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

Photo credit: Flickr user Anna L Martin - http://bit.ly/1hOknrj
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 institutions 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.
You've been invited to a new mission!

**Health & Wellness**

27 Jun 2015

**A Day in Your Life**

- My Snippets
  - 3.5

Mission Complete!

**Home Decor**

- My Snippets
  - 6.5

Mike S
David, 20

“Being president of my JCR will help get me a job at a top firm”

Katrina, 20

“I don’t know how people even find time…”

Matías, 20

“I want to do well, but I want to enjoy my life here too.”
Many students prefer the **control** of studying in their room.
A student’s perception of distance is based on their ‘student triangle.’
The location & distribution of facilities form 3 major hubs.
The physical act of writing notes **augments** the studying process.
“The reason there are still sharks around is that sharks are better at being sharks than anything else is.”

– Douglas Adams, author of hitchhiker’s guide to the galaxy.
Students use eBooks to augment the printed book.
I want to be the expert that people want to be the expert

STRATEGIC

FOCUSSED

EMERGENT

BROADCAST

Doesn't share until he's ready

Focus on discipline, not department

Seeks credit

Structured work to deadlines

Determined to get it right, with a perfectionist streak

Shares her experience widely

Actively seeks new technologies

INFLUENCES AND MOTIVATIONS

Philosophy

Discipline:

Technology use

Career

EMERGENT

FOCUSSED

BROADCAST

Journals, books, conferences

Solo

Published:

Professor

Reader

 philosopy

Seeks credit

Structured work to deadlines

Actively seeks new technologies

Key Characteristics

Seeks credit

Structured work to deadlines

Actively seeks new technologies

Journals, books, conferences

Solo

Published:
Faculty members wear lots of different hats.
It’s difficult for academics to actively progress research during term time.
Research groups have a particular **dynamic**.
6 Strategic Themes

1. The transition from physical to digital
2. Library spaces
3. Sustainable classic library services
4. Supporting research and scholarly communications
5. Making Special Collections more available
6. Service Discovery
The transition from physical to digital.
Sustainable classic library services.
Supporting research and scholarly communications.
Making special collections more available.
Service discovery.
MODERN HUMAN.

We use human-centred design to help businesses invent their future. We’re a design practice & innovation consultancy. Find out more at http://modernhuman.co

Paul-Jervis Heath
paul@modernhuman.co
@pauljervisheath