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
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

WHY
- Why do the GVSU Libraries exist?
- What purpose do the GVSU Libraries serve?
- Why did you choose to work at one of the GVSU Libraries?
- Why should people care about the GVSU Libraries?

HOW
- Collaborating
- Using Technology
- Connect Users to Info
- Patron Interaction
- Training
- Shelve Read
- Determine Policies
- Facilitate Retrieval and Use
- Facility Management
- Update Patron Records
- Answer Questions
- Open/Close Library
- Checkout/Checkin Books
- Patron Interaction
- Resource Sharing

WHAT
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Changing the Focus

**WHAT**
- Checkout/Checkin
- Books

**HOW**
- Resource Sharing
- Update Patron Records
- Answer Questions
- Open/Close Library
- Using Technology
- Connect Users to Info
- Patron Interaction
- Facilitation
- Retrievable and Use
- Shelve Read
- Determine Policies

**WHY**
- Community is important
- Ideas are important
- Thinking is important
- Learning is important

**SUCCESSFUL STUDENTS**
- Training
- Collaborating
- Connect Users to Info

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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

- Lending GVSU Library Resources (9 steps)
- Access or Ownership of GVSU Library Resources (16 steps)
- Access to non-GVSU Library Resources (13 steps)
- Non-collection Library Services (20 areas)
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

- Description (What & How)
- Frequency
- Purpose (Why)
- Average Time to Complete
- Software & Hardware
- Who is responsible (Include number of Staff & Students)
- Skills & Training
- Location (Where is work done)
- Impact
- Partners
- Current or Future
- Notes & Comments

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Establishing Transformation Areas

- Front of the house vs Back of the house
- Efficiency
- Eliminate Barriers & Obstacles
- Administrative
- New Service and Program
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
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

Head of Operations & User Services

- Pew Ops Manager
  - Staff (6)

- Evening Operations & User Services Manager
  - UX (1) & A&D (1)

- UX Manager
  - Access & Delivery (4)
  - UX Staff (4)
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 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**

**User Actions**

**LINE OF INTERACTION**
- Onstage/Visible
- Contact Employee Actions

**LINE OF VISABILITY**
- Backstage/Invisible
- Contact Employee Actions

**LINE OF INTERNAL INTERACTION**
- Support Processes
Library Self-Service Hold Shelf

Physical Evidence
- OPAC
- Email
- Book Shelf & Staff
- Book, Label, Sign
- Staff, Selfcheck, Sign
- Kiosk & Display

User Actions
- Place Request
- Notification
- Locate Hold Shelf
- Locate Book
- Determine Checkout Method
- Checkout w/Self Check Machine

LINE OF INTERACTION
- Onstage/Visible
- Contact Employee Actions

LINE OF VISIBILITY
- Backstage/Invisible
- Contact Employee Actions

LINE OF INTERNAL INTERACTION
- ILS
- Staging Director
- ILS
- Process Request
- Self Check System

Support Processes
- Request
- Notification
- Locate Hold Shelf
- Locate Book
- Determine Checkout Method
- Checkout w/Self Check Machine
- Greet, Show, Direct
- Explain Hold Shelf
- Explain Options
- Educate & Follow-up

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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