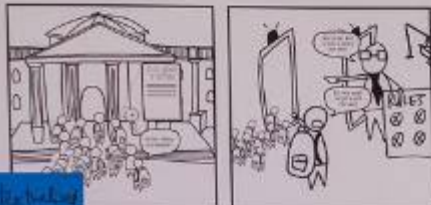


There is an opportunity to create a more open, inviting, and welcoming entry to the library

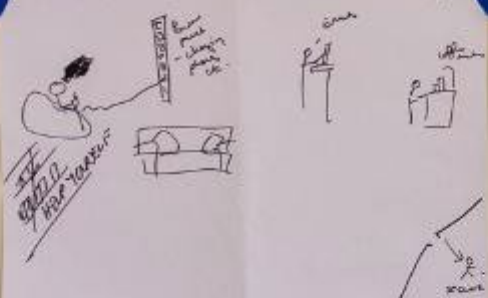


Security

Zhang

Customer service  
→ moving staff

CONVERT ENTRY SPACES TO "LOUNGE" STYLE



- little book library swap
- roving staff
- cafe extension
- lounges
- banks of power
- coffee machines
- before security
- standing internet pcs.

Plan on effect of school groups, ticketing getting in way of lounge space.

- those who wait continue in further, encourage those to just collect w/ lib.

Pos

- evolving over time
- staffing resources more direct

REMOVE SECURITY BARRIER

OPEN UP ENTRANCE SPACE

OPEN DOORS OPEN FOLLER HALL

DESIGN SPACE TO LOOK MORE CASUAL USUAL

DESIGN CASUAL SERVICES CATERING RECEPTION

BREETUS

Deliver to room, make it easy order collection items from → table service

Stream media/ AI content straight to device

Catalogue should provide non-physical material first - not alphabetically

Self registration kiosks throughout the library

There is a collection



I need this



LEAVE

# Journey maps and customer hacks: redesigning services at the State Library Victoria

Ben Conyers and Bridie Flynn

# Overview

- Why we redesigned our services
- Our service design approach
- Staff ideas and input
- Customer ideas and input
- What we learnt
- Opportunities
- Our service principles
- Overview of our new service model
- Making changes to our services



# Why we redesigned our services



"Melbourne has changed, and the library has changed with it."

– staff member





# Our service design approach

To ensure our service model:

- meets our customers' needs
- is cost effective
- supports the Library's broader visitor experience objectives
- builds customer satisfaction and engagement
- aligns staff skills and capabilities with the needs of customers
- integrates our approach to service delivery
- increases the uptake of self-service by our customers





# Our service design approach



12 week joint project in 4 stages:

1. Research & observation
2. Opportunities
3. Concepts
4. Future state model



# How we did it





# Staff ideas and input

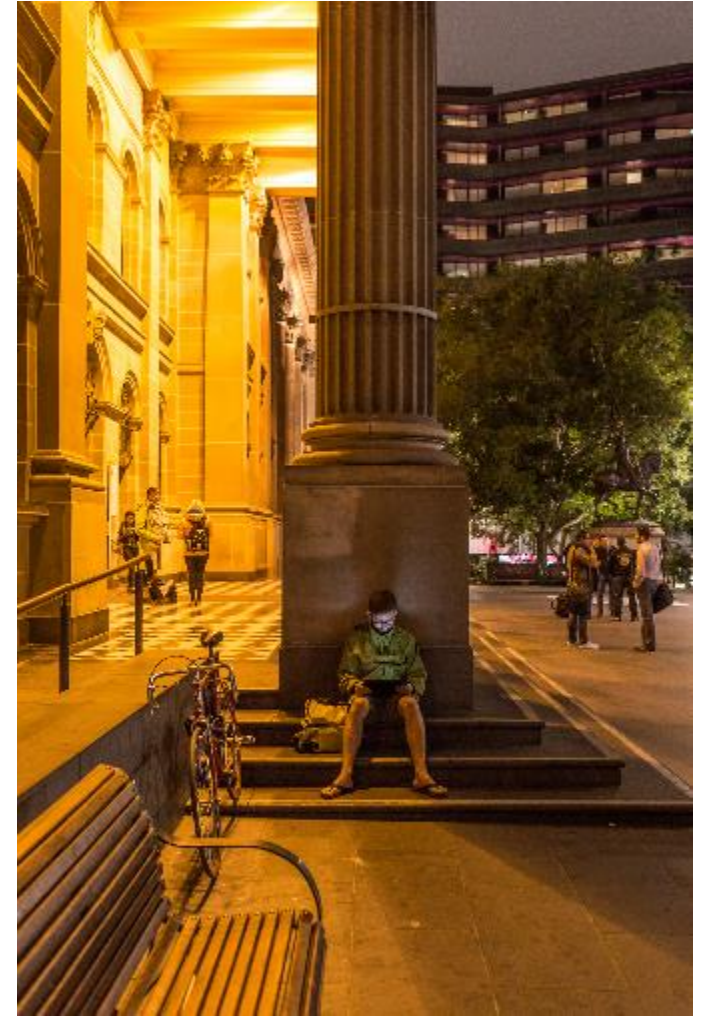


Around 150 Library staff were involved:

- workshops
- interviews and informal questions
- lunchtime information sessions
- concept prototyping and feedback
- team and divisional meetings
- email feedback



# Customer ideas and input





# What we learnt



*"At times it would be useful to have a team of six - at other times we're twiddling our thumbs"*

- staff member

*"I think it's so vibrant now - you never used to see a child in here"*

- staff member

*"30 kids walking around at the same time makes too much noise"*

- staff member





# What we learnt

## Tensions:

- conflicts between different services and visitor needs
- impacts of poor signage
- barriers to entry, eg bags policy, security
- architectural constraints
- congestion and demand on services and spaces
- promotion and access to the collection
- browsing and navigating the collection
- inefficient, difficult or hard to understand processes
- lack of spaces for visitors with specific needs
- access to staff expertise





# Opportunities

- A more welcoming experience for visitors
- Better orientate visitors within the library
- Clearly explain the purpose of the library and its services
- Enable visitors to self-serve
- Better align visitor enquiries with staff expertise
- Simplify access to the library's collection and encourage use
- Create stronger links between collection and non-collection services
- Better address the needs of visitors using the library as a place of work
- Create ongoing engagement with the library







# Service design principles

- The collection at the heart of the library
- The library is a place for everyone
- Make the entire collection accessible to the public
- Services should be available physically and digitally
- Connect customers with the right expertise at their point of need
- Customers will empower themselves and each other
- Actively monitor and measure customer interactions and adjust our services accordingly
- Charge for our services where appropriate and charge appropriately for our services



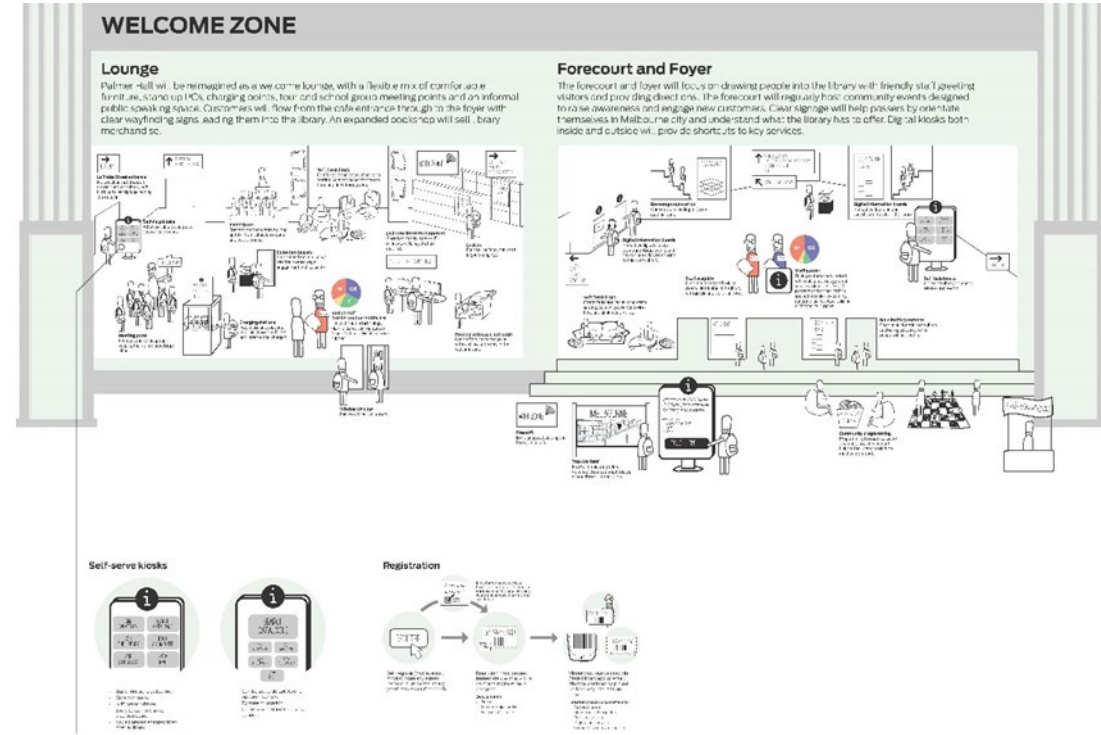
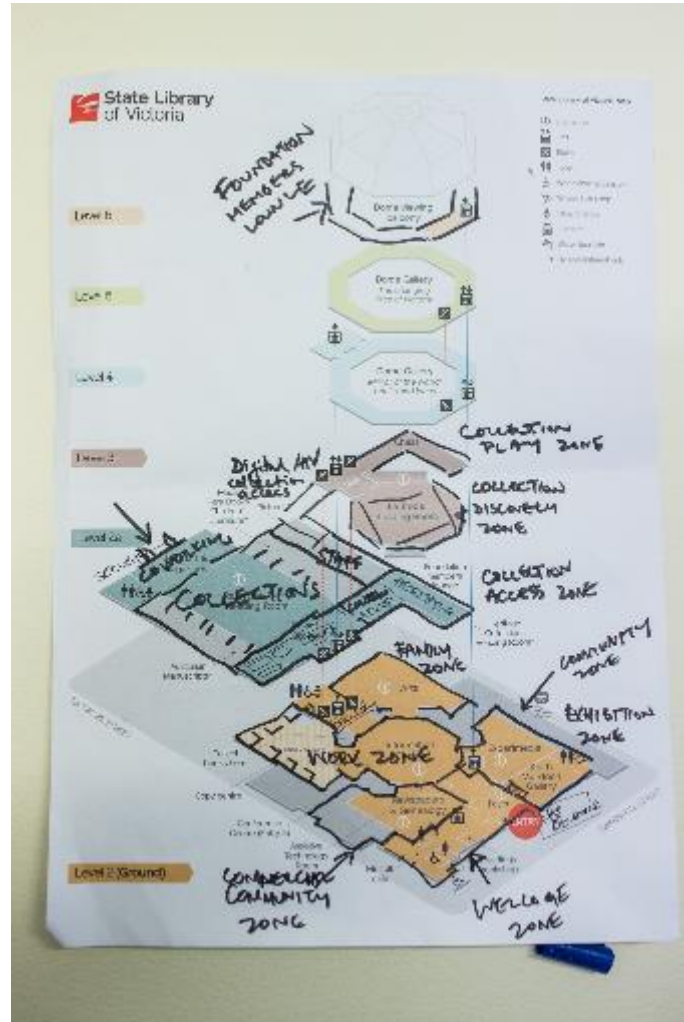
# Our new service model

The model includes:

- 'Zones'
- Service principles
- Simplified processes
- Service concepts and their main features
- Suggested floorplan



# Our new service model





# Making changes to our services

- Redesigning the welcome zone
- Placing more trust in our customers
- Uniforms
- Single service point
- Zoned approach



# Questions?

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**STATE LIBRARY  
VICTORIA**  
What's your story?

ALIA Information Online, February 2015