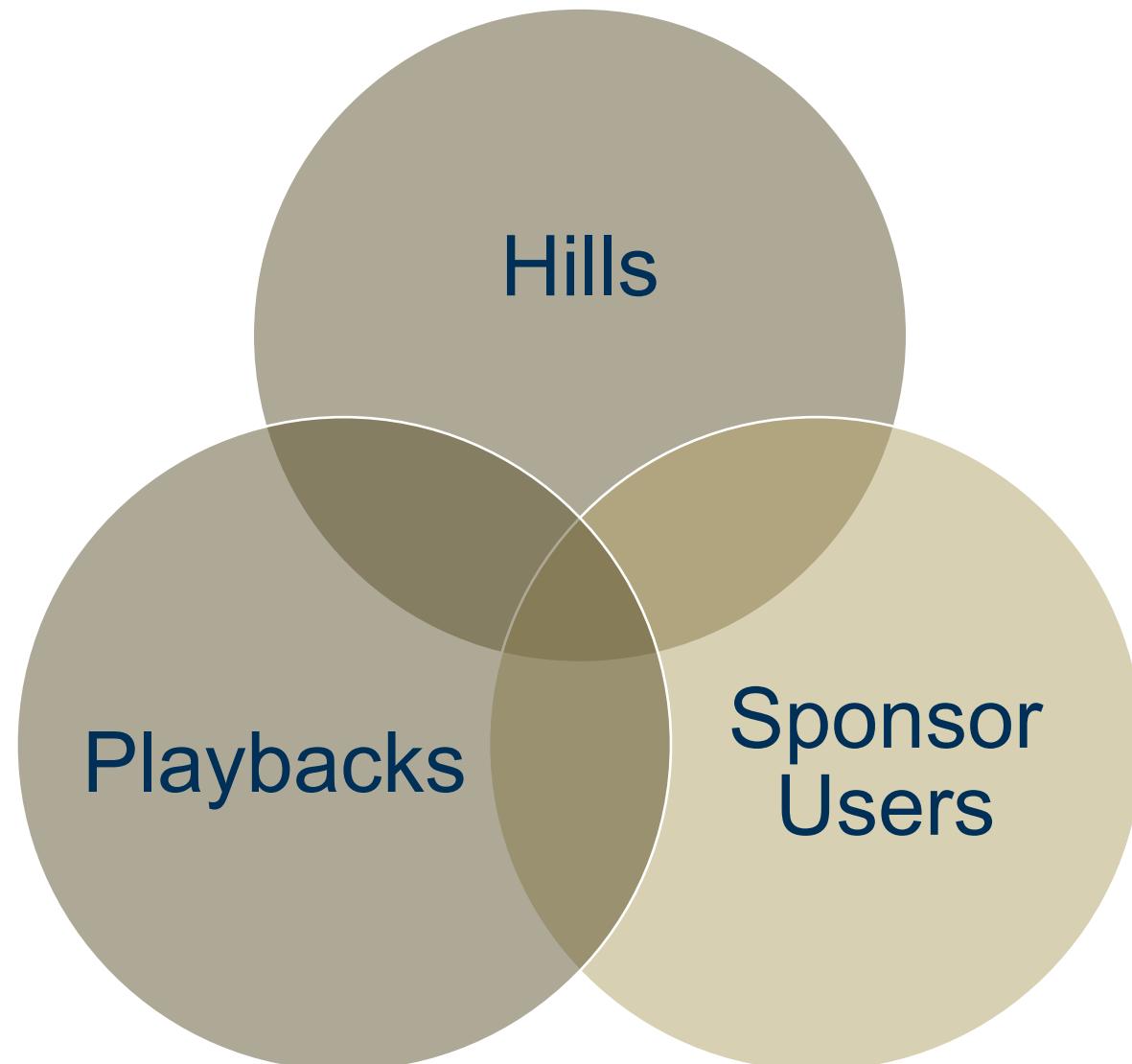
Enterprise Design Thinking: Hills

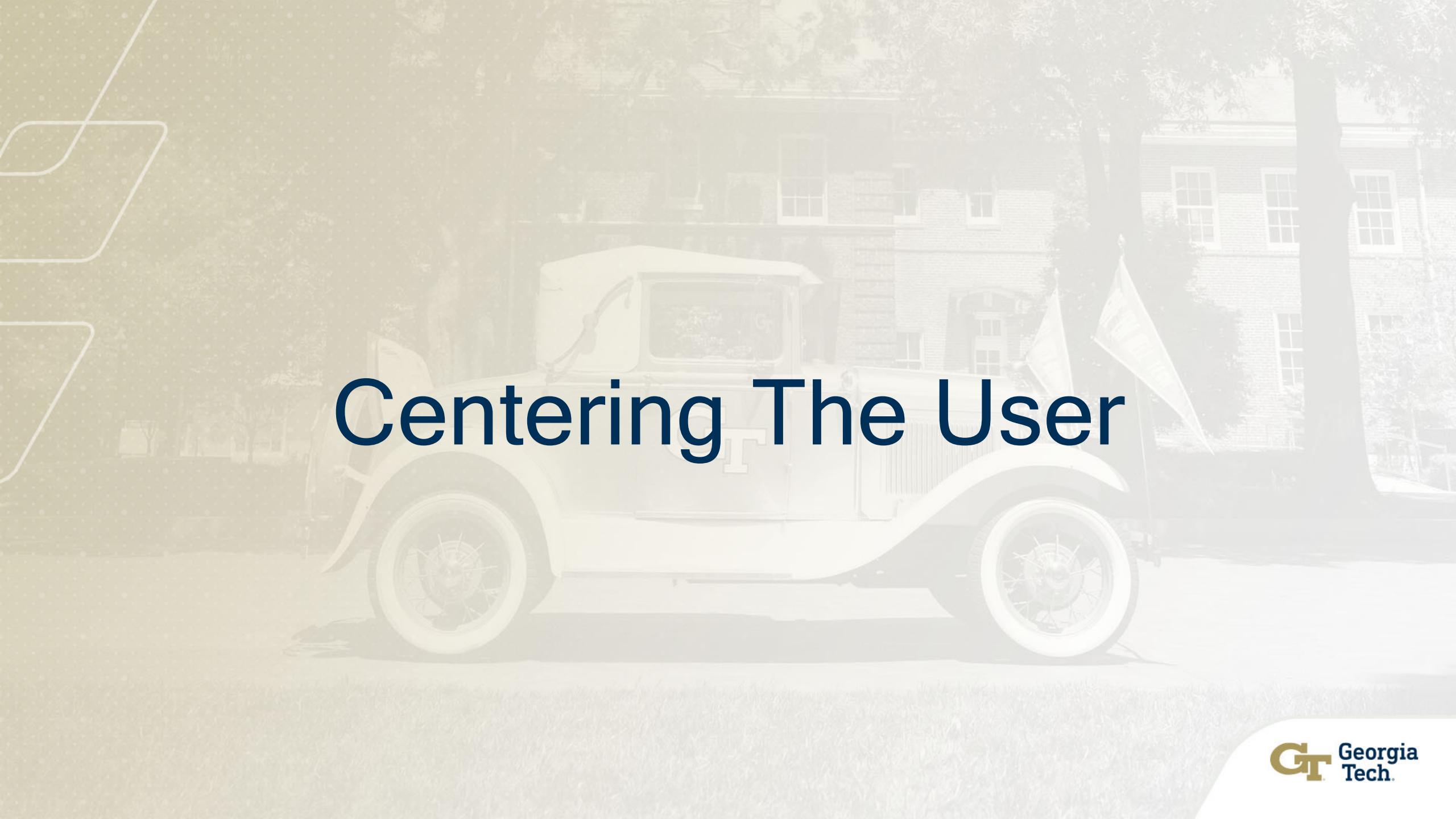


Enterprise Design Thinking: Playbacks



Enterprise Design Thinking: Sponsor Users





Centering The User

The User:
The public,
the patrons,
the end
users,
etc.

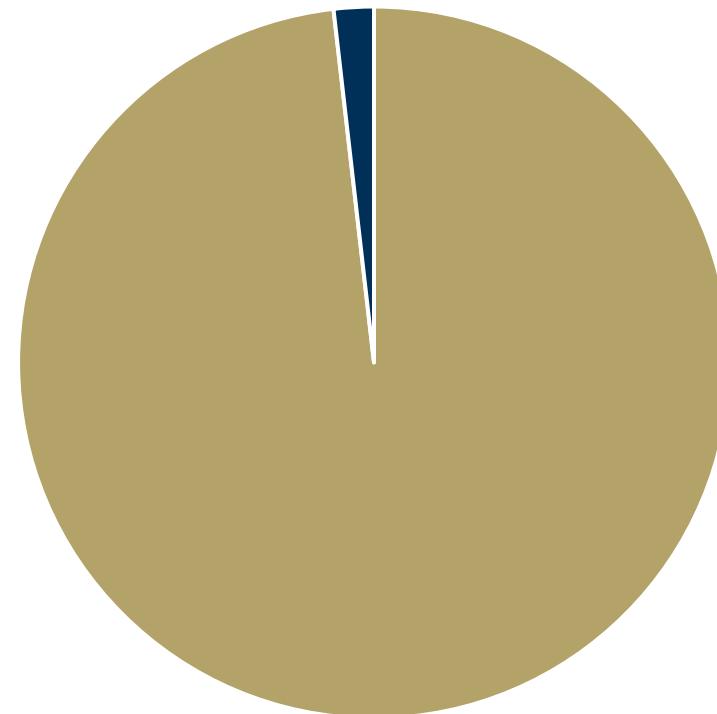
A screenshot of a Mozilla Firefox browser window showing the Chelmsford Public Library's iPac2.0 catalog interface. The title bar reads "iPac2.0 - Mozilla Firefox". The address bar shows the URL <http://catalog.mvlc.org/ipac20/ipac.jsp?session=1201BC660062L.7017&menu=search&aspect=adv>. The toolbar includes links to Amazon.com, CPL Website, CPL Staff, CPL Cat, CPL iPac, MA Virtual Catalog, Overdrive, Museum Passes, del.icio.us (hrb), del.icio.us (CPL), Add to LT, and a search icon. The tab bar shows "iPac2.0", "Flickr: Upload photos", and "The Shifted Librarian". The main content area features the library's logo (a building and people) and navigation tabs: Search, My Account Login, Popular Items Lists, Help, Ask a Librarian, and Downloadable Audio Books. Below these are links for Basic, Advanced, Starts With / Browse, Audio Books, Video, Music, Community Information, Previous Searches, and Virtual Catalog. A search bar displays "Search: General Keyword" and the query "thatredbookbythatlady". A "Refine Search" button is next to the search bar. The main message is "Sorry, could not find anything matching thatredbookbythatlady" with an "Edit Search" link. To the left, there's a "Keep Searching with the Virtual Catalog!" section with fields for "Home Library" (a dropdown menu) and "Barcode" (an input field). It also has "Login" and "help" buttons. To the right, there's an "Email a Librarian for Help:" section with fields for "Your Name" and "Your Email" (both input fields), "Your Question" (a large text area), and a "Send Question" button. At the bottom, there's a "Warning:" message: "Check your spelling". The footer displays "Horizon Information Portal 3.08_RC1_57.01" and browser status icons for Adblock and other extensions.

The User: Staff are users too!



Towards internal user experience

Recent Articles about User Experience in Libraries



- End Users
- Internal Users



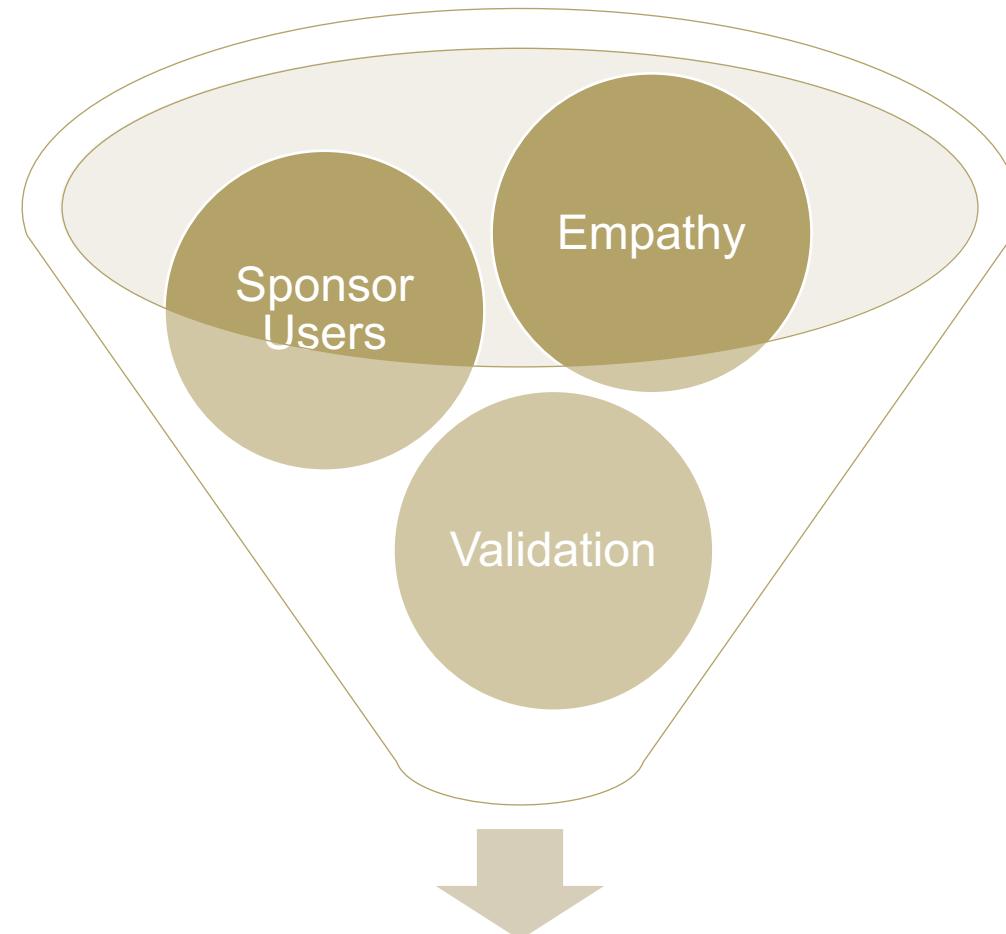
Designing for Staff

Example: Book donations

- Technical services staff member quickly gather details about Alma and OCLC holdings to help assess a collection of books someone wants to donate.

```
if ocn.isdigit():
    lookupUrl = "http://www.worldcat.org/webservices/catalog/content/" + ocn + "?wskey=" + wskey
    query_wc = urlopen(lookupUrl)
    record_data = ET.parse(query_wc)
    root = record_data.getroot()
    oclc = root[1].text
```

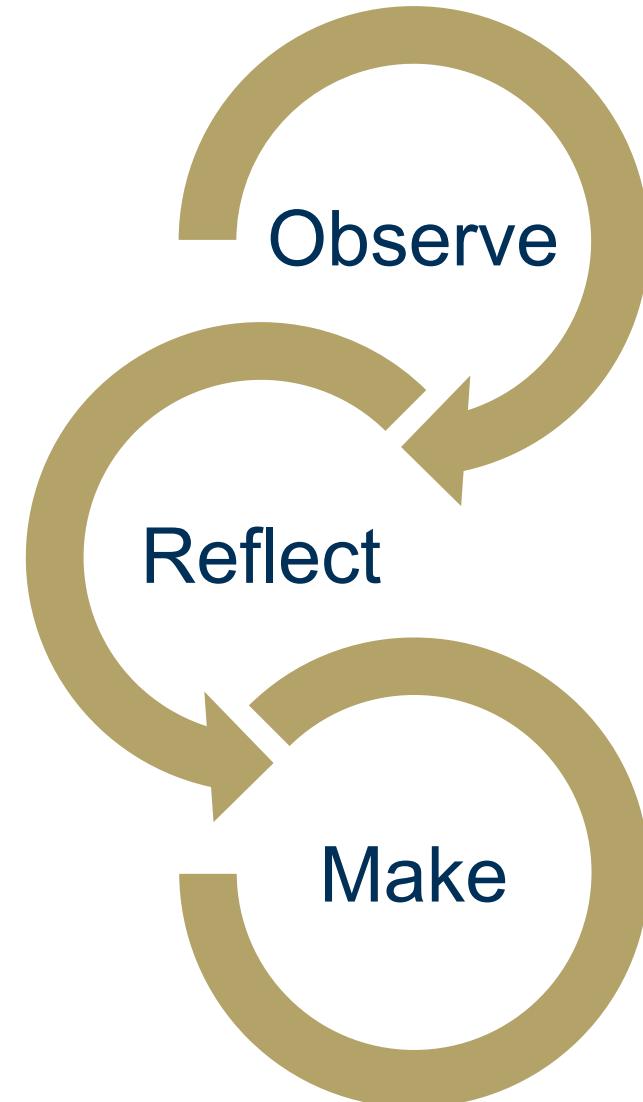
Designing A Migration

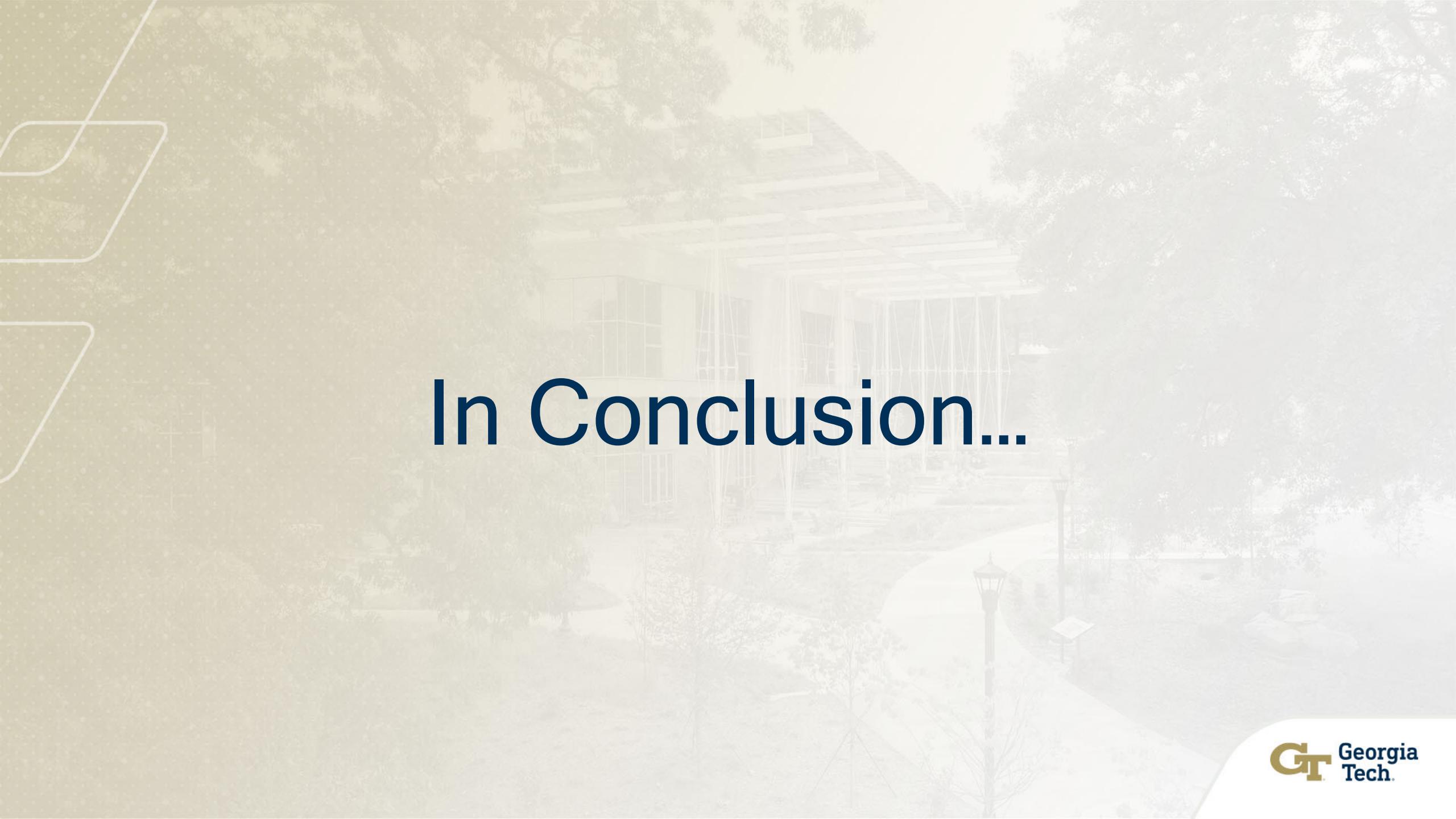


Staff Experience

Staff Training in the Loop

- Who: acquisitions staff member
 - What: master the process from order to receiving in FOLIO
 - Wow: in less than an hour
-
- Who: systems librarian
 - What: give items an end of term due date
 - Wow: and actually remember how to do it the next time someone asks





In Conclusion...



It's really about empathy

Appendix

Submitted Abstract

The systems librarian's goal should be to optimize and enhance the systems in use by centering the needs of the system's users. However, much of the literature and the focus on centering users is about, in academic libraries, our students and faculty. For the systems librarian, though, there is a group of users whose needs are equally valid: the library's staff, faculty, and student workers (that is, the internal users). A recent survey of 55 of the most recent articles indexed in LISTA about user experience in libraries revealed one that focused on staff users. In this presentation, I outline some ideas for discovering and designing for the internal user's needs, particularly given our upcoming migration, based on ideas found in IBM's Enterprise Design Thinking Framework (EDT). I will cover a very brief history of Design Thinking in general, and then discuss some of the ways I think EDT could prove useful during a system migration. I will also share a few real-world examples of how I have approached problems and issues in the past, and how EDT might change that approach. The goal of this presentation is not to propose a dogma around EDT but to challenge those of us on the systems side to do user experience work with and for our colleagues, in addition to our student and faculty communities.

Further Reading

- ACRL: <https://www.ala.org/tools/future/trends/designthinking>
- A Zotero library I created:
https://www.zotero.org/groups/5061896/design_thinking_for_libraries

Questions or Comments?

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