Using Design Thinking to create a new process for purchasing from Leganto Reading Lists

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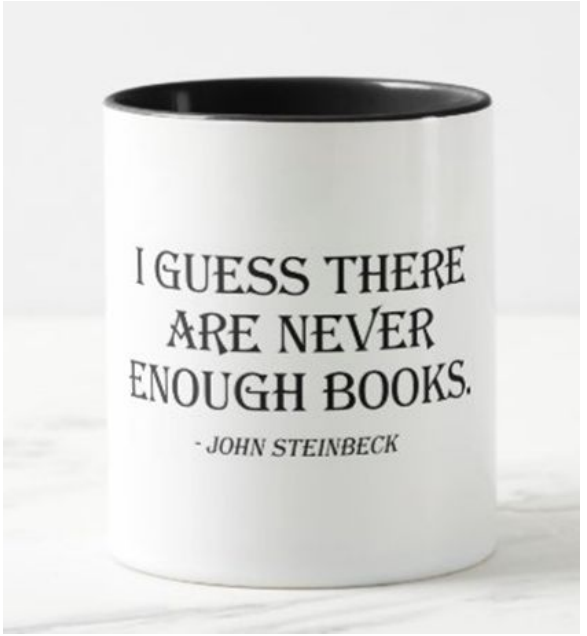


Name	Andrew Brown
Role	Collection Services and Systems Librarian
Institution	Swansea University
Number of students	18877 FTE (2021-2022)
Number of Staff	University: 3440 Library: 68
Libraries	5
Systems	Alma, Primo, Leganto, OpenAthens

Purchasing from reading lists (2021)

- Sixty-three percent of reading lists on Leganto
- A number of citations added to Leganto reading lists had not been purchased by the library
- How could we facilitate better purchasing of content to support reading lists?
- Pandemic constraints
- Technical prototype process for purchasing from reading lists
  - Frankenstein's Monster ☹

Fail early and fail fast

*'We aim to **make mistakes faster** than anyone else'* — Daniel Ek*, **Spotify** founder.

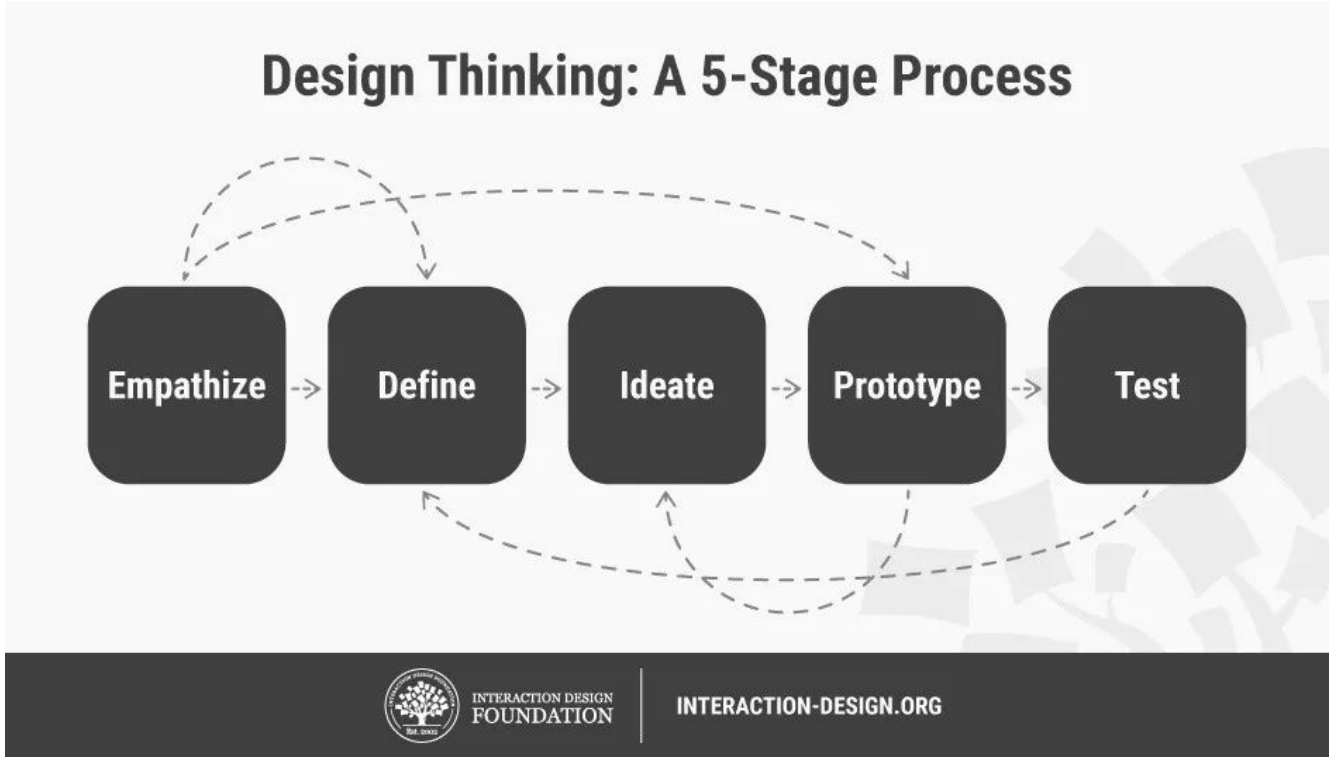
- **We’re going to make mistakes right? This is inevitable**
- **So, why not fail faster when we do fail**
- **Realisation that with new academic year approaching that the prototype wasn't working – we decided to bin it and not waste further effort on it**
- **Each failure is also an opportunity to learn and validate our learning - a strategy for long-term success**
- **So where to next?**

Braun/Oral B – the next-gen toothbrush

- Well known electric toothbrush brands
- New product approach
- Focus shift
- Final product with real value
- Airbnb, PepsiCo, IBM...

Design thinking (2022)

Design thinking is an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test.



Design Thinking pilot

What could Design Thinking offer us in our library service?

- **Pilot – Purchasing from Reading Lists**

Empathise

Research Our Users' Needs

- Set aside our own assumptions about the world and gain real insight into users and their needs

- Semi-structured interview of our users with some 'seed' questions
  - Academic Liaison Librarians (liaison role and reading list owners)
  - Book acquisitions team lead

Define

State Your Users' Needs and Problems

- **Analyse and synthesize from Step 1**
- **Create Problem statements (Points Of View)**
  - ***An academic needs one place to go - a clear and straightforward process for requesting content for reading lists***
  - ***A student needs timely access to content for their module***
  - ***A library content team member needs no rekeying of data***

Ideate

Challenge Assumptions and Create Ideas

- **Idea generation by engaging with institutions with established working processes**
- **Assembled a toolbox of components to turn ideas into a prototype.**

Prototype

Start to Create Solutions

- An experimental phase
- Aim is to identify the best possible solution for each problem found

Test

Try Our Solutions Out

- Evaluators rigorously test the prototypes
- Although this is the final phase, design thinking is iterative: Teams often use the results to redefine a problem or define further problems.
- Can return to previous stages to make further iterations, alterations and refinements – to find or rule out alternative solutions

Remember our goal throughout is to gain the deepest understanding of the users and what their ideal solution/product would be.

Where are we now, and where to next?

- Testing, testing, testing
- Iterate
  - More stories – student stories
  - Revise problem statements
  - Tweak prototypes
  - Staff the new process

Leslie Knope, Parks and Recreation

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