

Designing Better Library Experiences: Using Statements and Mapping to Reach the Right Experience for Your Library

Wednesday, October 10th

Coeur d'Alene Public Library
702 E. Front Avenue
Coeur d'Alene, Idaho



Good library experiences should be the end product of a design process, rather than the outcome of a series of random events. This requires us to be intentional in our thinking about the experience we want our community members to have at any touch point, be it an interaction at a service desk, connecting with our virtual presence, or learning situations.

Organizations widely admired for the quality and consistency of the experiences they deliver use a variety of tools and techniques to design and refine that experience. In this workshop attendees will learn about two techniques they can employ to define, shape, and improve the library experience:

- “Way We Serve Statements” bring staff together to identify touchstone statements that communicate the type of experience they wish to deliver and provide a framework for instilling the appropriate service values across the library organization.
- “Customer Journey Mapping” is a process staff can use to examine the steps in any specific library function or service. When we map our services we better understand where community members experience “pain points”, allowing staff to better design the path to a destination so that a better experience is delivered.

Facilitator Steven Bell will show attendees more about these design techniques and how to put them into practice at their libraries.

Morning Session

Registration: 8:30-9:00 am
Workshop: 9:00-11:30 am

OR

Afternoon Session

Registration: 1:00-1:30 pm
Workshop: 1:30-4:00 pm

Register by **Wednesday, October 3rd**, with Tami Robinson
trobinson@whitworth.edu

Steven J. Bell is president, 2012-2013, of ACRL and Associate University Librarian for Research and Instructional Services at Temple University. He writes and speaks about academic librarianship, learning technologies, design thinking, user experience and library leadership. Steven is a co-founder of the Blended Librarian's Online Learning Community on the Learning Times Network. He blogs at Kept-Up Academic Librarian and Designing Better Libraries, a blog about design thinking and library user experiences, and is the founding blogger of ACRLog. His columns, “From the Bell Tower” and “Leading From the Library” appear in *Library Journal's Academic News-wire*. He is co-author of the book *Academic Librarianship by Design*. For additional information about Steven J. Bell or links to his projects, point your browser to <http://stevenbell.info>.

- No registration fee for employees of INCOL member libraries
- \$25 for non-INCOL members and \$5 for library tech students
- Find more information at <http://incol.scdl.org>