



# REDESIGNING THE EXPERIENCE

Applying human-centred design strategically to libraries at the University of Cambridge

Presented by Paul-Jervis Heath of Modern Human to OCLC Research Library Partners

 MODERN HUMAN



# Paul-Jervis Heath

PRINCIPAL & CHIEF DESIGNER

- \_ Product and service designer with 15 years working on ground-breaking projects
- \_ Paul has introduced design thinking and human-centred design methods to many large organisations
- \_ He has led design projects such as in-car information systems, smart home

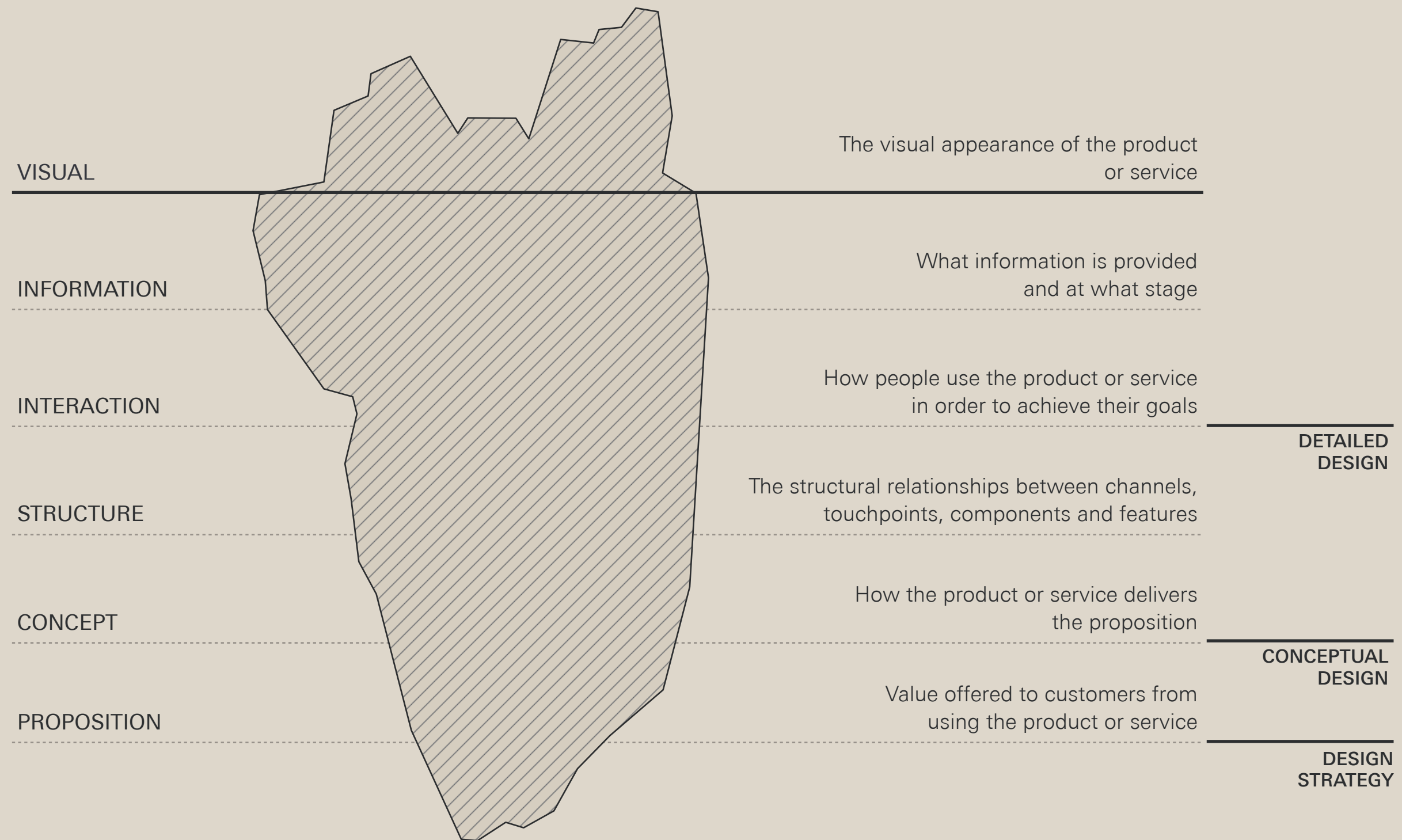
appliances, concepts for retail stores of the future, and countless other multichannel services and digital products.

- \_ Former Head of Innovation at Cambridge University, lecturer and regular speaker on Innovation and Design Thinking.

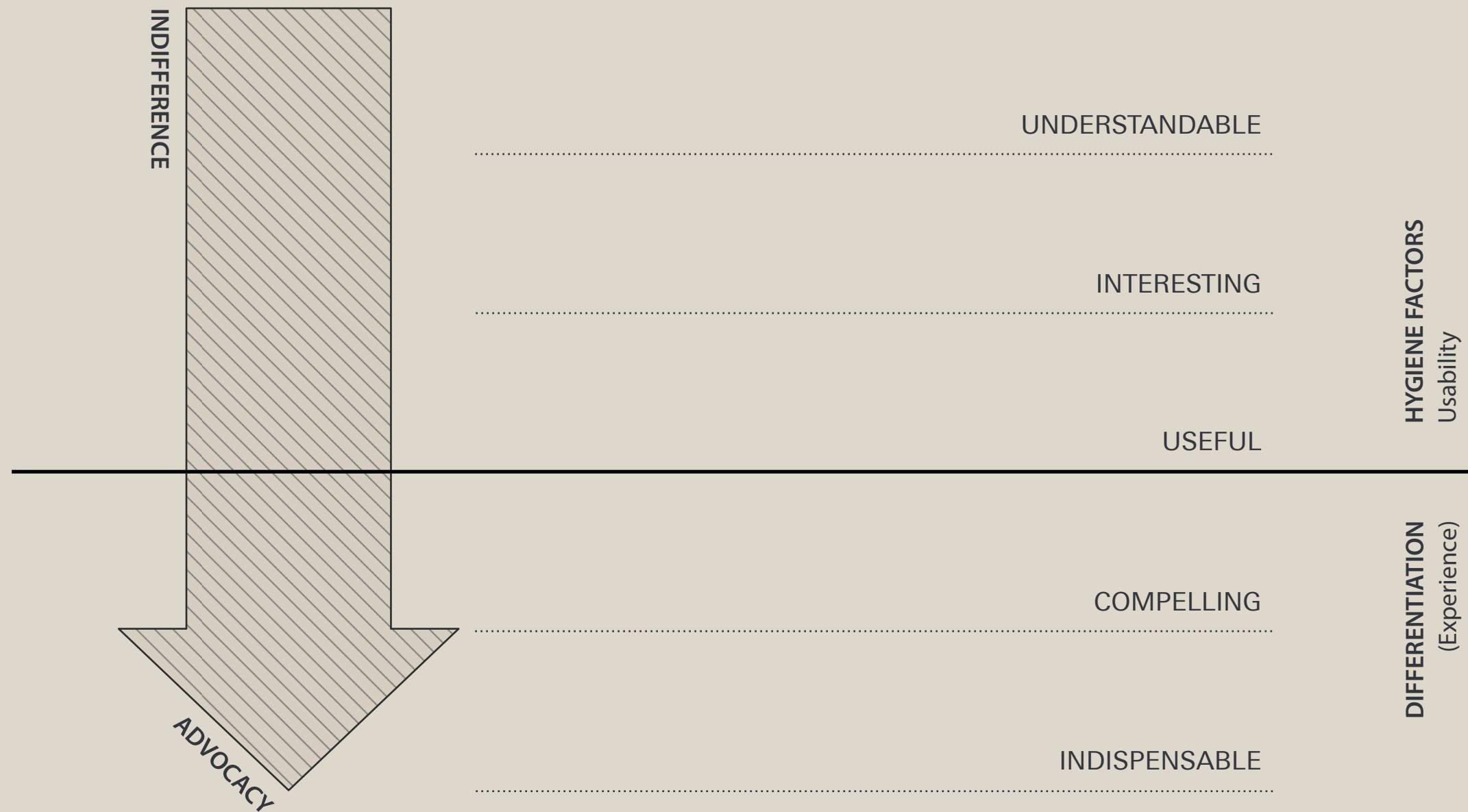


## Imagine what's next...

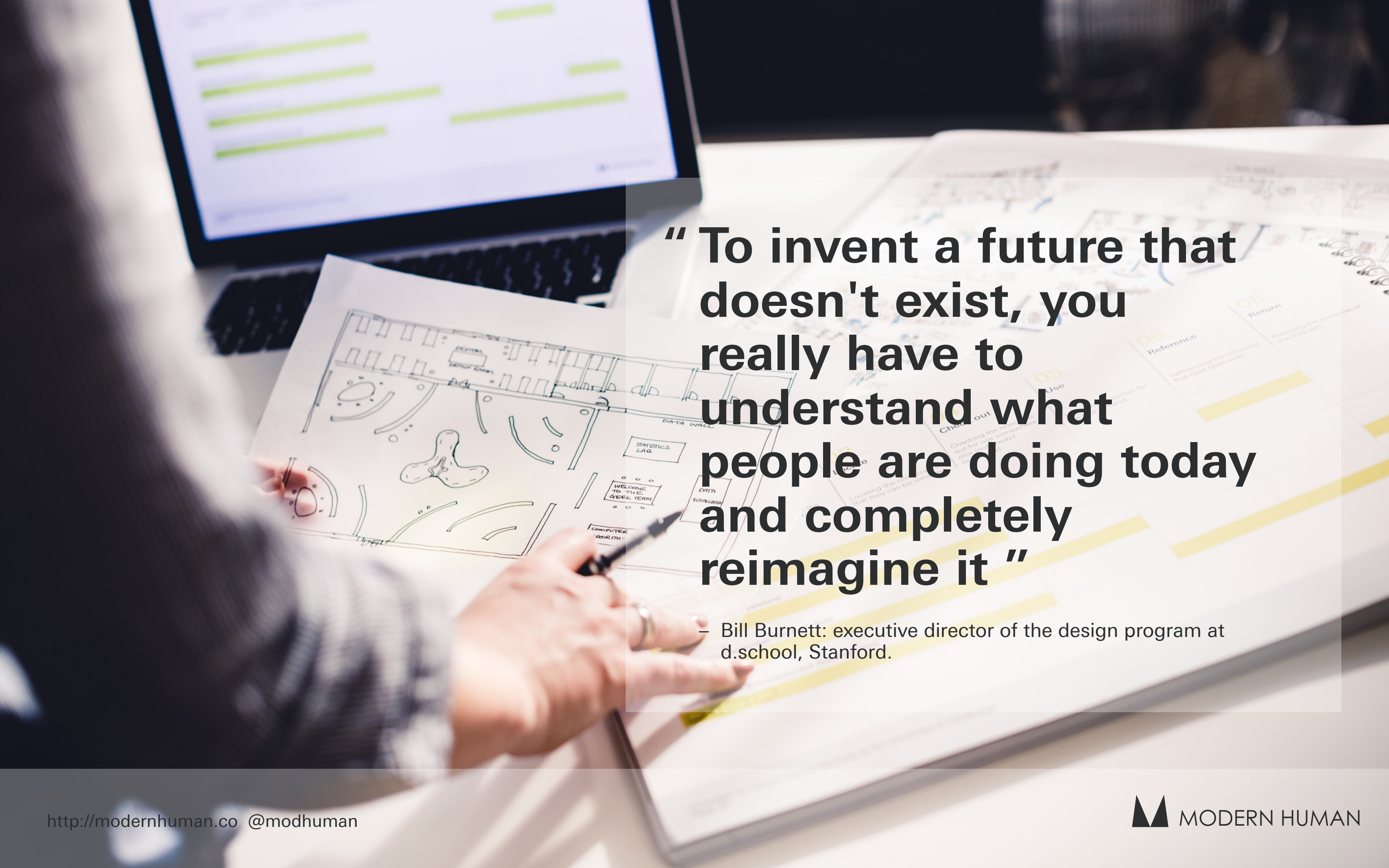
Modern Human is a design practice and innovation consultancy that specialises in imagining disruptive new products, services and experiences then making them a reality.











**“ 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.





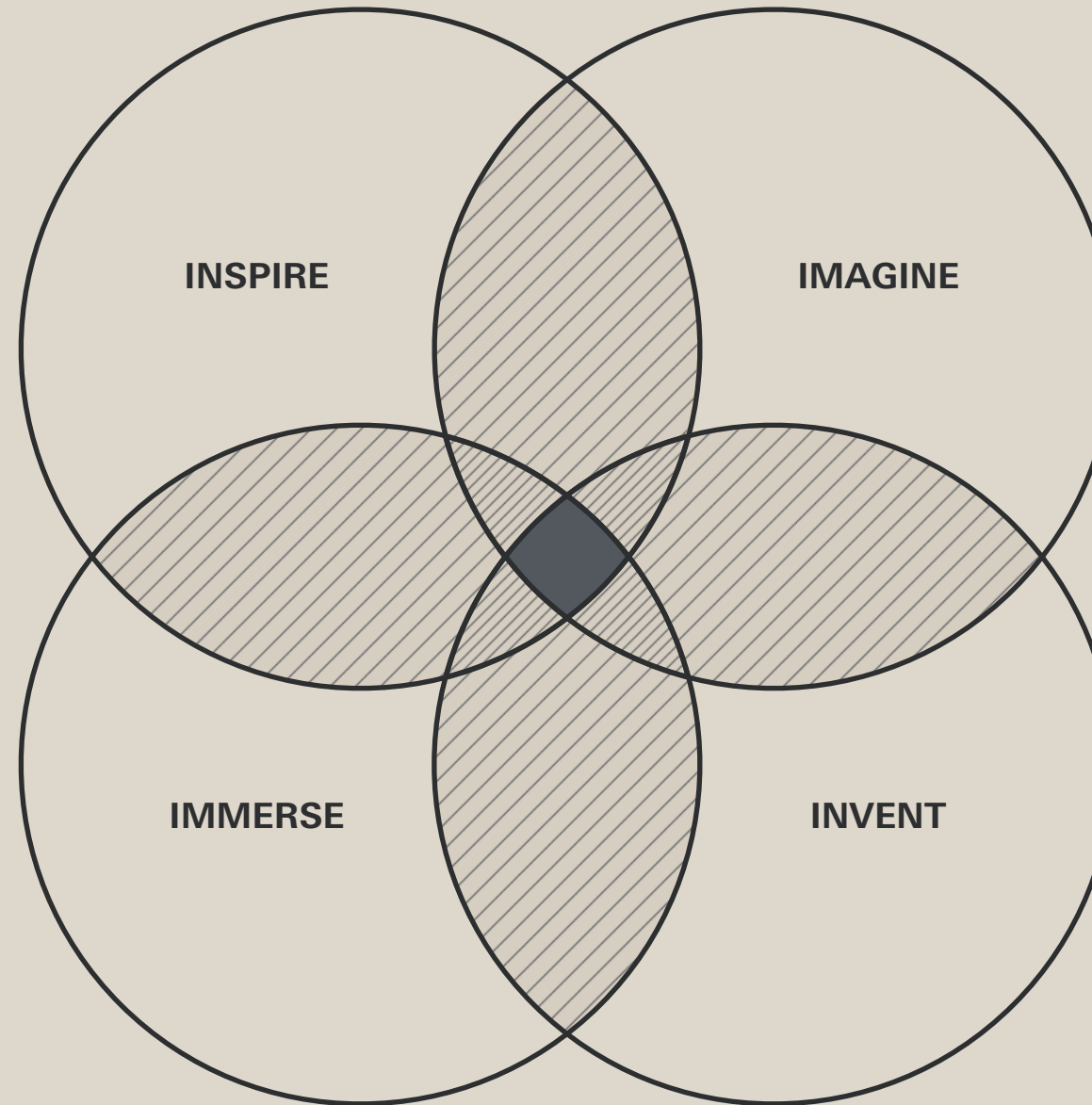


A person with short blonde hair, seen from behind, is walking through a busy street market. They are wearing a striped tank top and a light-colored backpack. A patterned scarf is draped around their neck. The background is filled with other people, some on motorcycles, and various market stalls and signs, creating a sense of a bustling, everyday environment.

**Human-centred design** is informed by **design research**, which uses **ethnographic** techniques



**Design is a system  
of 4 overlapping  
modes:**

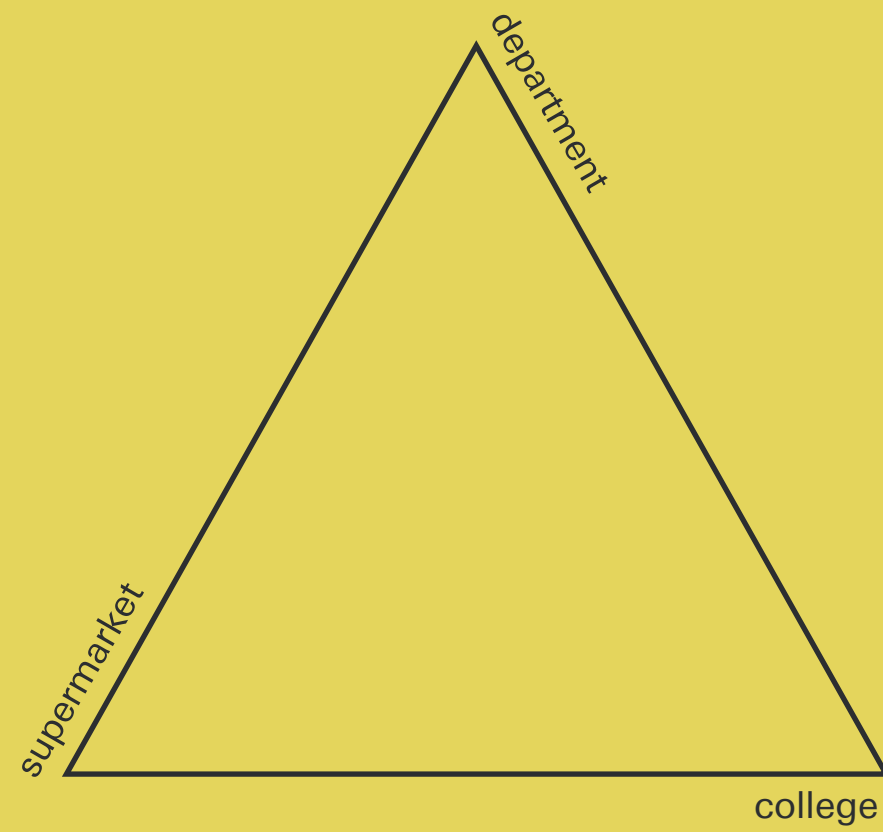




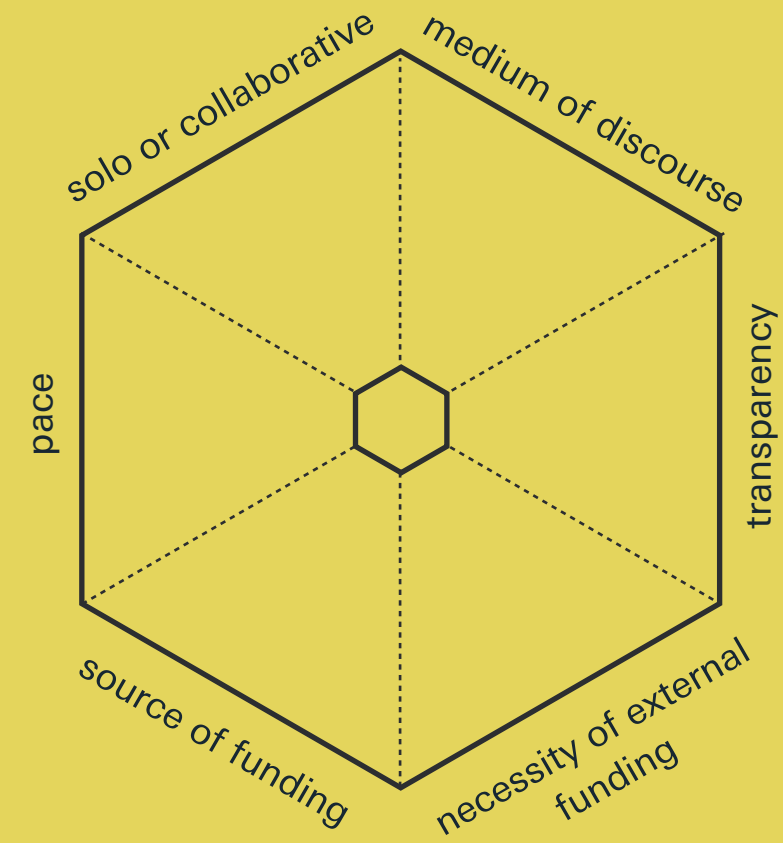


Human-centred design can be applied strategically to services like those within academic libraries.





THE STUDENT TRIANGLE



DISCIPLINE CULTURES



# Insights and models lead to ideas



**A concept is a clearly articulated central idea around which the features and benefits of a product or service combine.**



# Spacefinder

Spacefinder is a search service that enables users to find different types of spaces in which to work and study across the University.



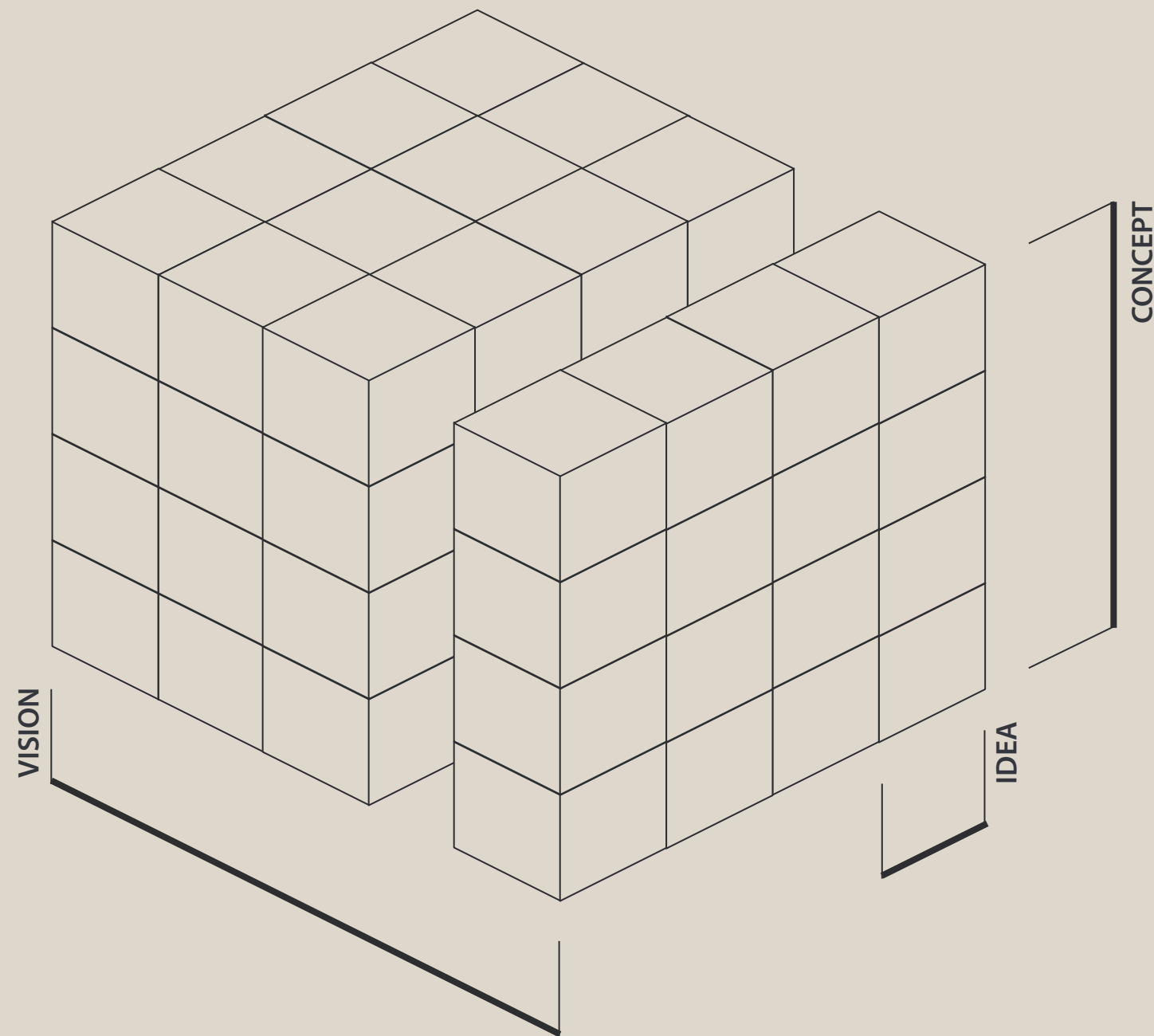


# Appstore

The Appstore is a curated collection of software tools and apps tailored specifically to academic and student use.



**A vision is a clear  
statement of intent  
that describes the  
resultant user  
experience**





# Integrated library search

A single place to find everything that libraries offer.

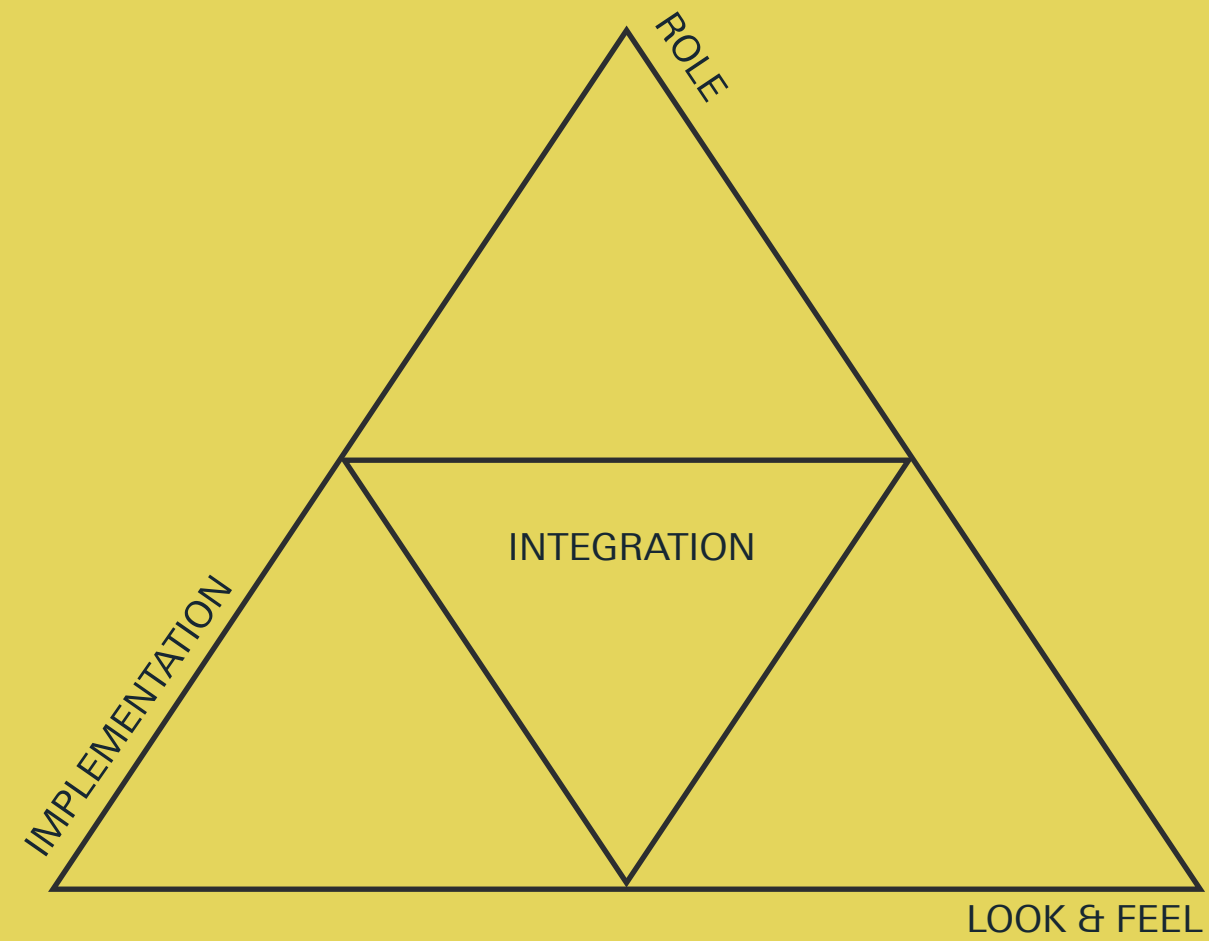




**An experience strategy  
is formed from a vision  
and a plan**







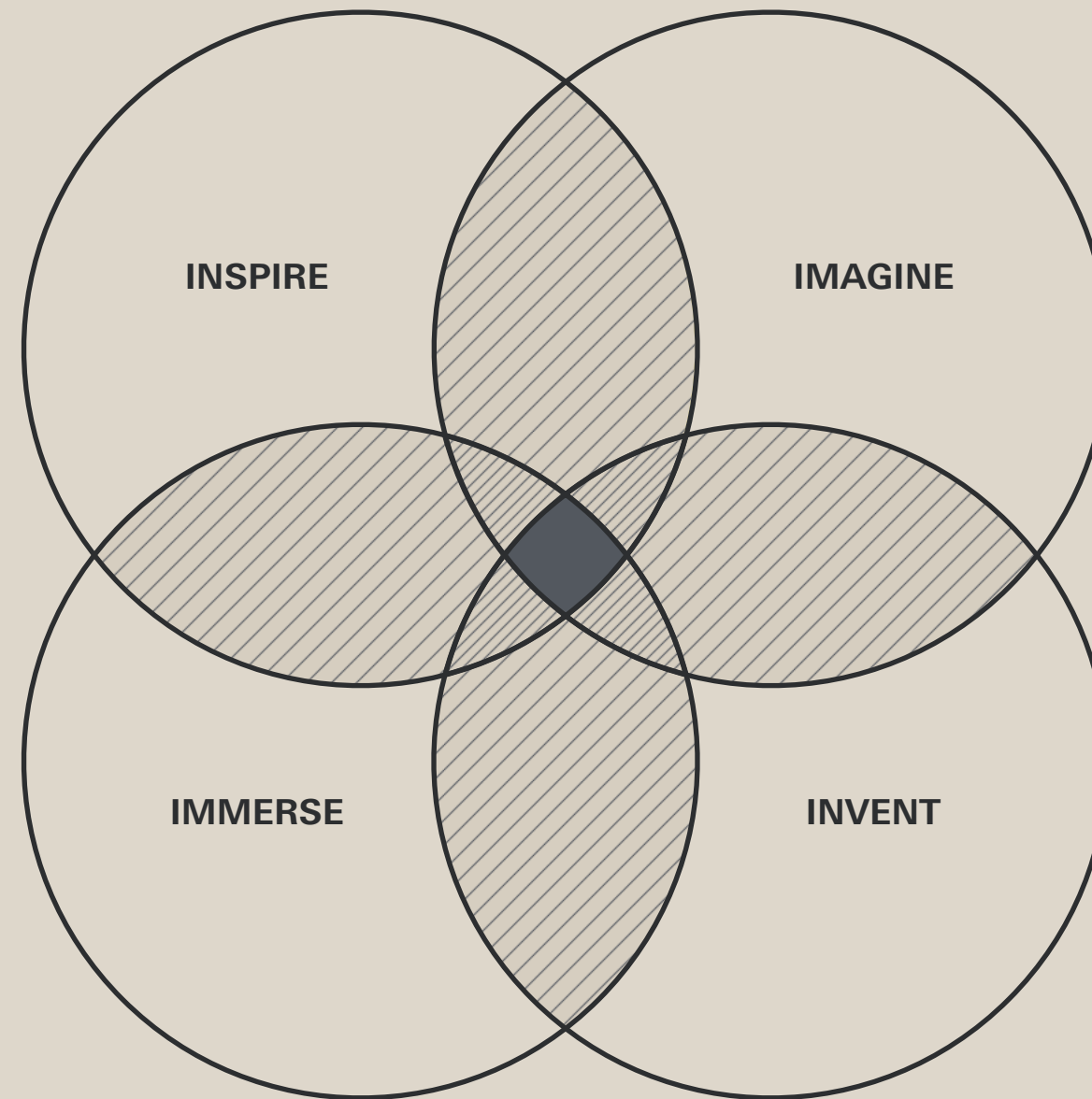
Adapted from:  
What do prototypes prototype?  
Stephanie Houde and Charles Hill (1997).



	RAPID PROTOTYPING	LIVE PROTOTYPING	TECHNICAL PROTOTYPING	PILOT
PURPOSE	What are the different ways we could solve this problem?	Does our solution resonate in the marketplace?	Can the problem be solved this way?	Are the economics attractive enough to justify scaling?
WHEN	Early to explore options and midway to explore way to deliver specific features	Once an opportunity area has been identified to explore market appeal	After functionality has been identified but before means is determined.	Late
FIDELITY	Low	Just enough to appear real in the marketplace	High enough to prove feasibility	Very high

Source:  
The future of prototyping is now live.  
David Aycan and Paolo Lorenzoni, Harvard Business Review.





The same 4 modes of design thinking can be applied strategically to choreograph the library experience.





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