Planning an Entry Sequence with Service Design

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## How might we plan user-friendly entrances for the library?

Our project uses service design to provide library leadership with input on a redesigned entry sequence experience for the new Center for Connected Learning. This project is important because the entrance of a library sets the stage for all interactions within the library. Ideally, service design includes feedback from users and observations. Due to the COVID-19 closure, our project shifted to focus on previous observations of user behavior.

Learn Methods

1

First we needed to learn about service design, so we did the following:

- Participated in Library Juice Academy course "Service Design Tools"
- Read *Library Service Design: A LITA Guide to Holistic Assessment, Insight, and Improvement* by Joe J. Marquez and Annie Downey
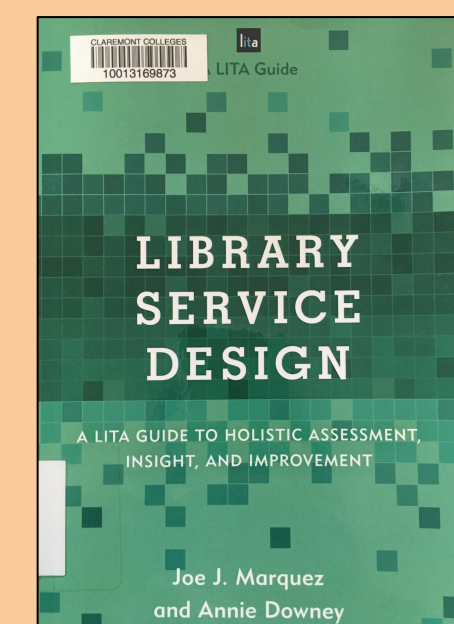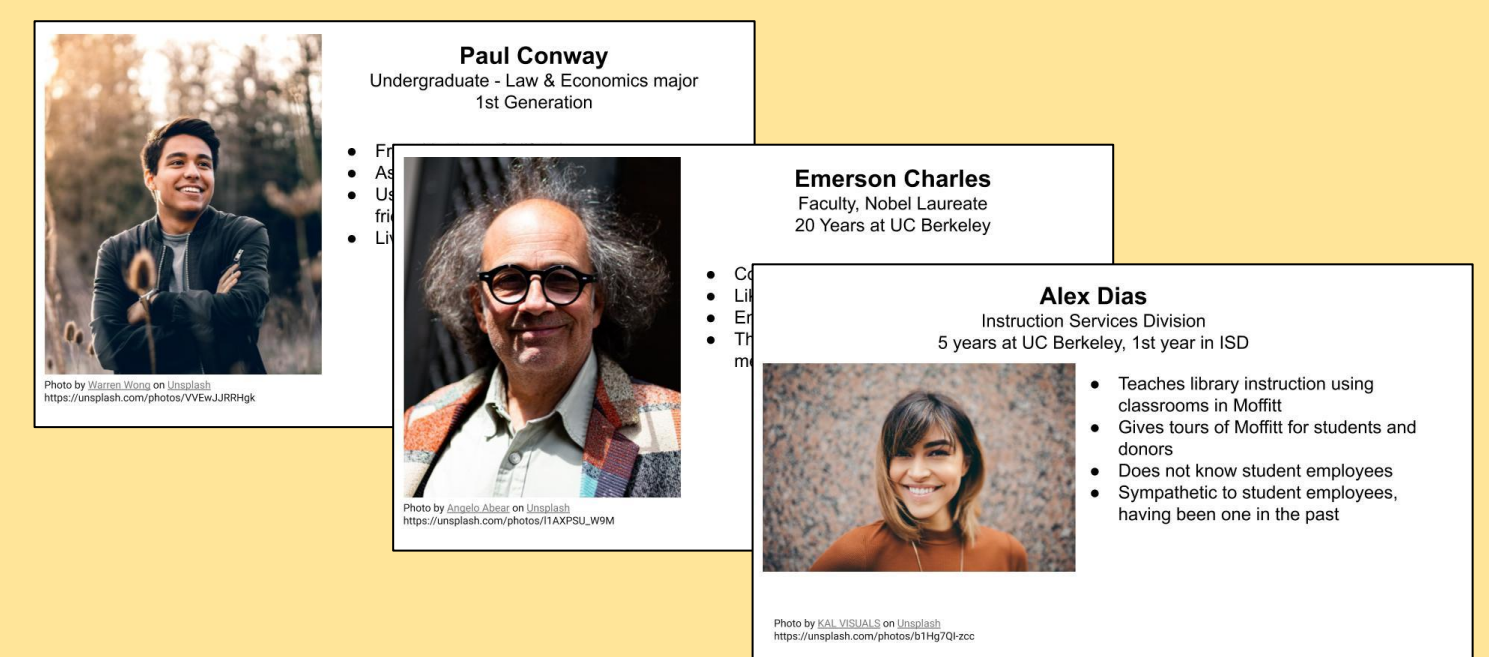

User Profiles

2

We used the user profiles tool from the book and:

- Created 6 prototypes of fictional library users
- Defined traits and behaviors for each user group
- Applied profiles to design services for each user group

Blueprints

3

Next, we applied the blueprinting tool from the book and course and:

- Broke down entry sequence into concrete steps
- "Walked" each persona through the entrance sequence and captured each step
- Identified touch points, pinch points, and other observations

Customer Journey Maps

4

Finally, we used the Customer Journey Maps tool and:

- Converted blueprints into 6 customer journey map infographics that provide leadership team with planning materials

Decision makers can use service design tools to make library services user-friendly.

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