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
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.
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.
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).
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Rapid Prototyping</th>
<th>Live Prototyping</th>
<th>Technical Prototyping</th>
<th>Pilot</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the different ways we could solve this problem?</td>
<td>Does our solution resonate in the marketplace?</td>
<td>Can the problem be solved this way?</td>
<td>Are the economics attractive enough to justify scaling?</td>
<td></td>
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<tr>
<td>Early to explore options and midway to explore way to deliver specific features</td>
<td>Once an opportunity area has been identified to explore market appeal</td>
<td>After functionality has been identified but before means is determined.</td>
<td>Late</td>
<td></td>
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<tr>
<td>Low fidelity</td>
<td>Just enough to appear real in the marketplace</td>
<td>High enough to prove feasibility</td>
<td>Very high</td>
<td></td>
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The same 4 modes of design thinking can be applied strategically to choreograph the library experience.