



A DESIGNER WALKS INTO A LIBRARY...

Presented by Paul-Jervis Heath
for OCLC in Amsterdam
on Thursday, 12 June 2014.

MODERN
HUMAN.

FINAL CONCEPT

- 1) Add new to list???
- 2) Optimise for touch???
- 3) Release feature set

INTEGRATED COMM'S CONCEPT

AS TO DO LIST

COMMUNICATION LOG

CHANNELS

CALL
SMS
MMS

SMART LIST
- USMF

HOMES

→ SYNC
→ BACK-UP
→ MOVE DEVICES

TECHPOINTS
(OFF/ONLINE)

SNS
PHONE
PC/TABLET

CONTEXT
OF
USE

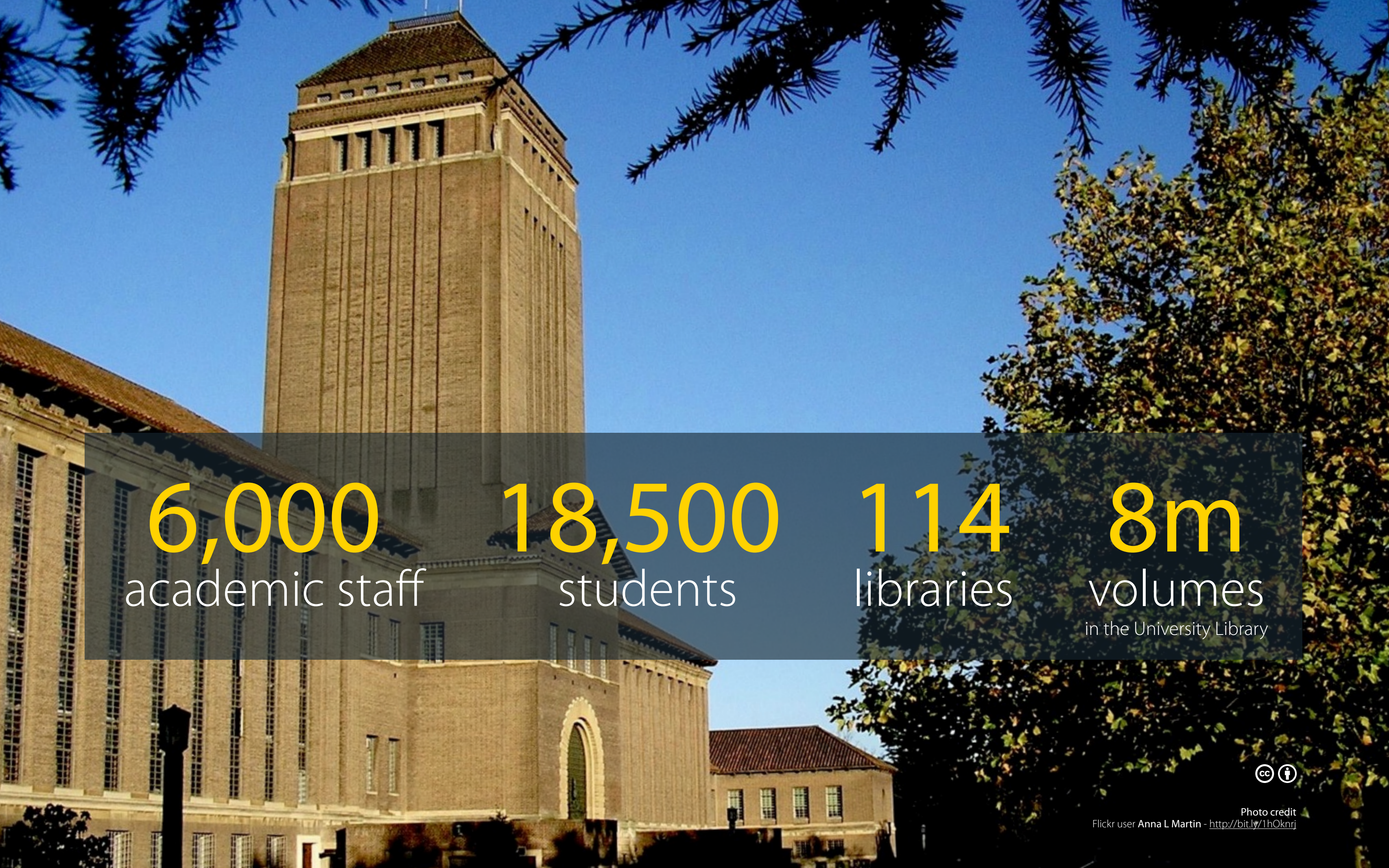
SOCIAL

→ LEISURE
→ SPORT
→ FRIENDS
→ INFORMED
→ TRAVEL

5/5

PRODUCTIVE

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.**




Photo credit
Flickr user Jerry Angelica Photography - <http://bit.ly/1pkfZzc>



Consumer technology is driving the **expectations** of both students and faculty.

The image shows a large, modern library interior. The ceiling is high with exposed concrete beams and modern lighting fixtures. A prominent feature is a large, blue, geometric skylight that allows natural light into the space. Bookshelves filled with books line the walls and run down the center of the room. Several people are visible in the background, some sitting at tables and others standing. The overall atmosphere is bright and open.


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.**



Photo credit
Flickr user [danielito311](https://www.flickr.com/photos/danielito311/) - <http://bit.ly/OMVJ24>



“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.

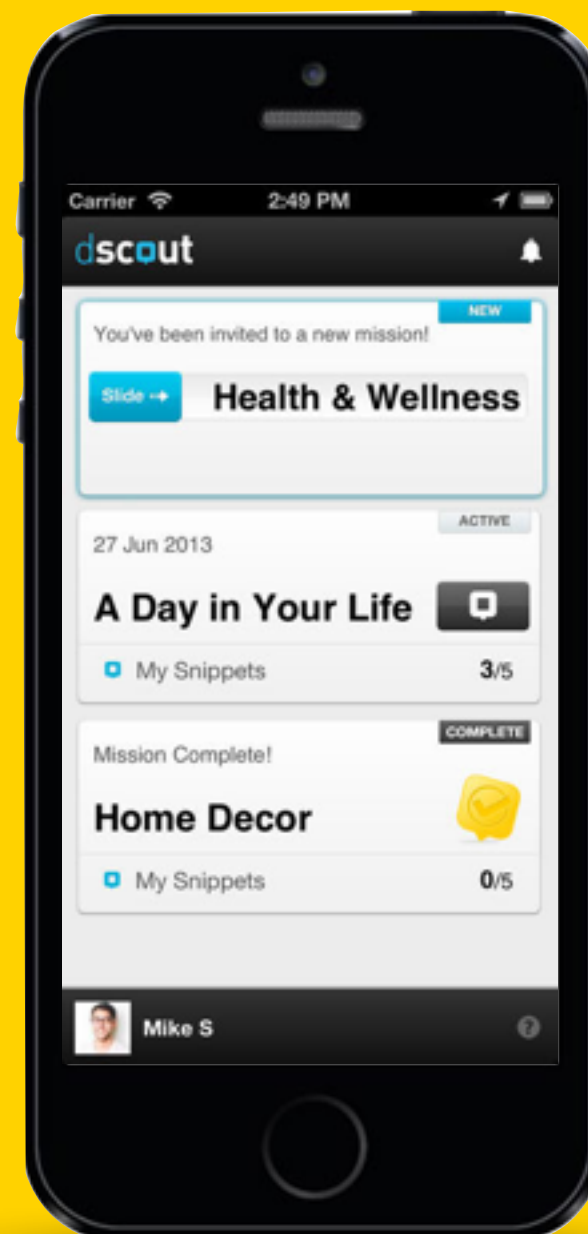


Photo credit
Flickr user kakakatie1983 - <http://bit.ly/OMU2Sb>



Innovation is driven
by **design research**
not market research.

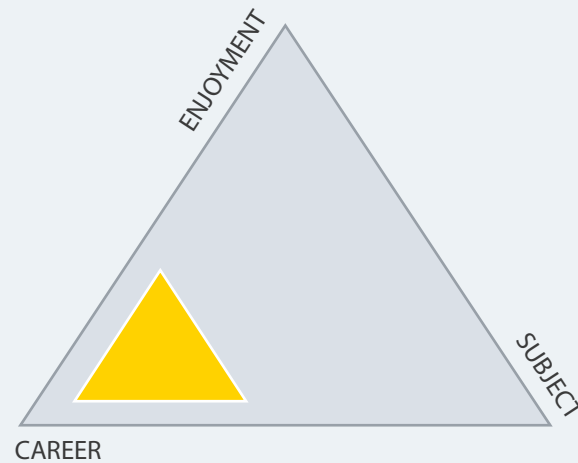






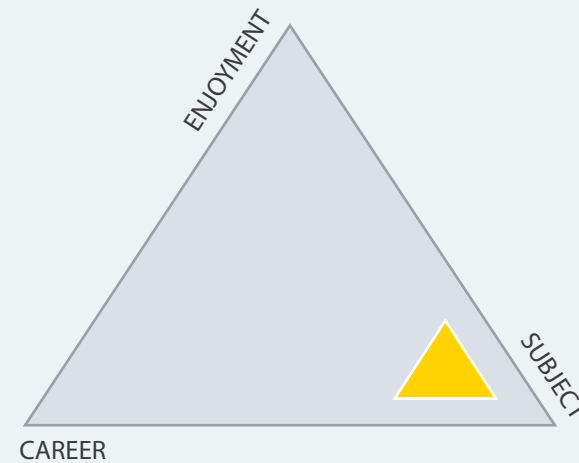
David, 20

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



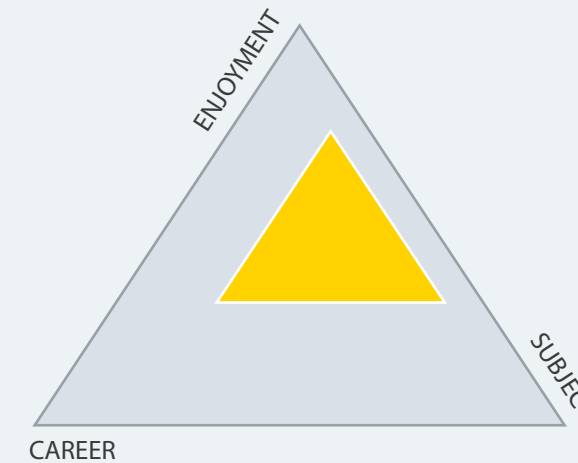
Katrina, 20

"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."



A study desk setup against a dark blue wall. On the left is a potted plant with long green leaves and a thick brown trunk. In the center is an open silver laptop with a black screen. To the left of the laptop are large grey over-ear headphones. To the right of the laptop is a stack of two white books with a pair of brown-rimmed glasses resting on top. The desk surface is dark wood.

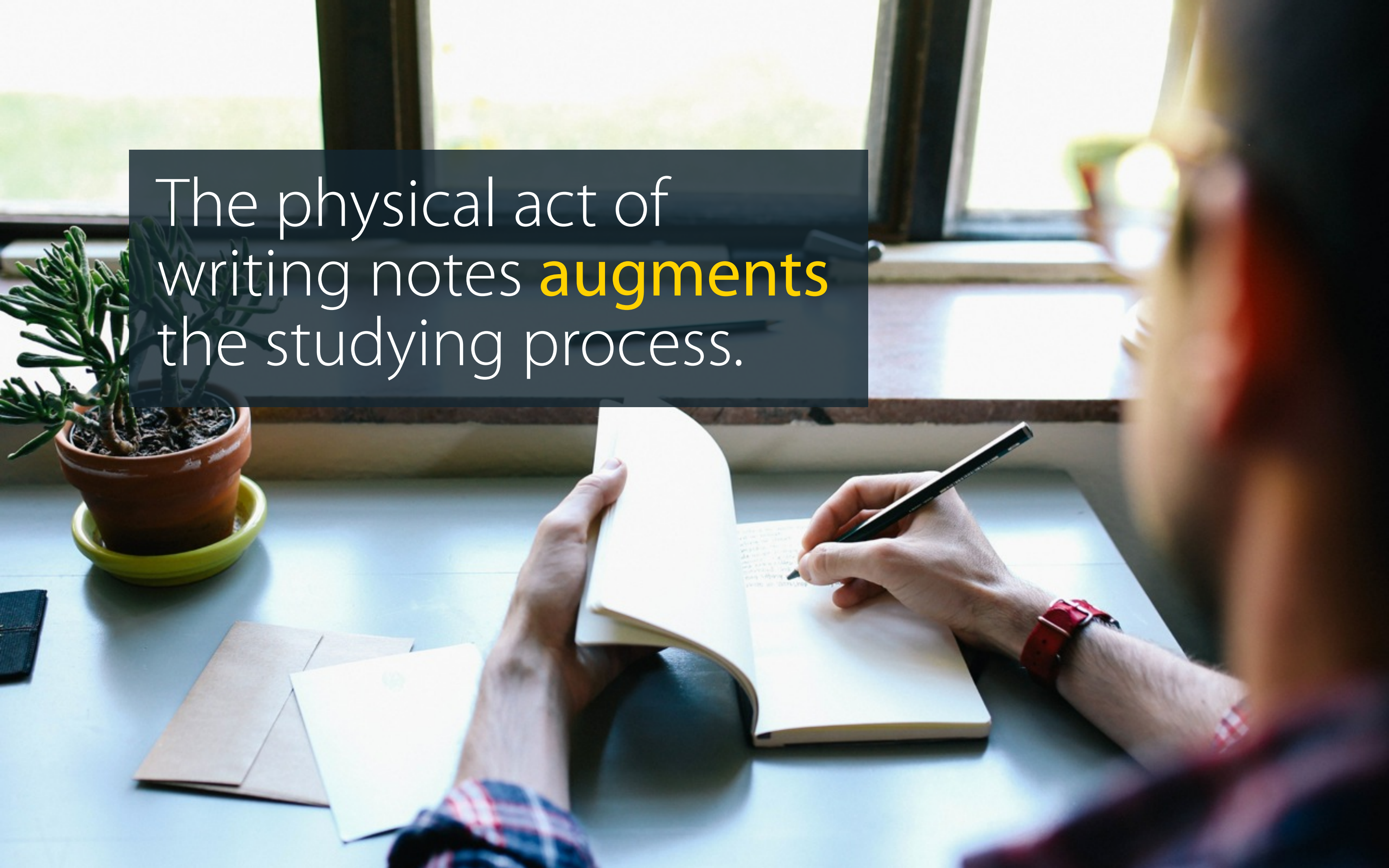
Many students prefer
the **control** of studying
in their room.

An aerial photograph of a university campus. The image shows a mix of green spaces, including lawns and wooded areas, and numerous buildings of varying sizes and architectural styles. A semi-transparent dark grey rectangle is overlaid on the left side of the image, containing white text. The text reads: "A student's perception of distance is based on their 'student triangle.'" The words "student triangle" are highlighted in yellow.

A student's perception of distance is based on their 'student triangle.'

An aerial photograph of a city, likely London, showing a dense urban area with a mix of residential buildings, green spaces, and a railway line running diagonally across the right side. A semi-transparent dark grey rectangle is overlaid on the left side of the image, containing white and yellow text.

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 hitchhikers guide to the galaxy.

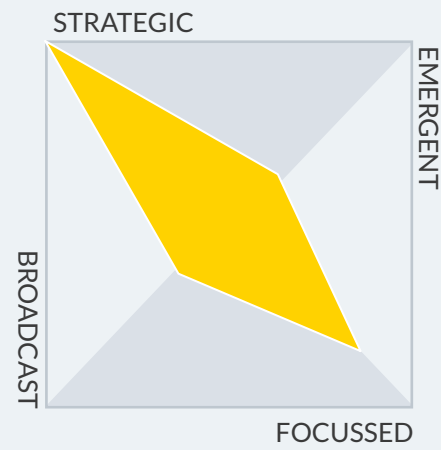
Students use
eBooks to **augment**
the printed book.



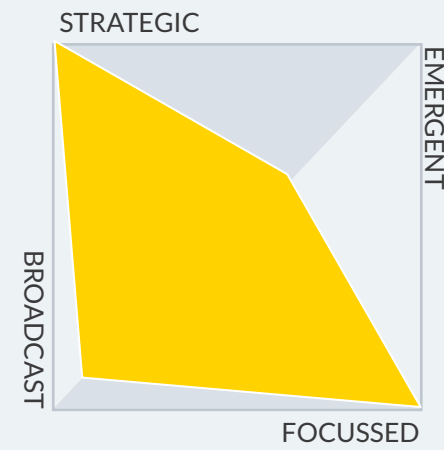




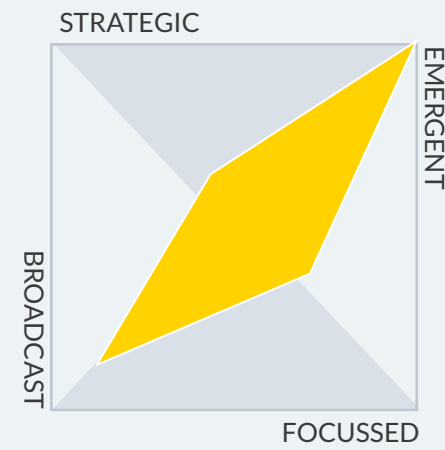
Ivan, 62



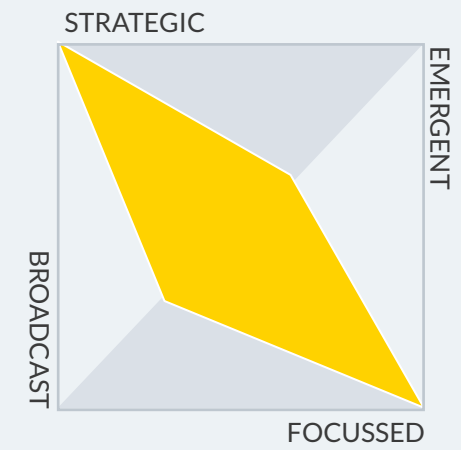
Julia, 54



Roger, 56



Christine, 49





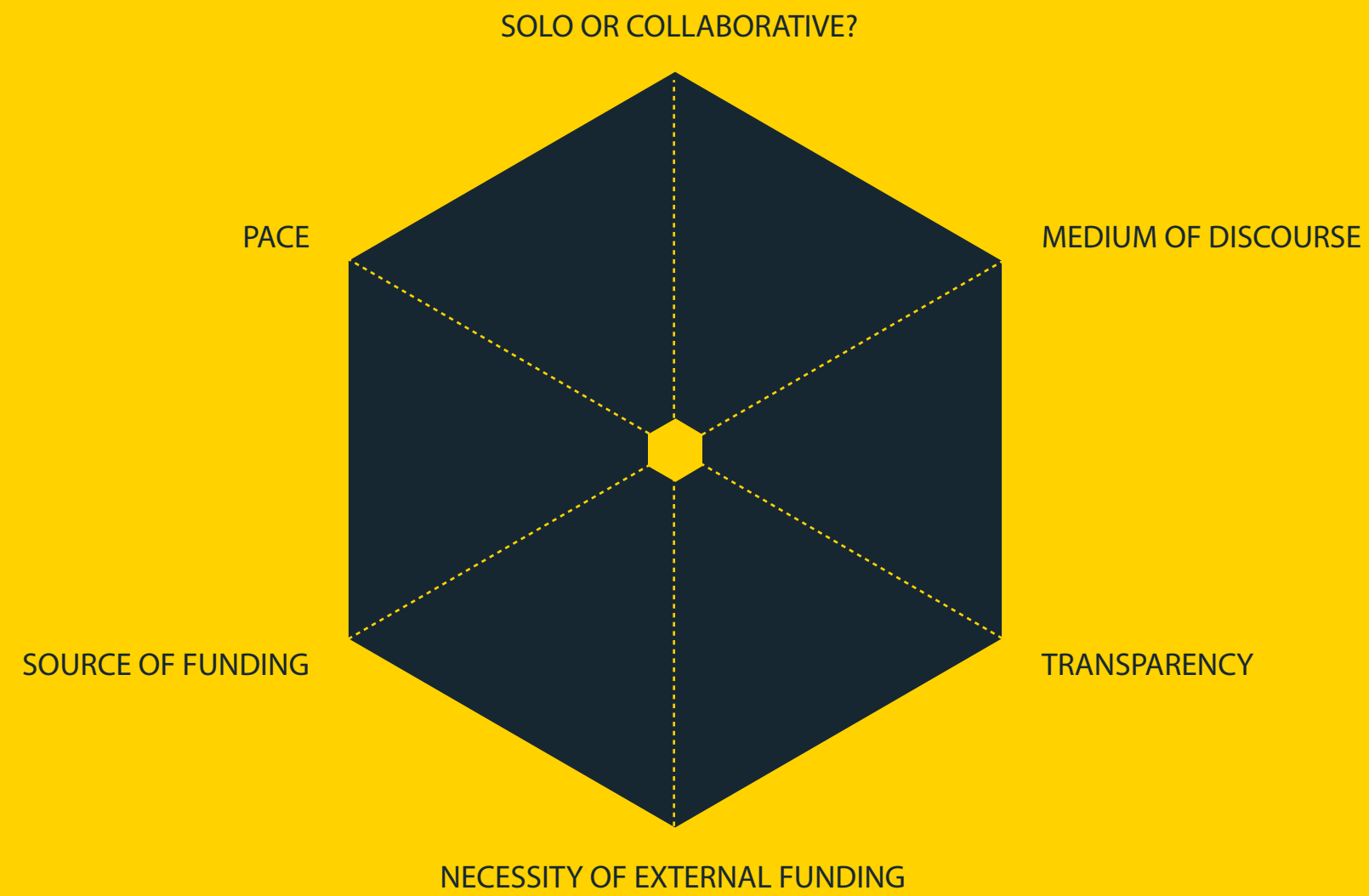
Faculty members wear
lots of different hats.



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.

A photograph of a library study area. In the foreground, a light-colored wooden table is partially visible. Several bright orange plastic chairs are arranged around the table. The background is a brick wall, and a window with green frames is visible on the left. The text "Library Spaces." is overlaid on the right side of the image.

Library Spaces.

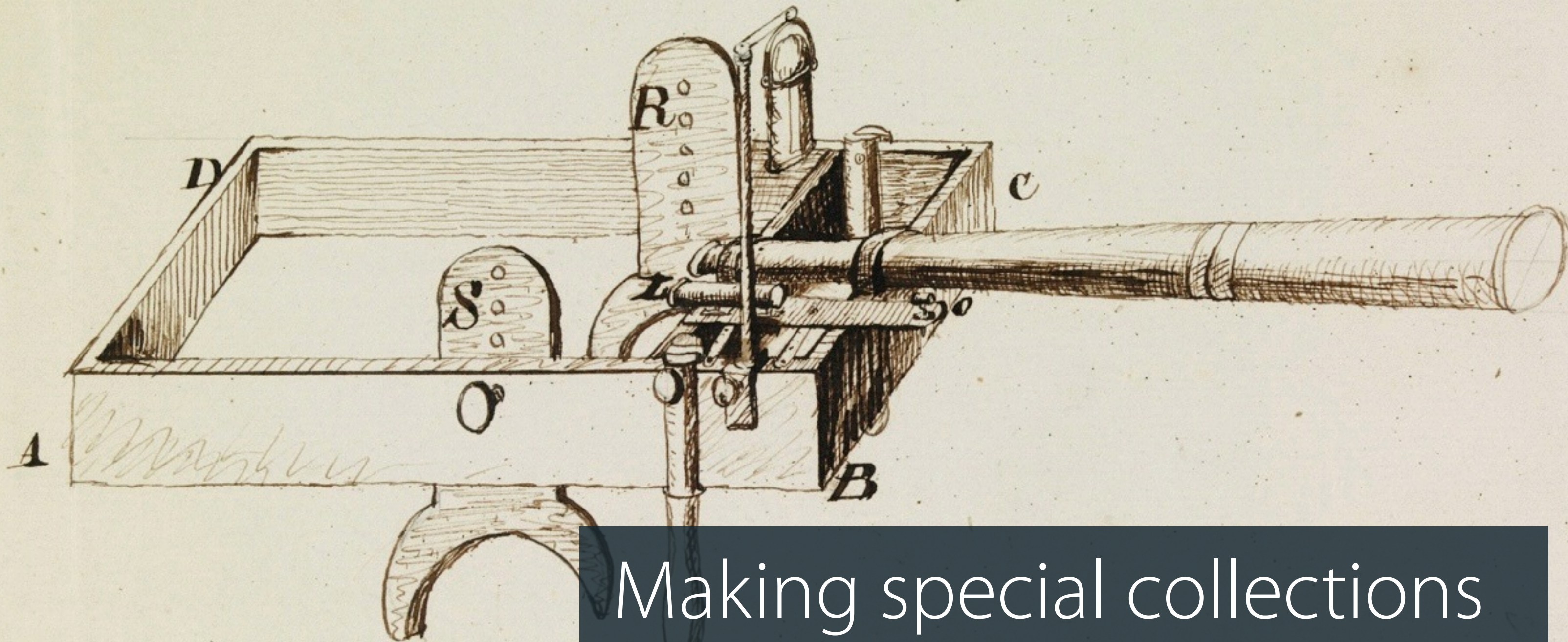


Sustainable classic
library services.



Supporting research and
scholarly communications.

manageable on ship-board.



Making special collections
more available.

(ABCD). is a rectangular frame of wood, to which
the Telescope is affixed by means of two clasps. (L.O) is a finder
not shown. The Telescope is mounted to adjust



BLACK ROCK STEAK & SEAFOOD / THE REEF'S EDGE BAR - 345 STEPS

KEKAA TERRACE - 345 STEPS

mai | tai bar 473 STEPS

SPA - 491 STEPS

MAUI TO LANAI - 21,120 STEPS

THE CLIFF DIVE BAR 270 STEPS

MAUI TO KAUAI - 36,000 STEPS

TEPPANYAKI DKN - 393 STEPS

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>

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