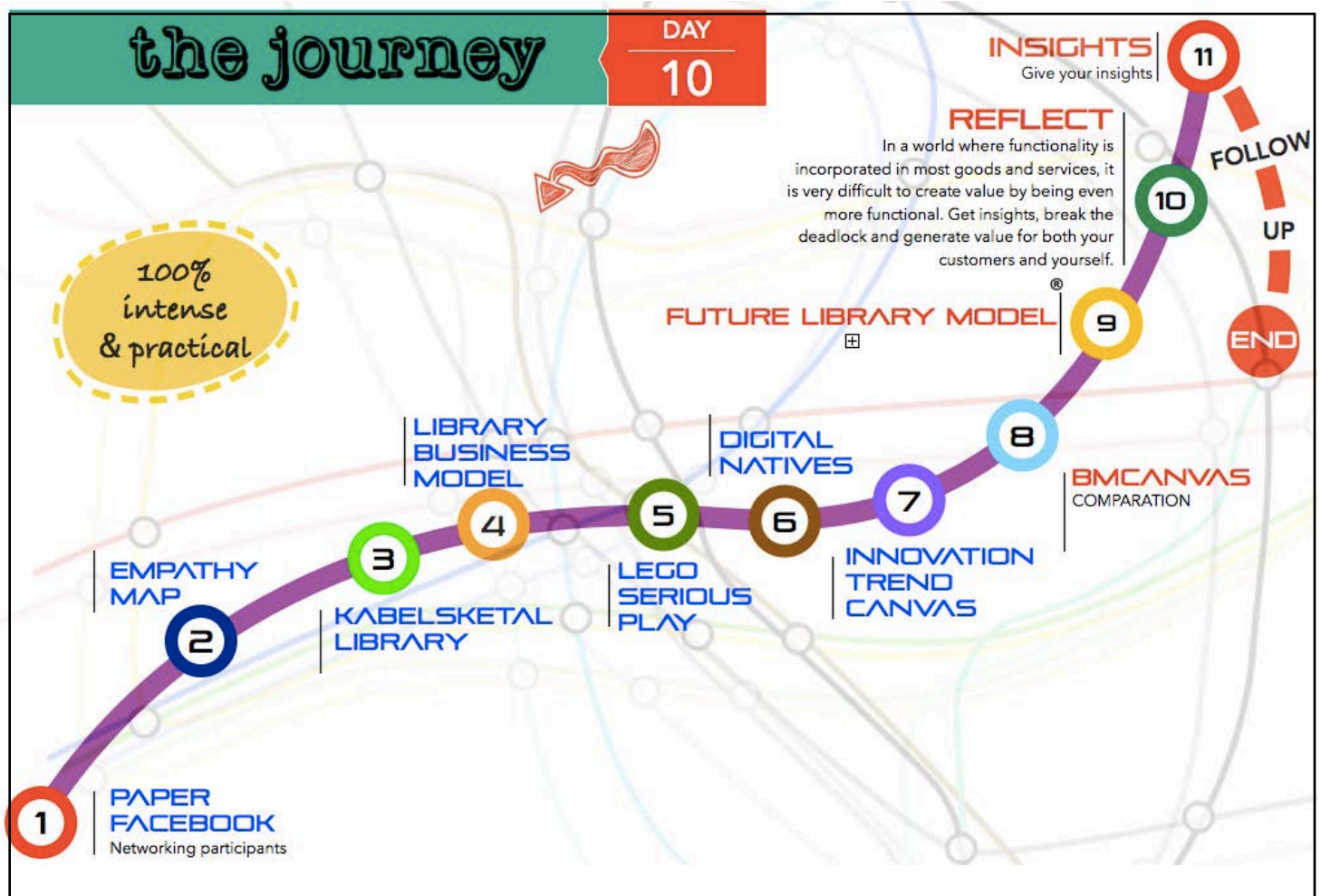


X-LIBRIS: Addressing Changes in Libraries Workshop Program

10 -11 June 2015 LEIPZIG-KABELSKETAL - Germany



the journey

DAY
11

INSIGHTS
Give your insights

11

REFLECT
OWN POSSIBLE ACTIVITIES.

10

EU PROJECTS

9

NGO COOPERATION

8

SERVICE DEFINITION

7

IDEA PRESENTATION

6

TEAM WORK

4

FEASIBLE IDEA

3

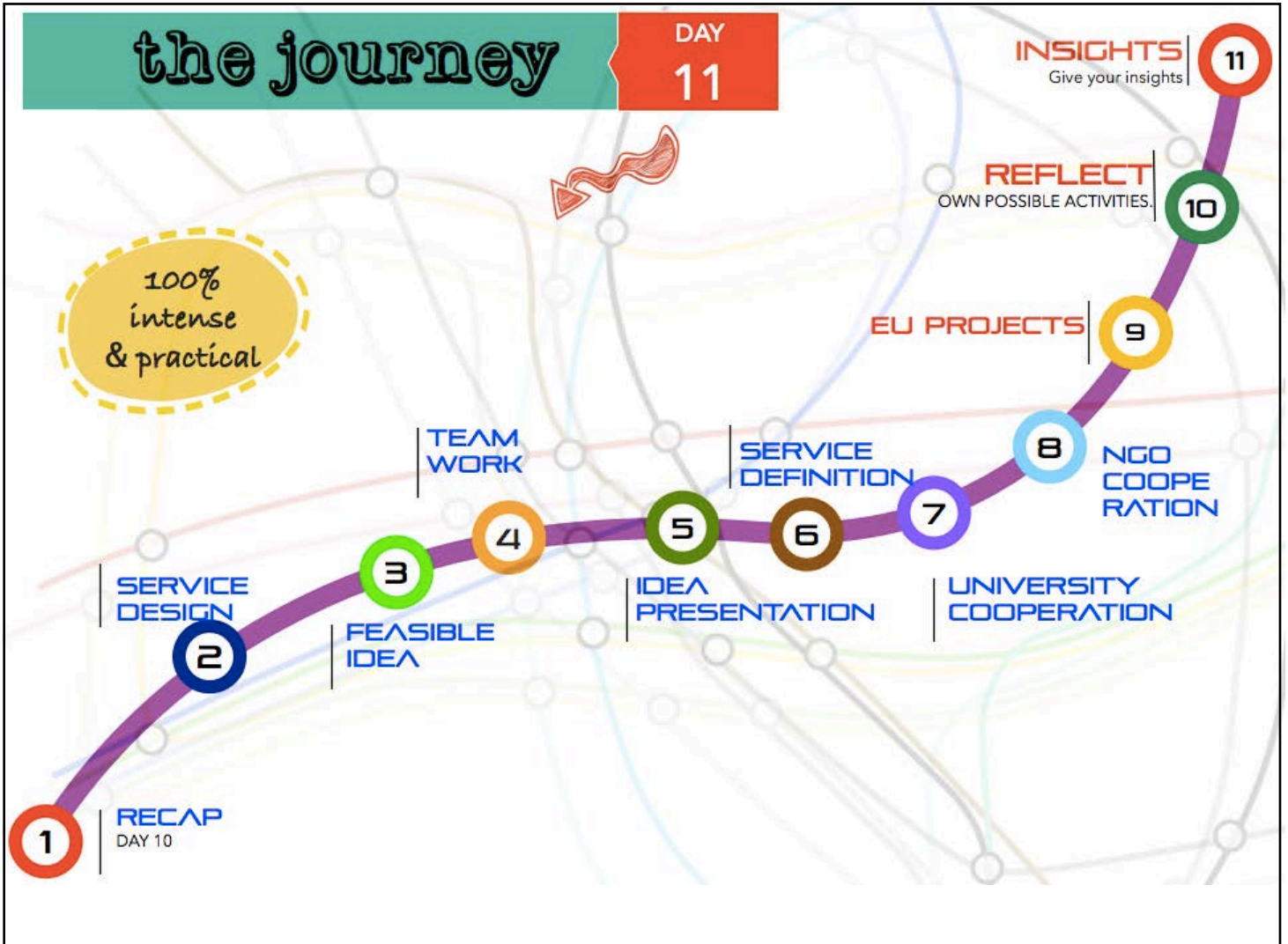
SERVICE DESIGN

2

RECAP
DAY 10

1

100%
intense
& practical



• THE METRO MINUTE MAP •

Depicting the idea in the sub-way fashion: This is ingenious. This is a perfect match for the illustrious John Sweller and his "Cognitive Load Theory and Instruction Design". The project idea, although complex per se is depicted with a re-presentation of a sub-way network. In this way the observer knows that the difficulties in managing new concepts (learning) will be overcome, as he/she is guided through the different stations. In addition the map is offering a good chance for roving around the concepts: one picked up at a time, does not eliminate the value of the other "stations", and more important the map is the assistance tool for orientation. So the observer/traveler feels secure, as he/she knows that he may process the map gradually. As everyone knows what a metro map is, the metaphor is 100% successful, as it lowers the extraneous load to zero, so that parallel processing of the working memory is kept at the accepted 250 millisecond. In addition the germane load (new stations, that require learning), is served by the different station boxes. Short term memory is very well addressed through the color combination and the guiding metro line. Long term memory helps reducing mental efforts as it uses prior knowledge (metro map) to master the concept map.

So instead to present the workshop in a traditional way of timing we give the participants the Metro Minute stops and explain their triple inner journey. The Metro line is in fact the Journey Map of the workshop where the participants get to:

- Knowing who they are.
- Learning new methodologies (because if you want to innovate you need to learn new things).
- Designing new services (they play the role of service designers not librarians).

Why we have to put the emphasis on service design?

We've progressed from a society of farmers to a society of factory workers to a society of knowledge workers.

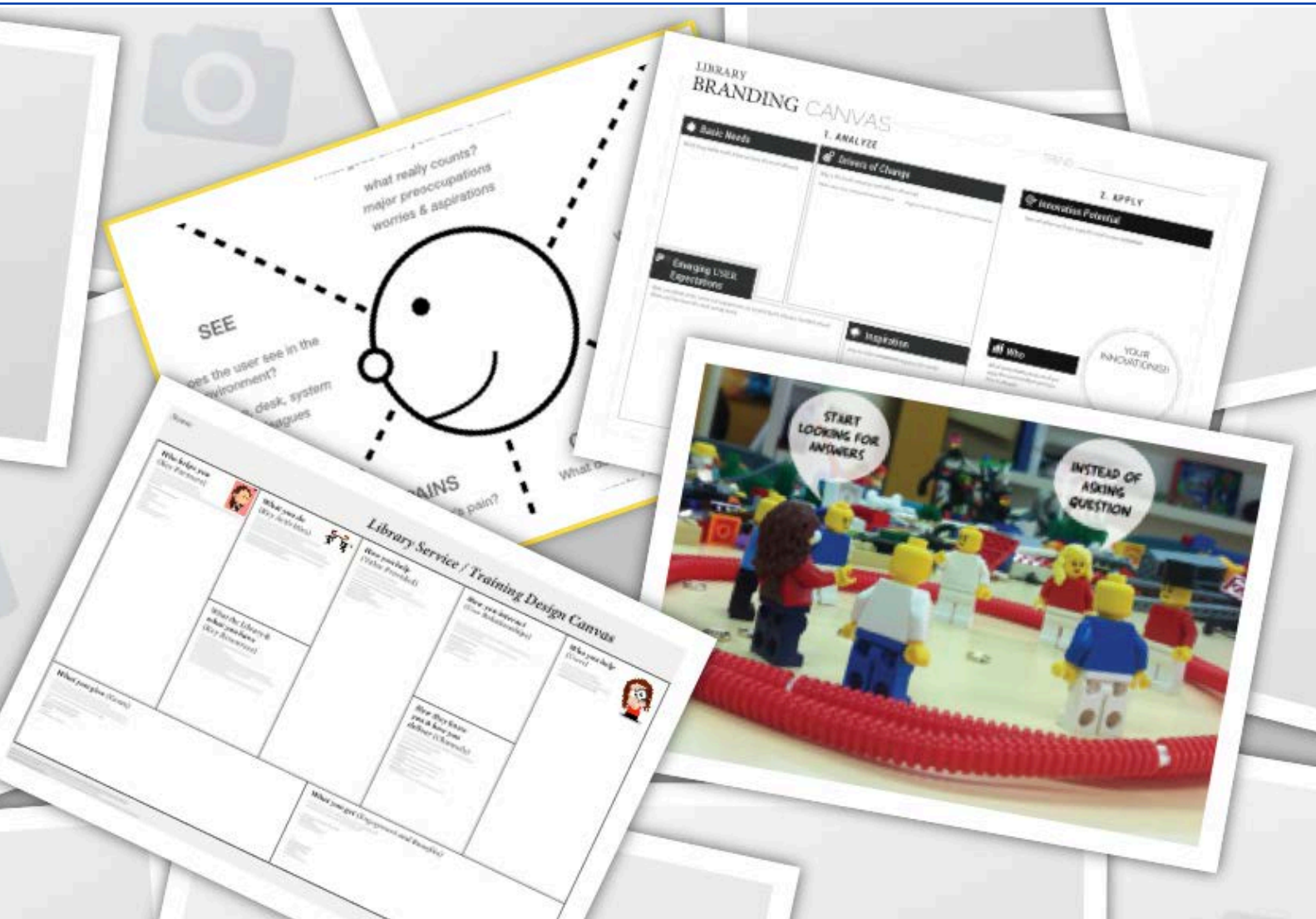
Now we're progressing yet again—to a society of creators and empathizers, of pattern recognizers and meaning makers. We've moved from an economy built on people's backs to an economy built on people's left brains to what is emerging today: an economy and society built more and more on people's right brains.



4.3

Workshop Tools

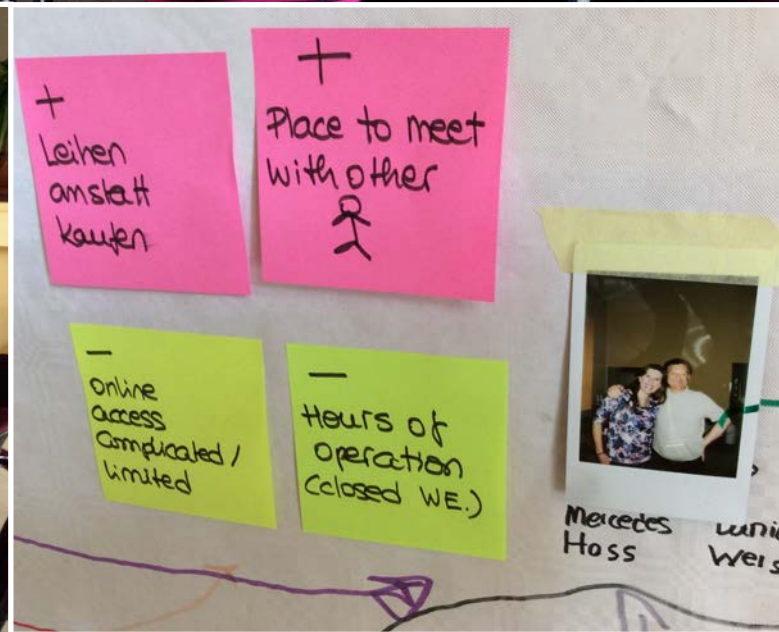
- 4.3.1. Paper Facebook wall
- 4.3.2. Emphaty Map -Take/give
- 4.3.3. Lego® Serious Play®
- 4.3.4. Library Branding Canvas
- 4.3.5. Business Model You®



4.3.1. PAPER FACEBOOK WALL

The construction of the paper Facebook wall is an exercise looking for understanding the importance of networking and understanding the common touchpoints between people and services.

It helps to understand who is connected with who, that has a critical relevance to understand the concept of local stakeholder map. We combine this activity with empathy map giving them post it to express what they were willing to give/take in this workshop in this workshop. It creates identity, support team building and contribute to alignment.



4.3.2. EMPATHY MAP

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

Participants were not playing any specific role in the exercise but themselves. The idea of expressing their emotions and expectations give them the chance to understand by putting all together imagining this could be a customer to understand how he feels regarding to the service mapping the customer experience.



4.3.3 LEGO® SERIOUS PLAY®

Lego® Serious Play® (LSP) methodology will enable participants to understand the dynamic, interlaced systems with many feedback loops on the personal side. Just four steps:

- We ask
- You construct
- You tell the metaphor
- We reflect

Posing the Question: The challenge, which should have no obvious or correct solution, is presented to the participants. The framing of the challenge is clear and concise for you to connect.

Construct: You make sense of what you know and what you can imagine. You do this by constructing a model using the LEGO® materials, and developing a story covering the meaning in the model. Through this process, you construct new knowledge in your mind.

Sharing: The stories are shared among the participants.

Reflect: As a way of internalizing and grounding the story, you are encouraged to reflect on what was heard or seen in the model.

Innovation requires engagement that goes well beyond crowdsourcing: it requires a user centric approach, and it demands for collaborative and constructive processes where participants build ideas and concepts, negotiate meaning and engage in creative activities together to create mutual value - value for the system and for the learners. Values that go into the design and development of a better user experience that target needs and values that are latent, subconscious and that LEGO® Serious Play® can surface. In such a perspective, LSP is the beating, engaging and revealing heart of a co-creation experience, helping organisations and users to engage in constructive conversations to build together, iteratively, the next user experience, innovating services and products together.



4.3.4. LIBRARY BRANDING CANVAS

Originally named Consumer Trend Canvas, now Library Branding Canvas, we tried to put ourselves in the skin of the user by defining what the library can offer that becomes either a trend or an innovation.

The workshop participants analyzed new consumer trends by identifying the basic consumer needs and desires to get an understanding of the trend. It is also analyzed how this trend is applied by other businesses to understand it even better and get inspiration. In a second step the participants have a look how to apply this trend to a library and uncover innovation opportunities.

LIBRARY BRANDING CANVAS TREND: _____

1. ANALYZE

Basic Needs
Which deep USER needs & desires does this trend address?

Drivers of Change
Why is this trend emerging now? What's changing?
Shifts: Long-term, widespread macro changes | Triggers: Recent, short-term changes or technologies

Emerging USER Expectations
What new USER needs, wants and expectations are created by the changes identified above?
Where and how does this trend satisfy them?

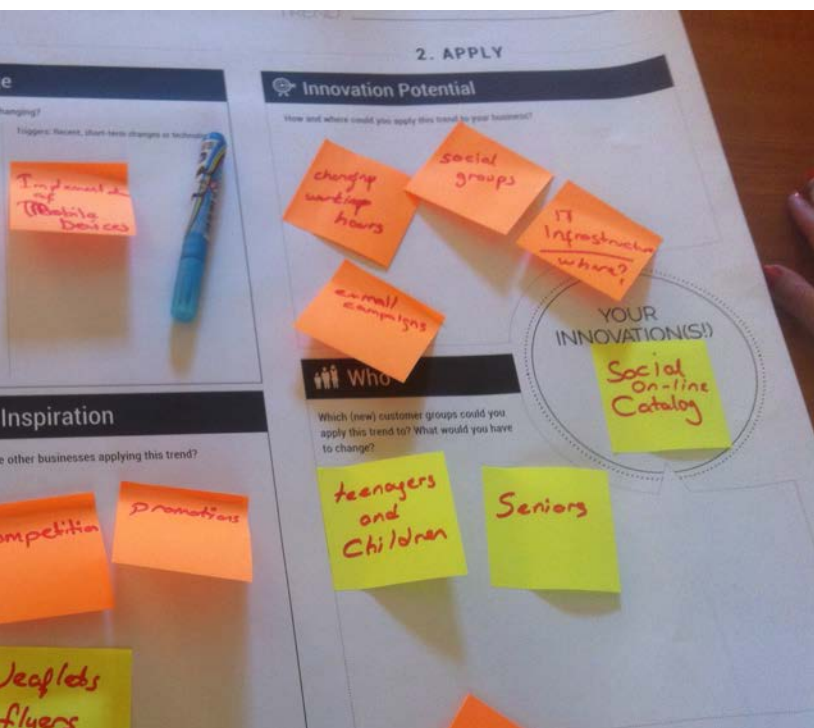
Inspiration
How are other LIBRARIES applying this trend?

2. APPLY

Innovation Potential
How and where could you apply this trend to your LIBRARY?

Who
Which (new) USER groups could you apply this trend to? What would you have to change?

YOUR INNOVATION(S)





Trend & Innovation are quite new concepts applied to libraries since most of the library services are very well defined. However there is a shift in the vision on the eyes of new users who are requesting creative and innovative services.












4.3.5. BUSINESS MODEL YOU®

The Business Model You® methodology applies principles of entrepreneurship to the work we do as individuals. Traditionally these principles were applied only to organisations.

You will learn how to help yourself/people, describe, clarify, improve or reinvent yours and their business models.

This workshop is unique because it combines the power of Lego® Serious Play® and BMYOU together to extract in a meaningful way what your valuable proposition is. It also connects your journey and shareholder value maps. You know who you are, you know the journey, you know your new storytelling, it is time to learn your value proposition with BMYOU.

Every step moves you to a higher level of integration enhancing your vision.

Name:		's Personal Business Model Canvas		
Who do you work with? Who supports you? (Key Partners) 	What are your favorite things to do at school? Outside of school? (Key Activities) 	How do you help others? (Value Provided) 	How do you communicate with the people you help? (Customer Relationships) 	Who do you like to help? (Customers) 
	What kind of person are you? What do you like? What do you know how to do? (Key Resources) 		How do people find out about you? How do you deliver help to others? (Channels) 	
What do you give up (time, energy, etc.) in order to help? (Costs) 			What do you get in return for helping others? (Rewards) 	

BusinessModelYou.com – The Personal Canvas is a derivative work from BusinessModelGeneration.com, and is licensed under Creative Commons CC BY-SA 3.0. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/>

CC BY SA

Who helps you (Key Partners)

Schlüssel Partner

WER IHNEN HILFT



activities on your behalf?

Types of partners:
- Provide resources personal contacts
- Suppliers
- Professional associations
- Ministry or customers, etc.

Gemeinde

~~Bibliotheken~~

What you do (Key Activities)

WAS SIE TUN

Schlüsselaktivitäten



What do you require?
- Relationships require?
- Working Areas

Ausleihe von Büchern
(Assistenz Schüler 'nur' "Selbstbedienung")

Vorlesungen für Schüler

Schlüsselressourcen

WER SIE SIND UND WAS SIE HABEN



Sachbücher
CDs
DVDs

interne Datenbank
DB (incomplete)
~~online~~

1 part-time Angestellter
~~10:00~~
15:30

kleiner Raum in der Schule

How you help (Value Provided)

WIE SIE HELFEN

WERTANGEBOT



your work

"Bücher für alle"

(Bücher für die Schule)

Kontakt ermöglichen

What you give (Costs)

What do you give to your work (time, energy, etc.)?
What do you give up in order to work (family or personal time, etc.)?
Which Key Activities are most "expensive" (draining, stressful, etc.)?

Identify the most important and hard costs associated with your work.
- Identify the most important and hard costs associated with your work.
- Identify the most important and hard costs associated with your work.

KOSTEN

WAS SIE GEBEN



What you get (Revenue)

For what Value are your Customers truly willing to pay?
For what do they pay now?
How do they pay now? How might they prefer to pay?

DESCRIBE YOUR REVENUE AND BENEFITS

Sicherheit

's model AS - IS

Business

Model Canvas

E-mail

What you do (Key Activities)

WAS SIE TUN

Schlüsselaktivitäten



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- Relationships require?
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How you help (Value Provided)

WIE SIE HELFEN

WERTANGEBOT



your work

"Bücher für alle"

(Bücher für die Schule)

Kontakt ermöglichen

How you interact (Customer Relationships)

KUNDEN BEZIEHUNGEN

WIE SIE INTERAGIEREN

establish

Sekretariat der Gemeinde



Wishlist von mobilen Ortschaften

KANÄLE

WOHER MAN SIE KENNT UND WAS SIE LIEFERN



Through which Channels do your Customers want to be reached?
How are you reaching them now?

F2F (Erreichbarkeit eingeschränkt Schließungszeiten)

(persönlich) Mobile Services (4 Wo 2018)

1. Online catalogue

First of all the library Kabelsketal needs a digital catalogue where all the media are listed, because the current catalogue is a card index and is not up to date. The library is going to check the possibilities to use library software e.g. Allegro C for the inventory. Therefore the librarian would also need training how to use the software. After the digitalization of the catalogue it is planned to make the catalogue public as an online catalogue. Through the online catalogue the users of the library will be able to have a look which media are in the library and order it from home. This enhances the availability of the library. The online catalogue would also simplify the mobile service in order to take the requested media to the users.

2. Training on working with the catalogue and online research in general

The library plans to set up one or two workstations with computers and internet access. On these workstations the librarian would offer training on how to use the online catalogue as well as on how to research a specific topic in the internet. This service can be used by school children to do their homework but also by elderly people who don't have a computer at home. The introduction into the online catalogue is also especially important for elderly people who don't get used to new applications easily and need some more guidance.

3. Activation of users through social media

The library is going to use social media e.g. Facebook, Instagram, Pinterest not only to give information and news about the library, as for example on newly arrived media, but also to get into contact with its users. The Facebook site will be used for discussions on literature, giving book recommendations to each other and a competition on which new books to buy depending on the number of people who would like to have the book and the explanation why the library should have it.

4. In-service training on social media

In order to be able to activate the users through social media the librarian needs in-service training on how to use social media like Facebook, Instagram and Pinterest. This training will be provided by wisamar. The librarian will learn how to work with the social media tools and how to engage users actively on those sites. Furthermore the librarian will gain knowledge on creating services through social media, for example organizing and initiating discussions and competitions using social media. The training is planned as face-to-face training.

5. In-service training on branding and marketing

This service is an in-service training for the librarian of the library Kabelsketal and will be carried out by wisamar. The librarian will learn about branding and marketing tools and how to use them for the public relations work of the library. The training is planned as face-to-face training. The training will also cover how to create a logo, motto and publicity materials such as flyers for effective public relations work in order to make the library more visible to the inhabitants of Kabelsketal.

[Link to MATRIX](#)



Project website: <http://xlibrisproject.org>

Social media channels: GERMANY

- Facebook: <https://www.facebook.com/buechereien>
- Twitter: <https://twitter.com/BiboKabelsketal>
- Pinterest: <http://www.pinterest.com/BiboKabelsketal/>
- Instagram: https://instagram.com/bibliothek_kabelsketal
- Smore: <https://www.smore.com/u/bibokabelsketal>
- Vimeo: <https://vimeo.com/channels/xlibrisde>

Vimeo Channels

- [Xlibris Germany](#)



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