A DESIGNER WALKS INTO A LIBRARY…

Presented by Paul-Jervis Heath at I2C2 in Manchester on Thursday, 7 March 2014.
Hello! I’m Paul and I’m a designer and innovation consultant.
6,000 academic staff
18,500 students
114 libraries
8m volumes in the University Library
Academic Libraries face a perfect storm.
Consumer technology is driving the **expectations** of both students and faculty.
The library is a **natural home** for an institution's eLearning platform, MOOC and the material it contains.
Open Access represents a seismic shift that publishers will not be able to continue to resist.
“To invent a future that doesn't exist, you really have to **understand** what people are doing today and **completely reimagine it**”

– Bill Burnett: executive director of the design program at d.school, Stanford.
Innovation is driven by design research not market research.
What are we looking for?

- **Workarounds:** Quick, seemingly efficient solutions that address the symptoms of a problem not the root cause.

- **Values:** People’s values play an important role in their motivations. What do they value? What’s important to them? What’s not?

- **Inertia:** Situations in which customers act out of habit. How can you leverage or break that inertia?

- **Shoulds vs. Wants:** People struggle with the tension between wants: things they crave in the moment; and shoulds: things they know are good for them in the long term. How can you help people move from where they are to where they want to be?
Early Adopter  Early Majority  Late Majority  Laggards

Adapted from:
Diﬀusion of Innovations, Everett M. Rogers. (1962)
Crossing the Chasm, Geoffrey Moore. (1991)
Immerse  Imagine  Invent  Articulate

Entypo Pictograms by Daniel Bruce - http://entypo.com
Searching for clichés

Product  Interaction  Pricing

Adapted from: Disrupt: Think the unthinkable to spark transformation in your business, 2010, Luke Williams.
Let's Design a Better World with Everyone.

Idea Jams enable lots of people to be involved in the ideation process.

Photo credit: Flickr user asadotzler - http://bit.ly/15sTd0V
Card and Glue, Lego and Minecraft are all media that can be used for participatory design workshops.
Architects vs. Scientists: synthesis as a creative problem-solving strategy.
Early stage prototyping provides **validated** learning.
Experimenting with prototypes.

- Use prototypes to learn about user behaviour with your concept
- Validates emergent service against business objectives and goals
- Validates Concepts with Users
- Use Scenario Testing, Concept Probes, Cognitive Walkthroughs with Real Users, Mock environments, Roleplay.
Iterate and refine.

- Iteration is vital for success
- Treat the concept as a hypothesis not as a definitive solution
- Learn everything you can
- Adapt to what you learn
- Refine the concept, refine the prototype
- Test Again
With University of Cambridge we’re using design thinking to work out how we address the challenges of the 21st Century.
Change is coming and it looks exciting.

Focus group are not design research and will not lead to innovation.

Shadowing and diary studies help you understand people’s latent needs, their behaviour and their motivations.

Divergent thinking and convergent think are separate stages of creative problem solving.
Wait, what did he say?

- Identifying clichés and turning them on their heads kick-starts creativity.
- Codesign involves everyone in coming up with solutions. It can be a huge amount of fun and it’s massively valuable.
- Synthesis is just as valuable as analysis and leads to different solutions.
- Prototype as early as possible. Learn everything you can from your prototypes.
MODERN HUMAN.

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