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# Building A Better Library Experience: Redefining Access Services

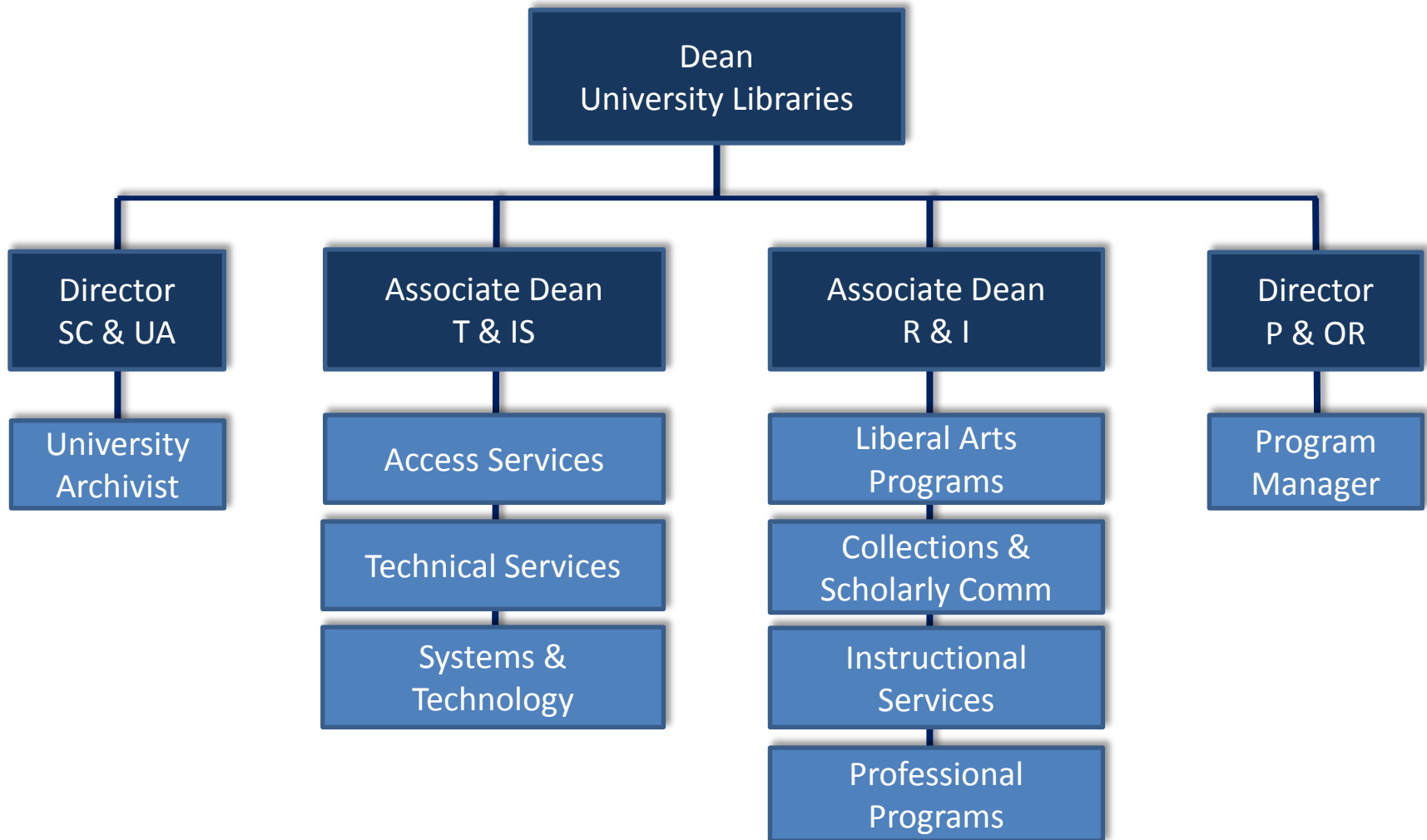
Access Services Conference 2013  
November 8, 2013

# Outline

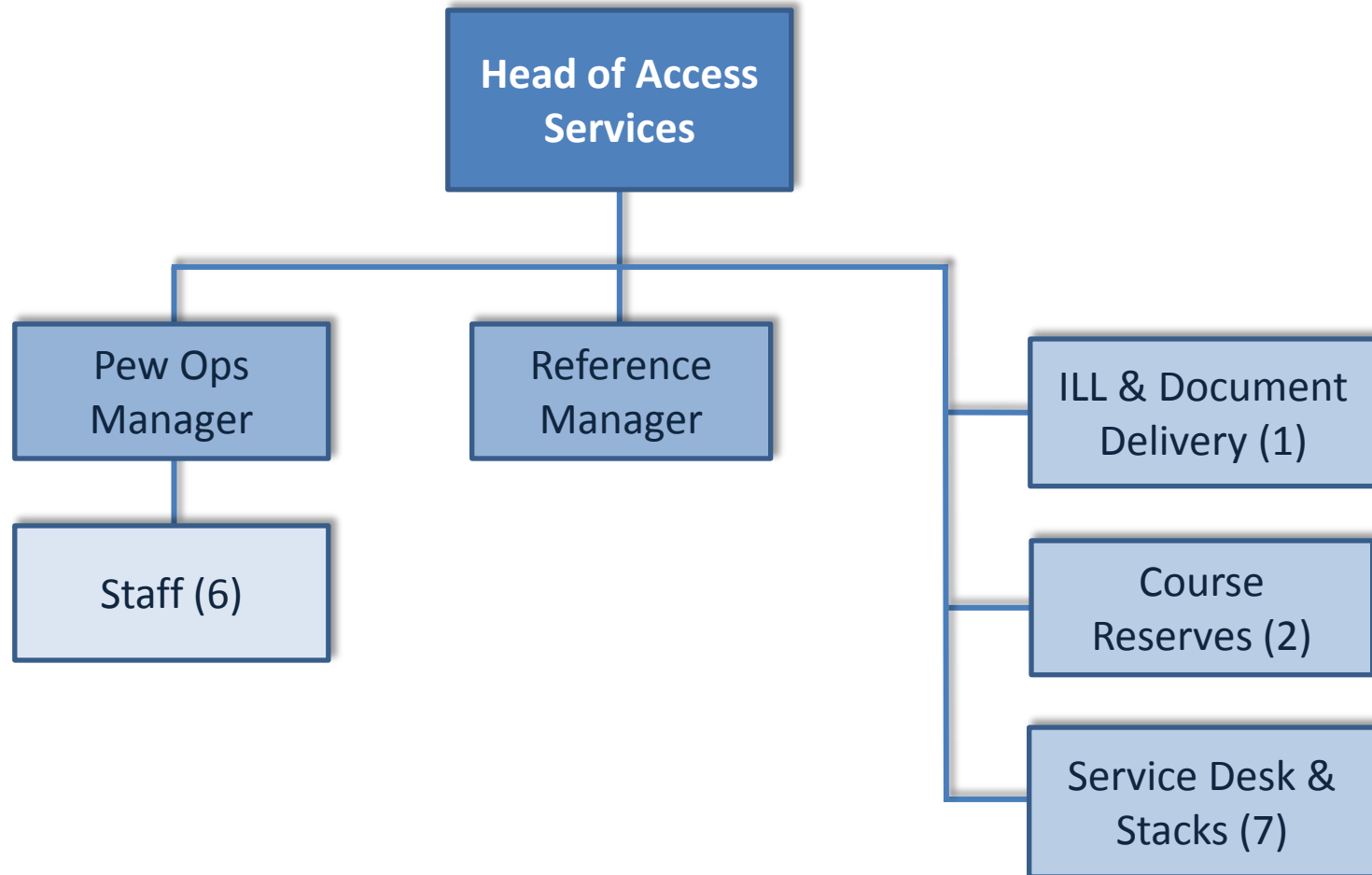
- GVSU Library Environment
- Motivation & Change in Focus
- Workflow Analysis & Access Services Transformation
- Service Blueprinting



# GVSU University Libraries



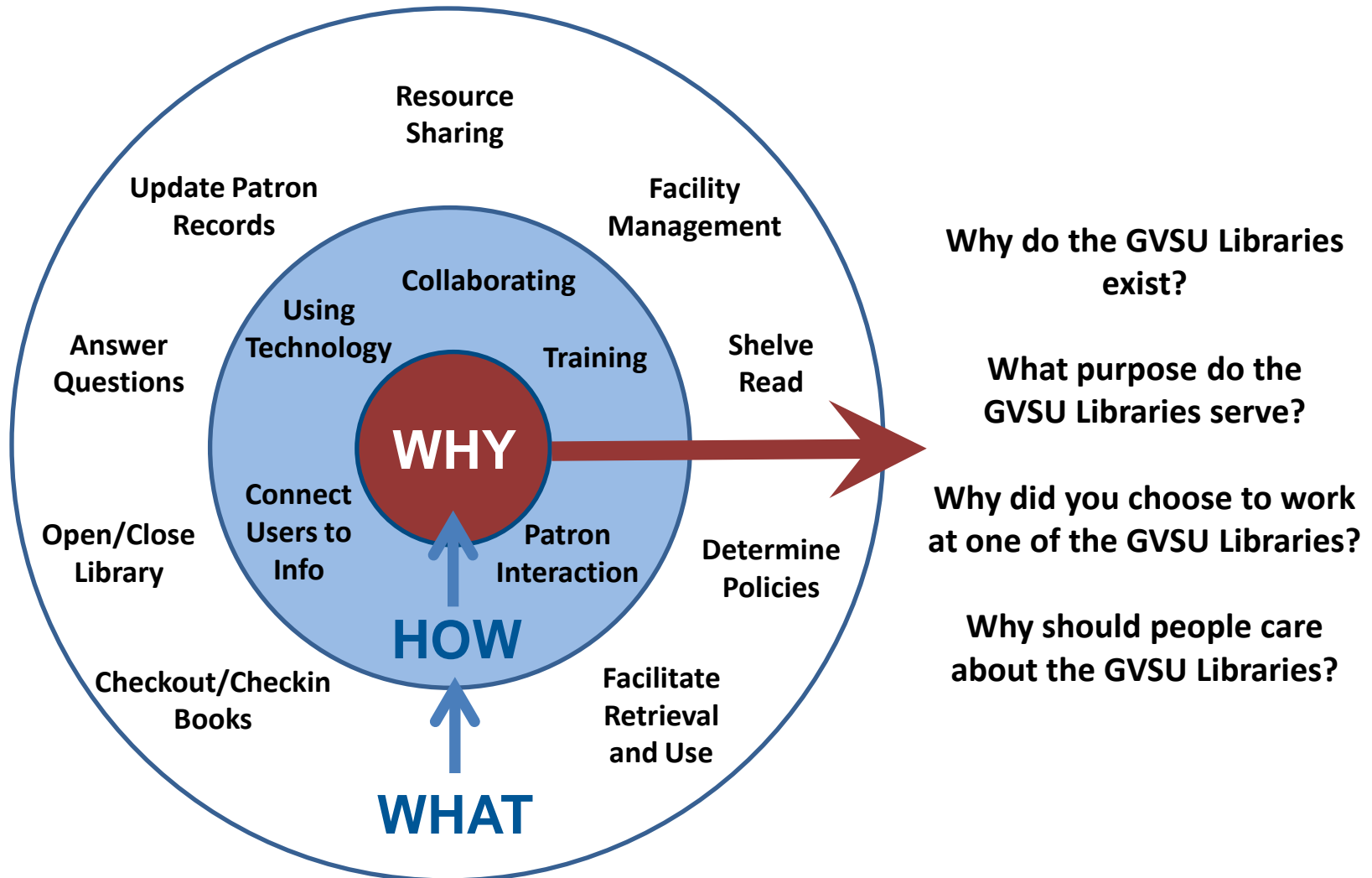
# Access Services in 2010



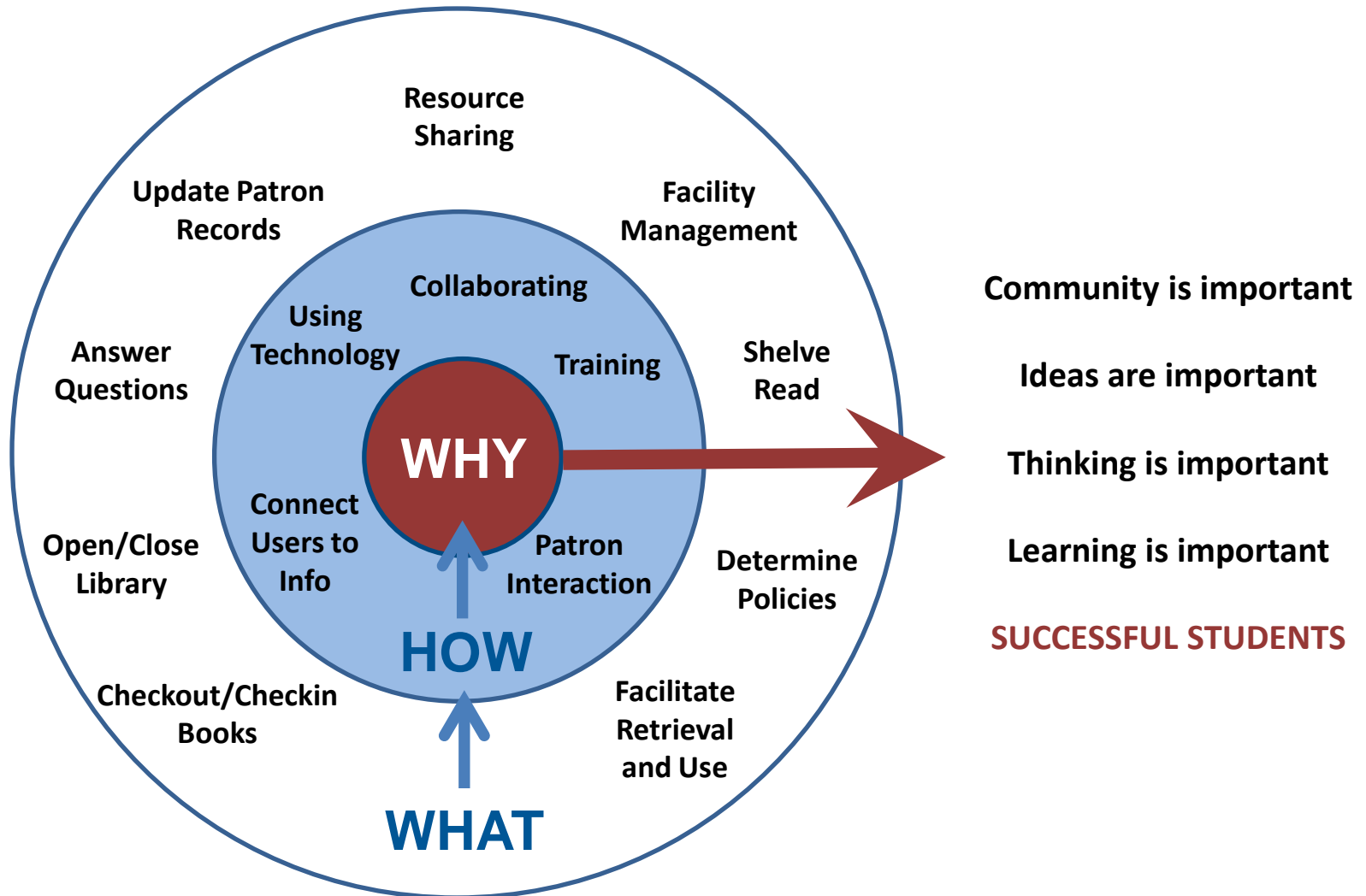
# Collaboration & Innovation

- Organizationally one department, but functionally separate – Identify overlap
- Develop a better understanding and appreciation of all processes performed by all members of the TIS Division.
- Shift from tasks to outcomes
- Shift from library-centric to user-centric
- Identify opportunities for efficiencies
- Identify opportunities for change

# Changing the Focus



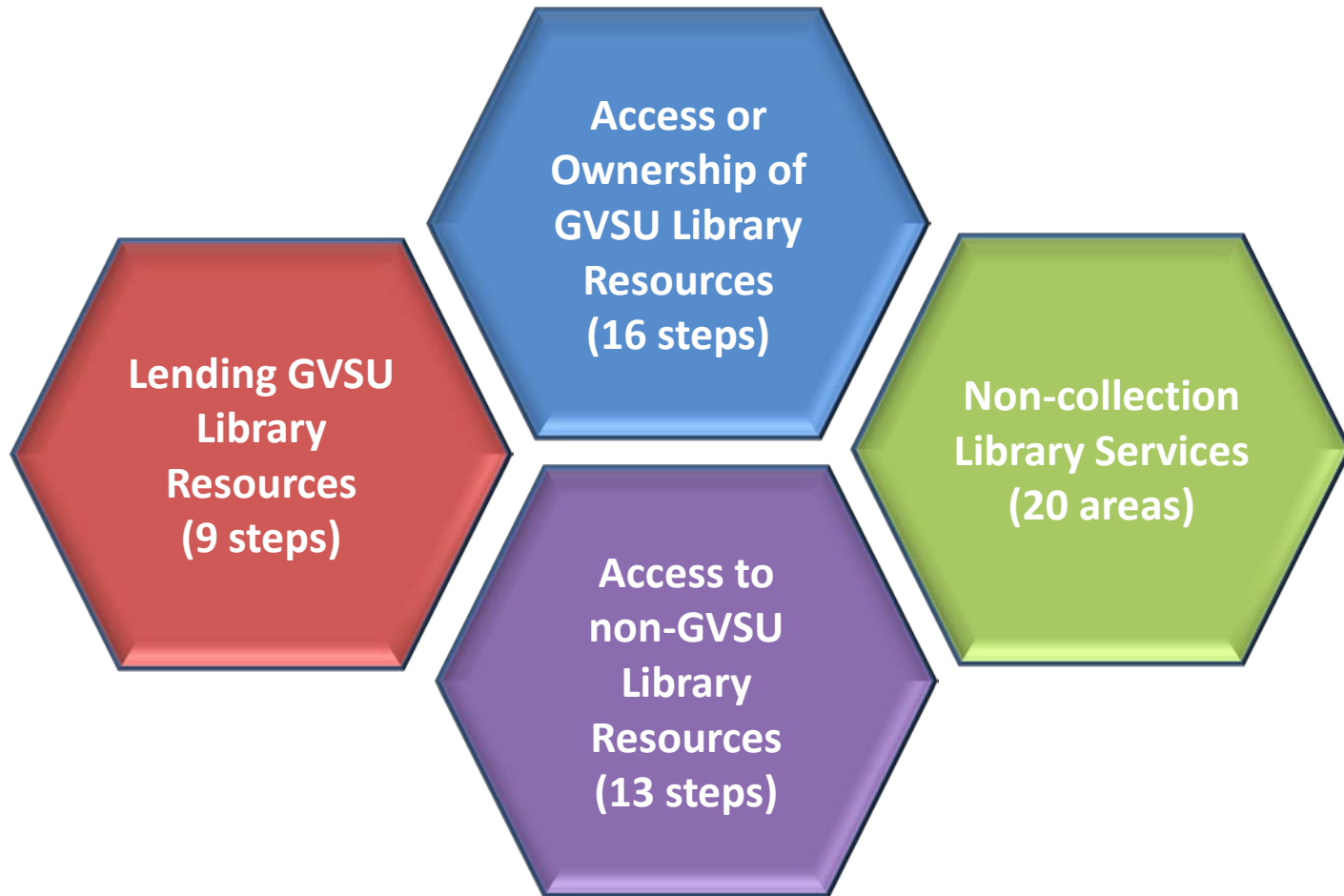
# Changing the Focus



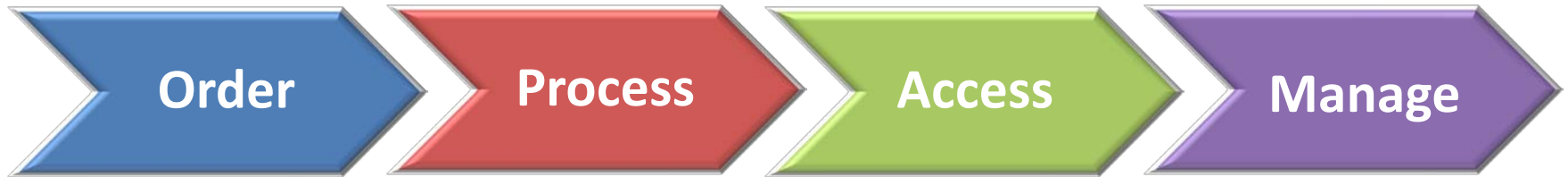
# Guiding Principles

- Decisions will be user-driven (i.e. the WHY);
- Open and on-going communication throughout process;
- Although some processes may be combined or changed, some activities may still best be implemented separately;
- Think not only about the tasks to be done but also about broader system-wide workflows.

# High Level Processes & Workflows



# Access or Ownership of Resources



- 1) Request Item
- 2) Receive Request
- 3) Ensure Appropriateness of Request
- 4) Determine method for acquisition
- 5) Order
- 6) Accounting

- 7) Receive
- 8) Payment
- 9) Cataloging & Metadata
- 10) Make Available

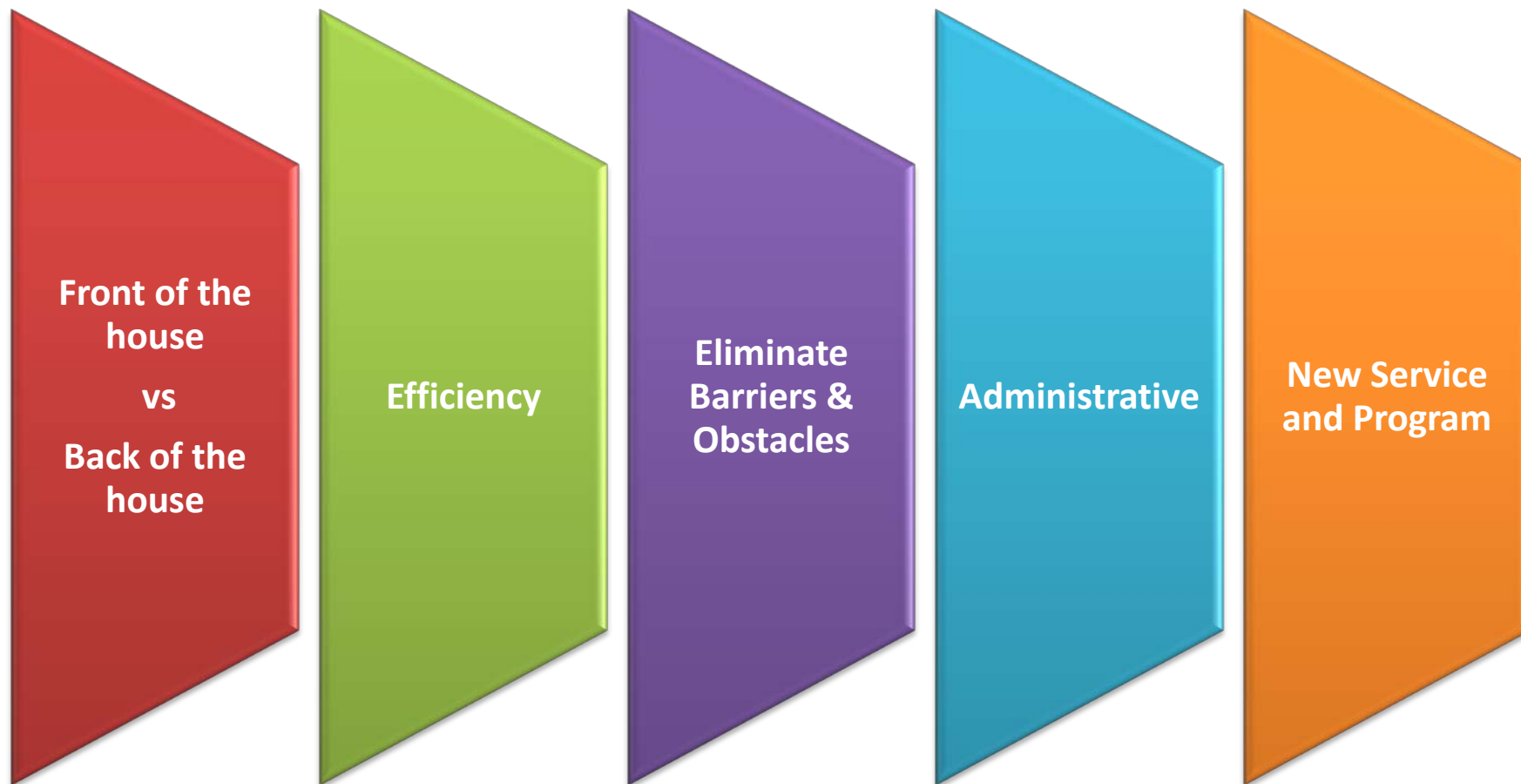
- 11) Notify requestor or user
- 12) Use and access
- 13) Borrower interaction

- 14) Maintenance and Inventory
- 15) Recording, Management & Analysis
- 16) Collection Management

# Workflow Analysis Components



# Establishing Transformation Areas



# Tell us How

- Issue
- Group Leader
- Group Members
- Context
- Expected Outcome
- Expected Date for Completion

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- Recommendation for getting expected outcome
  - Implementation Plan
  - Requirements

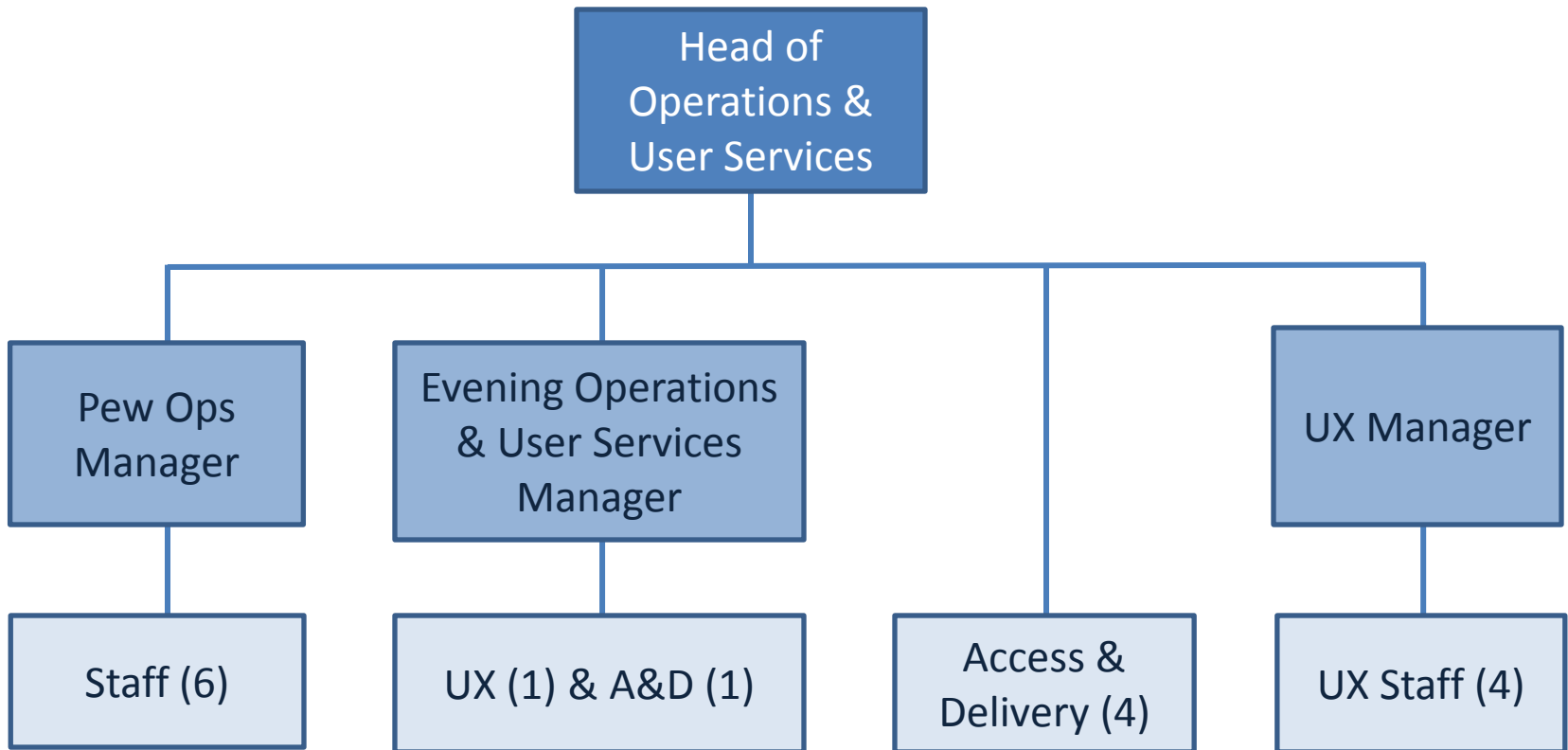
The image shows a sample form titled "Tell us How" with the following fields:

- ISSUE:
- GROUP LEADER:
- GROUP MEMBERS:
- CONTEXT:
- EXPECTED OUTCOME:
- EXPECTED DATE FOR COMPLETION:
- RECOMMENDATION FOR GETTING TO EXPECTED OUTCOME:
- IMPLEMENTATION PLAN:
- REQUIREMENTS: (list needs to implement change)

# Outcome

- Began to implement changes to workflows, procedures and policies in Fall 2012
- Reviewed and updated position description for all Staff
- New management position
- New organizational structure

# Operations & User Services



# Access & Delivery Services

- Collection Retrieval, Inventory & Maintenance
- Mail Services, Shipping & Receiving
- ILL & Document Delivery
- Course Reserves
- Digitization
- Provide services all hours we are open
- Everyone (staff & students) is cross-trained



# User Experience

- Unified Service Desk
- Patron interaction
- Customer service
- Assessment & evaluation of services and spaces
- Marketing & Outreach
- Building Security & Safety
- Opening/Closing of the Library
- First Tier Research Consultation
- Tours & Program/Event Support
- Service Design



# Service Design

- Service design is a process that examines the relationship between those who use a service and the service environment.
- By focusing on and making improvements to the points at which users interact with other people or the environment, **service design enables an organization to run smoothly, provide the best service to its users, and reduce the kind of situations that that can generate complaints**

# Building a Service Blueprint

- The identification of the service process, that is supposed to be blueprinted
- The identification of the user segment or the customers that are supposed to experience the service
- Picturing the service from the user's perspective
- Include staff members that provide on-stage and back-stage services
- Will represent the two key components of service – how it's experienced and how it works



# Service Blue Print Components

Physical  
Evidence

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User  
Actions

— LINE OF INTERACTION —

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Onstage/Visible  
Contact Employee  
Actions

— LINE OF VISIBILITY —

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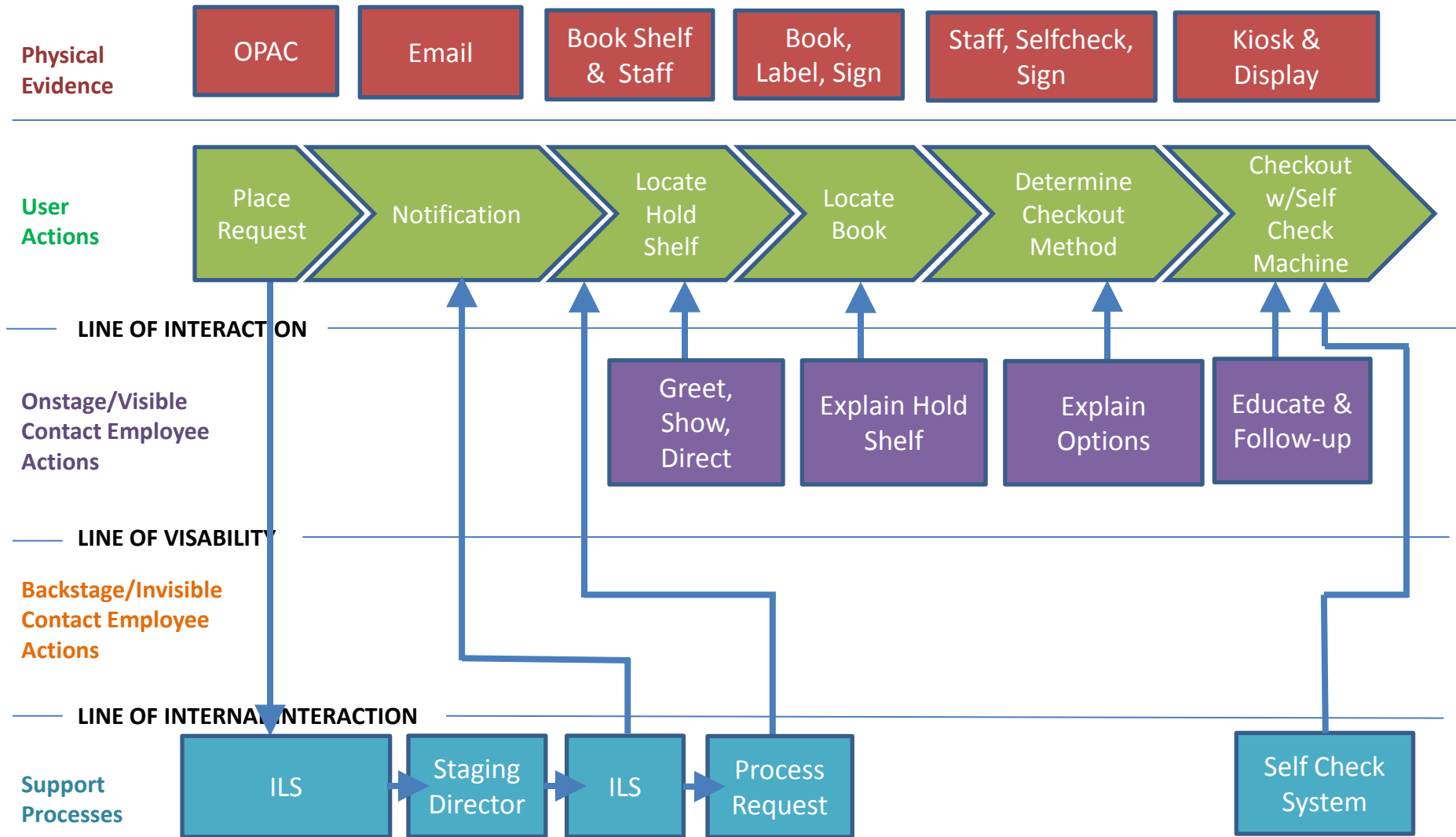
Backstage/Invisible  
Contact Employee  
Actions

— LINE OF INTERNAL INTERACTION —

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Support  
Processes

# Library Self-Service Hold Shelf



# Pain Points & Follow-up

## Multiple “Request” buttons

- Meeting to decide authentication

## Usability of Requests

- Blueprinting/usability testing

## Unsuccessful notifications

- Future blueprinting

## Wayfinding Signage

- Explore options with Library Administration

## Greeting & Assisting

- Remind student assistants about the importance of proactively assisting patrons by the hold shelf.



# Thank You!

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# Resources

- Simon Sinek's Golden Circle  
<http://www.startwithwhy.com/>
- Learning Space Toolkit  
<http://learningspacetoolkit.org/>
- WEAVE: Journal of Library User Experience  
<http://weaveux.org/>
- Piano Stairs, "Thefuntheory.com" – An initiative of Volkswagen  
<http://www.thefuntheory.com/>
- Service Design Tools  
<http://www.servicedesigntools.org/>
- Leveraging Service Blueprinting to Rethink Higher Education  
*By Amy L. Ostrom, Mary Jo Bitner, and Kevin A. Burkhard*  
[http://www.americanprogress.org/wp-content/uploads/issues/2011/10/pdf/service\\_blueprinting.pdf](http://www.americanprogress.org/wp-content/uploads/issues/2011/10/pdf/service_blueprinting.pdf)