Services Design
process at the
ADA University Library

ADA University Library renders library and information services to internal and external customers with its rich print and electronic resources, and as well as comfortable academic environment and cutting-edge technologies.

lib.ada.edu.az

Vafa Mammadova
Senior Librarian

**Library and Information Services
ADA University
Baku, Azerbaijan**

Related literature

- Brown, T. (2019). Change by design, revised and updated: how design thinking transforms organizations and inspires innovation (Revised, Updated ed. ed.). New York: Harper Business.
- Curedale, R. (2019). Design thinking process & methods (5th ed. ed.). Topanga CA: Design Community College Inc.
- Design thinking for libraries: a toolkit for patron-centered design (2015). (First ed.) IDEO.
- Grover, R. J, Greer, R. C., & Agada, J. (2010). Assessing information needs: managing transformative library services. Santa Barbara, California: Libraries Unlimited.
- Mammadova, V. (2020). Services design in academic libraries and its impact on university community. Proceedings of the 9th Eurasian Academic Libraries Conference. Nazarbayev University Library, Kazakhstan. pp.9–22.
- Marquez, Joe & Downey, Annie. (2015). Service design: an introduction to a holistic assessment methodology of library services. Weave Journal of Library User Experience, 1(2).
- Novotny, R., Zbiejczuk Sucha, L, Bartosova, E., Buchtova, B., Hoskova, K., Svitakova, J, Vichova, E. (2019). Libdesign for social innovations (First ed.). Brno, Czech Republic: Masaryk University.

Introduction

Libraries are in a continuous state of evolution as we adjust services to better meet user needs. Librarians have explored a variety of techniques and methods to study and assess user behavior in order to guide changes and improvements to services. Services design process, as well as, design thinking principles and methods are the most discussed trends in modern librarianship.
It is important to take into consideration specifications and requirements of each library type when setting strategies for services design, mapping, planning and implementing it in a broad scale.

OBJECTIVE

The main purpose of the poster is to share the practical methods and principles of developing services design activities in academic libraries in the example of the ADA University Library.

METHODOLOGY

Before designing efficient and user-centered information services at the ADA University Library, it was necessary to follow certain steps of preparation:
- identifying community
- identifying their needs, expectations, feelings (by asking "How might we ....?" questions)
- analyzing user experiences and based on the results, finding ways to integrate improvements into the library services
- identifying the necessary resources, key processes and indicators to evaluate the objectives and partners with whom the Library collaborates

RESULTS

- Improved relationships between the library and university community
- Enhanced faculty-librarian collaborations to infuse library services (i.e. information literacy concepts) within course programs
- Improved learning experiences for students at ADA University
- Improved campus communication
- Improved user experience
- Library's role on bringing new ideas to foster innovation, etc.

Analysis

Design thinking as a process can have a much broader impact and can be used to solve various kinds of library challenges including programs, spaces, services and systems. Service design often focuses on making the systems behind services like communication or technology, better for the customer.

Diagnosing information needs and conducting community analysis:
– analyzing the characteristics of the community or area served
– analyzing the needs of specific individuals

Community analysis

- Undergraduate students
- Graduate students
- Alumni
- Faculty
- Adjunct Faculty
- University staff
- Library staff
- Student workers
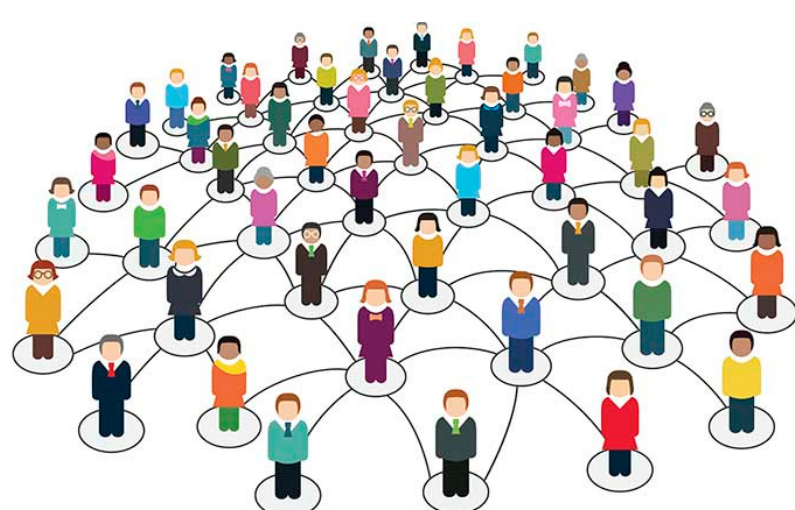
Design thinking tools & tips

Personas
Stakeholder map

Customer journey map
Service blueprint

Business model innovation
Rapid prototyping

Library online instructional services design:

Objectives – redesigning library instructional services and developing new forms of conveying it
Methods – collaboration with faculty
Results – more comprehensive approaches to library instruction
Future directions – identify other programs and populations that can benefit from this approach

Library Reference Services

Conclusion

– Consider all aspects of the design process, and foresee possible failures and unseen circumstances that might hinder the project's success
– Follow all steps of the services design plan without flaws
– Take into account all ideas and opinions that emerge during the process
– Leave room for opportunities to explore multiple solutions