

LAKISHA WHITE  
NEWPORT NEWS PUBLIC LIBRARY

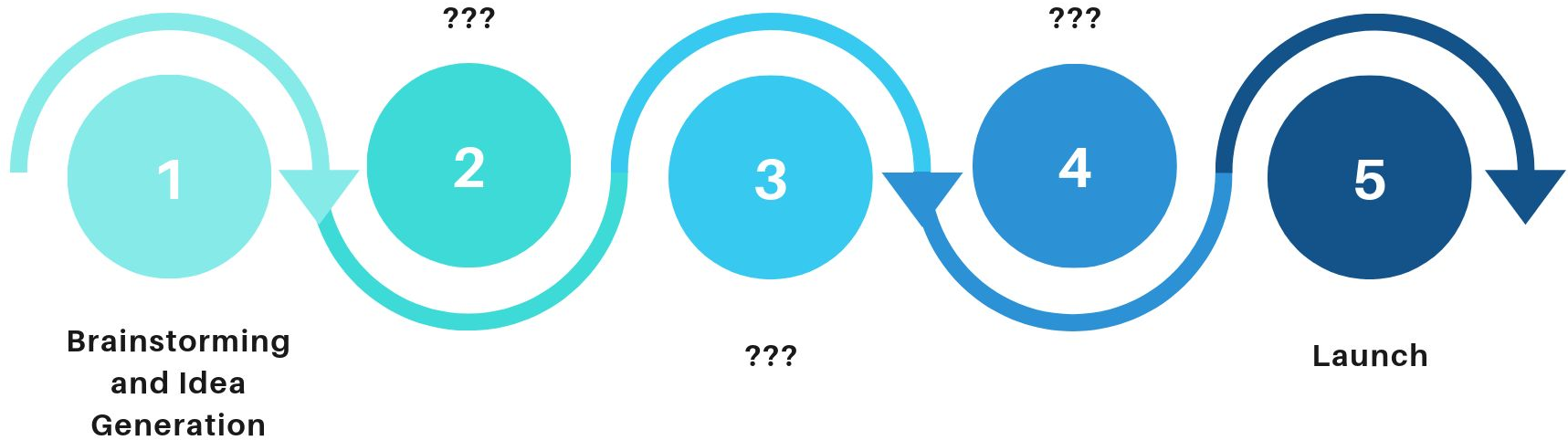
# EXPERIENCE MORE

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The Importance of Design  
Thinking in Libraries

# DESIGN THINKING

Timeline (non-linear)





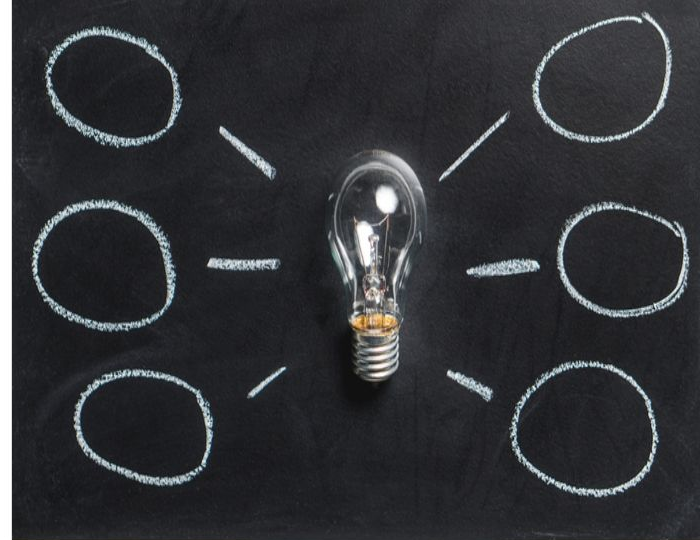
# **Design Thinking**



# DESIGN THINKING

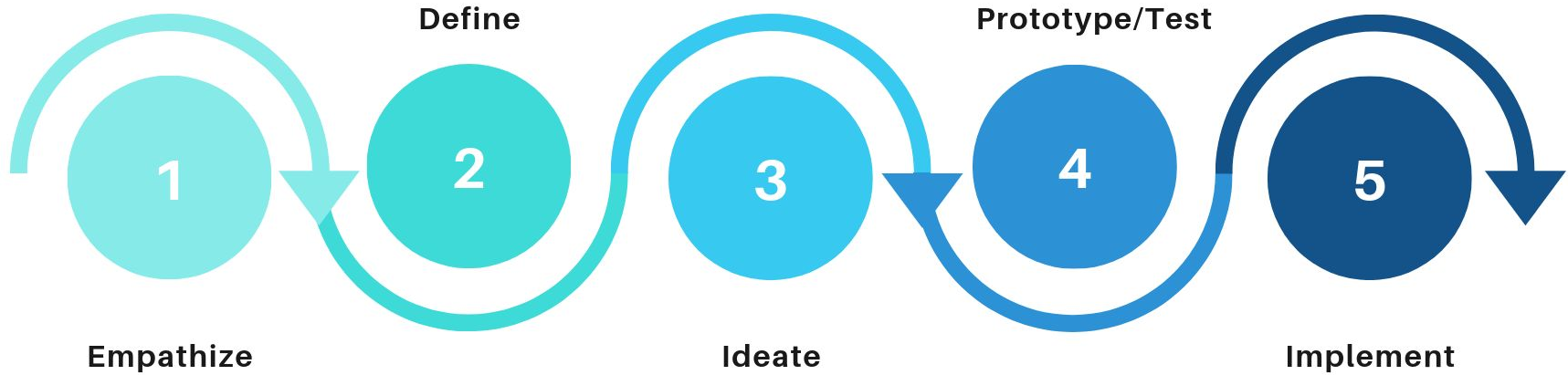
## SOLUTION-BASED & HANDS-ON

Design thinking is a method used to foster creative problem solving. It is a process in which "We seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding", according to the Interaction Design Foundation.



# DESIGN THINKING

Timeline (non-linear)



# Design Thinking

5 stage-model to create solution-based products or services.



## Empathy

Gain an understanding of users and the problem you are trying to solve.



## Define

Analyze observations to determine a problem statement.



## Ideate

Brainstorm to identify new solutions to the problem statement.



## Prototype/Test

Design, build, and test the product or service.



## Implement

Collaborate with design team and stakeholders to launch.

# Products & Services

Policies

Procedures

books



computers



DVDs



WiFi



social  
space



outreach



classes



research



study  
space



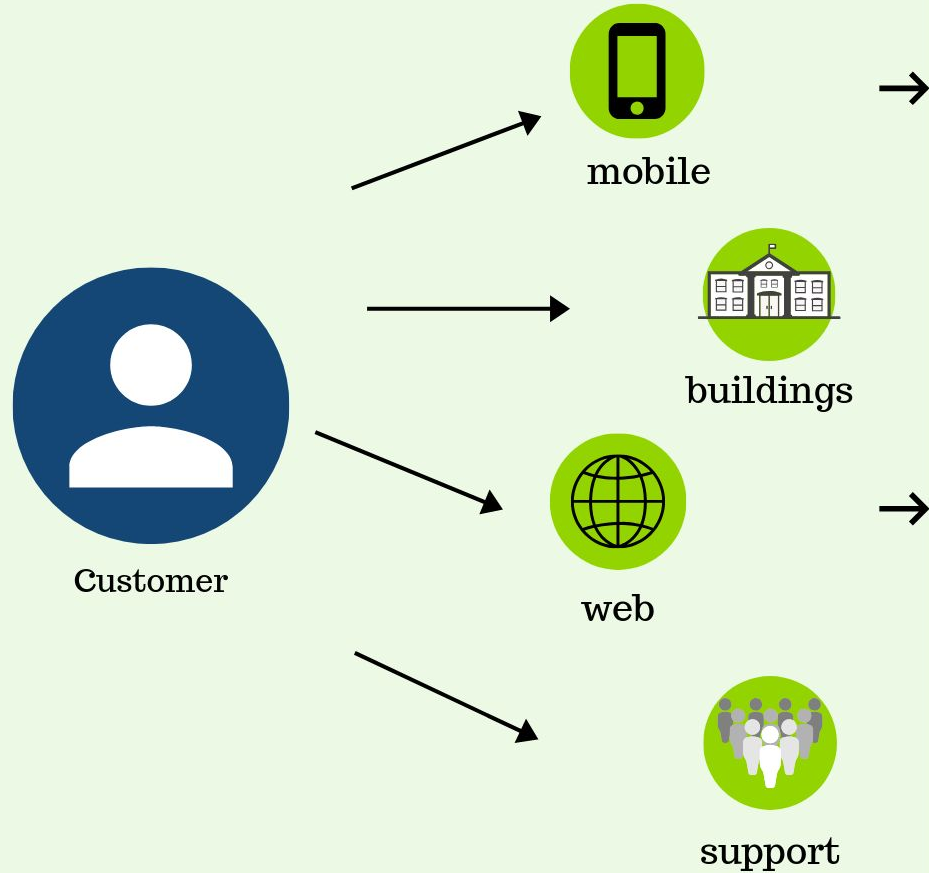
one-on-one  
assistance



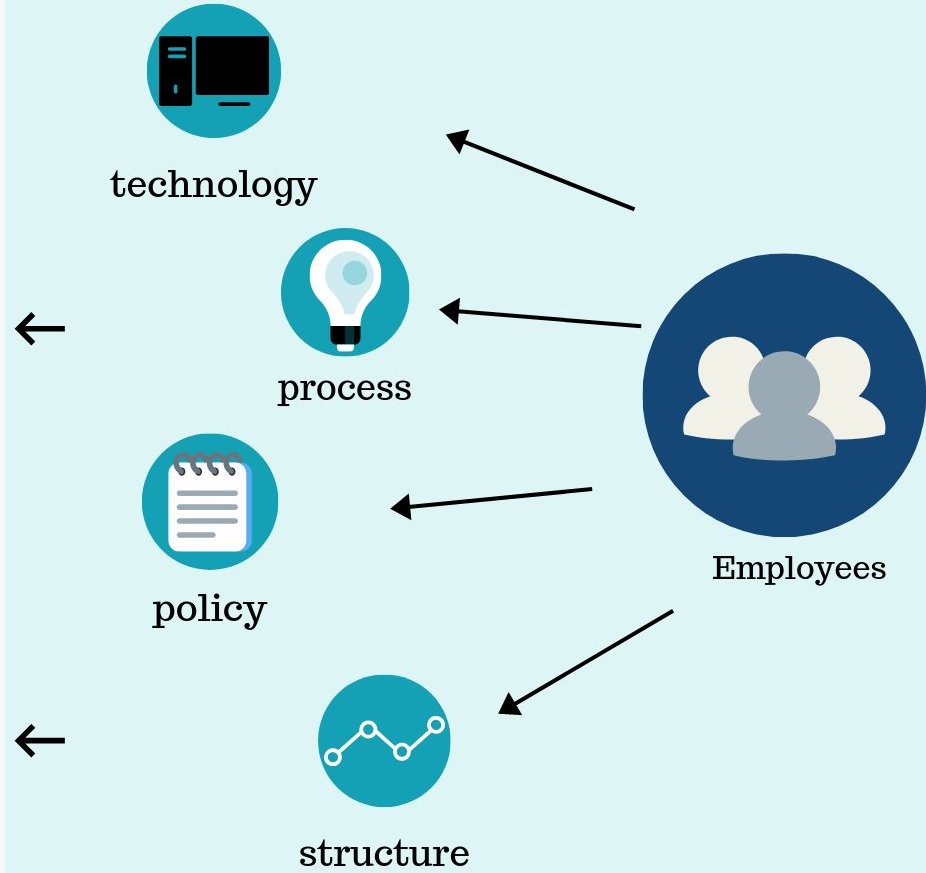
programs



## Front Stage



## Back Stage







# CUSTOMER JOURNEY MAP

Customer Journey Maps connect organizations with their audiences by narrating and illustrating the customer experience. It can give an overview of the entire process, displaying customer behavior and key moments.

service offered:  
**computer classes**

## AWARENESS

View flier

Complement lifestyle

Intrigued

No access to platforms where flier exists

## CONSIDERATION

Research details online or in branch

Increase knowledge on subject

Curious

Lack of information available

## DECISION

Attend a class

Sustain lifestyle

Excited

Transportation

## RETENTION

Sign-up

Commit to lifestyle

Hopeful

Lack of classes

**ACTIVITIES**

**MOTIVATIONS**

**EMOTIONS**

**BARRIERS**

# WORKSHOPS



cardsorting



I Like, I Wish, What If activity



brainstorming

Main Street Branch, Circulation Department participating in a workshop to determine 'How might we gather data to measure and support department operations?'

## NNPL Onboarding Task Force

### Definition

NNPL Onboarding Task Force defines onboarding as the training, knowledge management, and procedural process during the onboarding of an employee. Onboarding with NNPL occurs after the employee has accepted residency with the City of Newport News and completed New Employee Orientation.

### Methodology

A survey was distributed to Main Street employees. Main Street has 21 staff members; 1 Supervising Librarian; 1 Senior Librarian; 1 Youth & Family Services Librarian; 1 Librarian II; 3 Senior Information Services Specialist; 2 Information Services Specialist II; 1 Senior Library Technician; 5 Library Technician II; 1 Office Assistant; and 5 Library Assistants. Unaccounted for within the collection of survey answers are 6 vacant positions to include, 1 Senior Information Services Specialist; 3 Information Services Specialist II; and 2 Library Technician II.

Below is the survey distributed to Main Street employees. The survey may also be viewed at:

<http://www.surveymonkey.com/stories/SM-HJ27GGZ/>

### Introduction

We are conducting research on the onboarding process for NNPL. We would love to hear from you about your experiences during your onboarding. This information will help us make improvements to the existing trainings, resources, and procedures. The survey should only take 10 minutes, and your responses are completely anonymous.

We really appreciate your input!

NNPL Onboarding Committee

**“We can’t solve problems by using the same kind of thinking we used when we created them.”**

**-Albert Einstein**

**“We spend a lot time designing the bridge, but not enough time thinking about the people who are crossing it.”**

**-Dr. Prabhjot Singh**



# REACH OUT



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