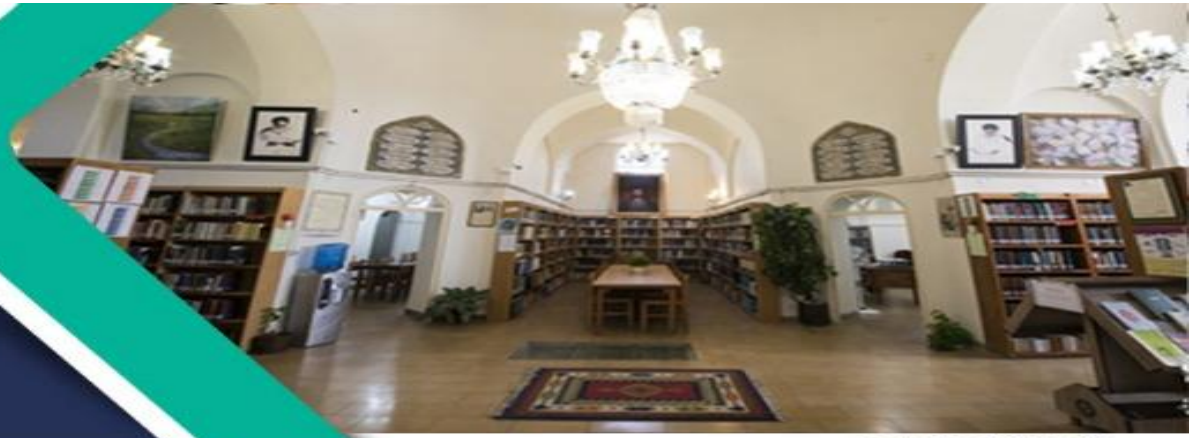
بسم الله الرحمن الرحيم

همایش بین المللی
طراحی و توسعه خدمات کتابخانه‌های عمومی؛
الگوها، تجربه‌ها و ایده‌ها

۲۷ و ۲۸ اردیبهشت ۱۴۰۱
شیراز



hamayesh.ipla.ir

محمد ابویی اردکان
دانشیار دانشکده مدیریت دانشگاه تهران

Mohammad Abooyee Ardakan; PhD
Associate Professor of Management; Faculty of Management; University of Tehran.
abooyee@ut.ac.ir

Rather than thinking
to build, build to think.
Tim Brown
quotefancy

طراحی خدمات انسان-محور در کتابخانه‌های عمومی

Design of Human-Centered Services in Public Libraries

دانشکده مدیریت

۲۸ اردیبهشت ۱۴۰۱

May 18, 2022

Local Government Association

Delivering local solutions for public library services

A guide for councillors

Available at: local.gov.uk

‘Libraries Deliver: Ambition for Public Libraries in England’ document1 :

- cultural and creative enrichment
- increased reading and literacy
- improved digital access and literacy
- helping everyone achieve their full potential
- healthier and happier lives
- greater prosperity
- stronger, more resilient communities

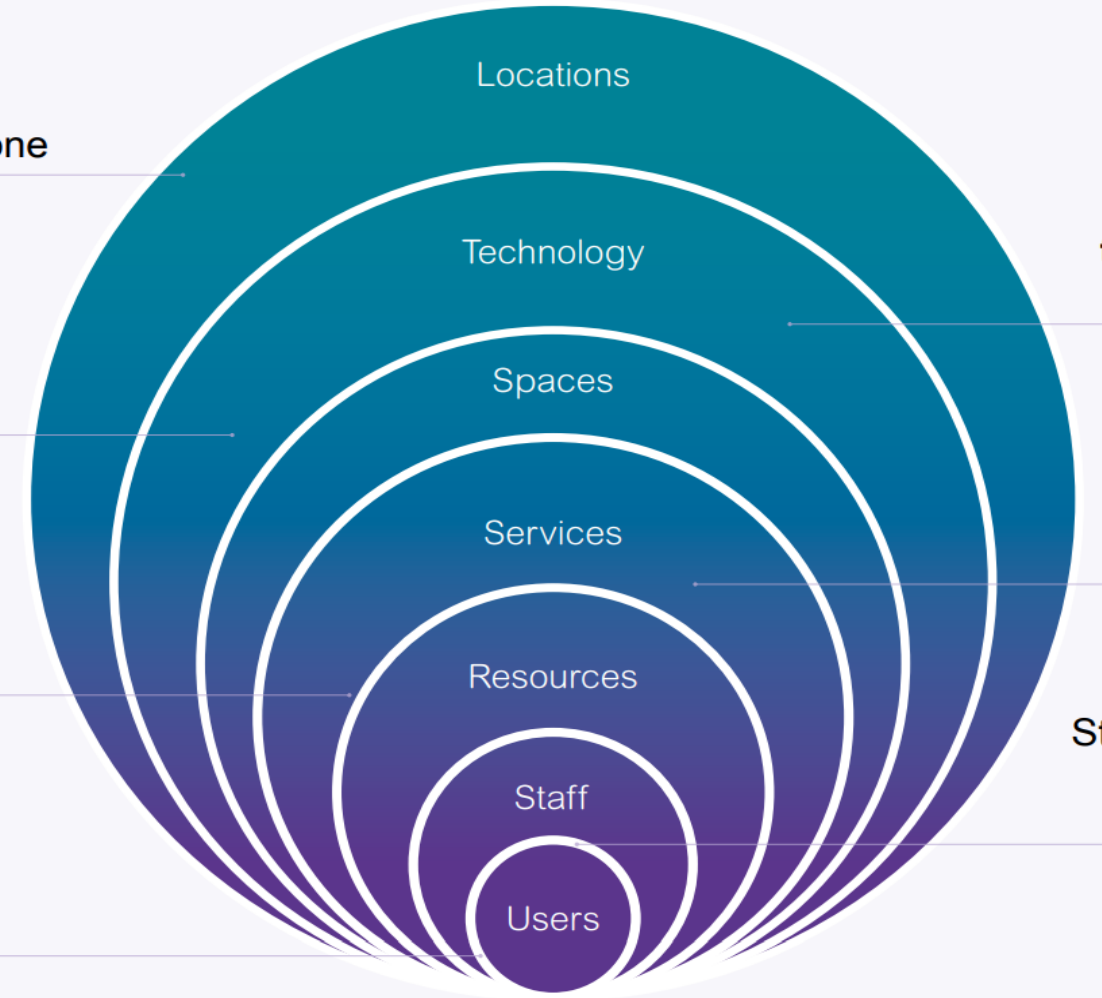
Diagram 1: Visualising the library of the future

Conveniently located to maximise accessibility for everyone

Based in **attractive, modern spaces** designed around people and their needs

Offers a range of **quality books, information and e-resources**

Designed to meet a **wide range of real user needs** and outcomes for everyone



Uses **technology to extend and enhance** the library service

Offers a **combination of core library and added-value** services

Staffed by a **professional workforce**, supported by volunteers

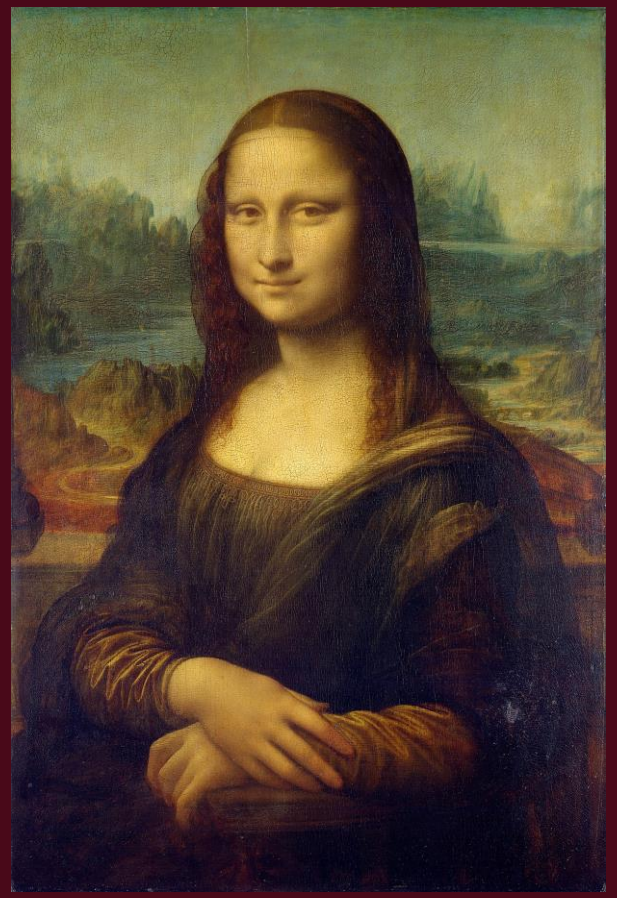
Source: CILIP, 2017

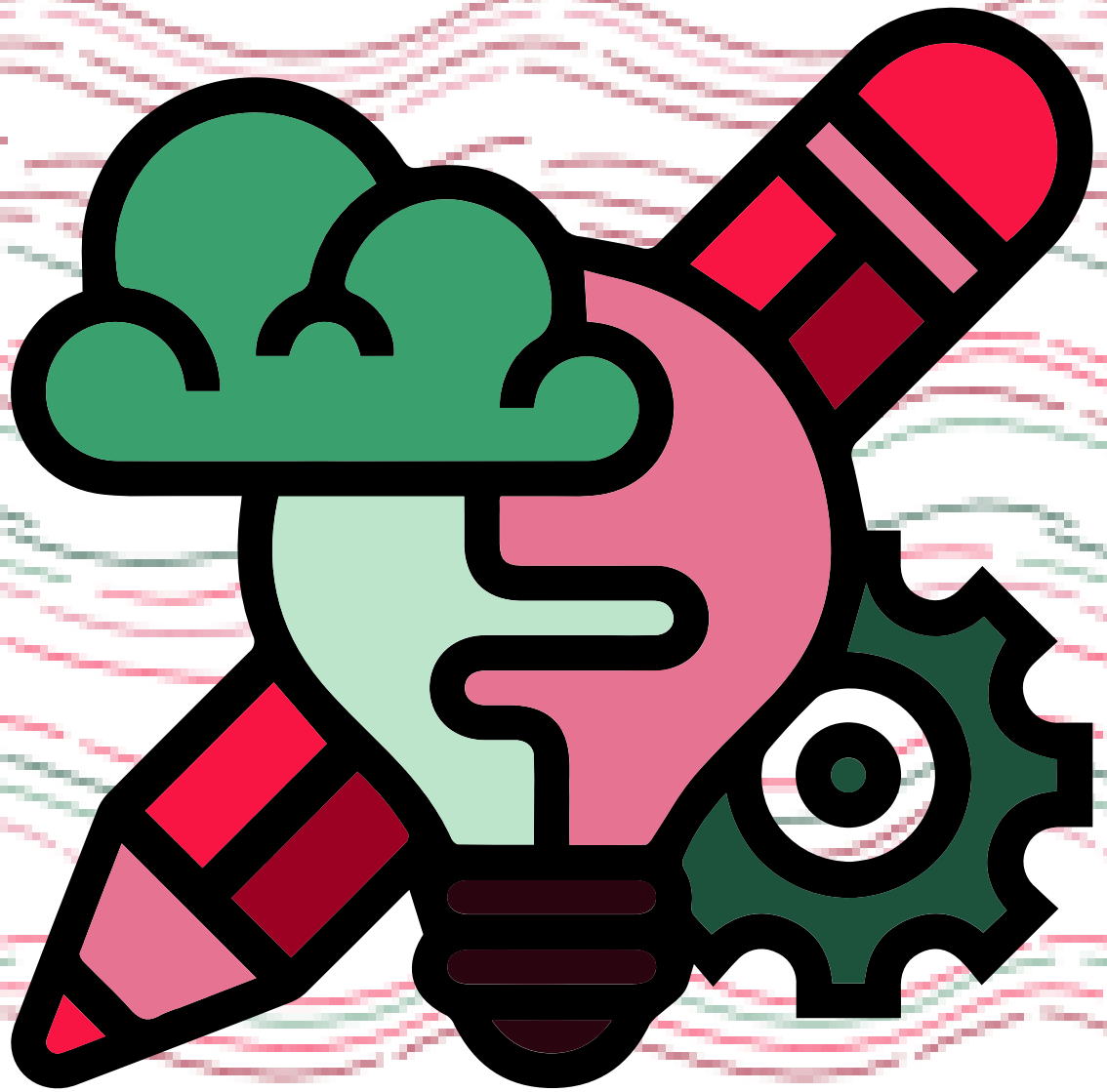
Design is :

890
Add Breakfast
Lunch
Dinner
Snack
Cornelia Stevenson
4083
7.6k
10
Level
890
Add Breakfast
Add Lunch
Add Dinner
Life Score
March, 2019

JUSTIN LAMBERT | INDUSTRIAL DESIGN

Design is not :





Basic Definitions

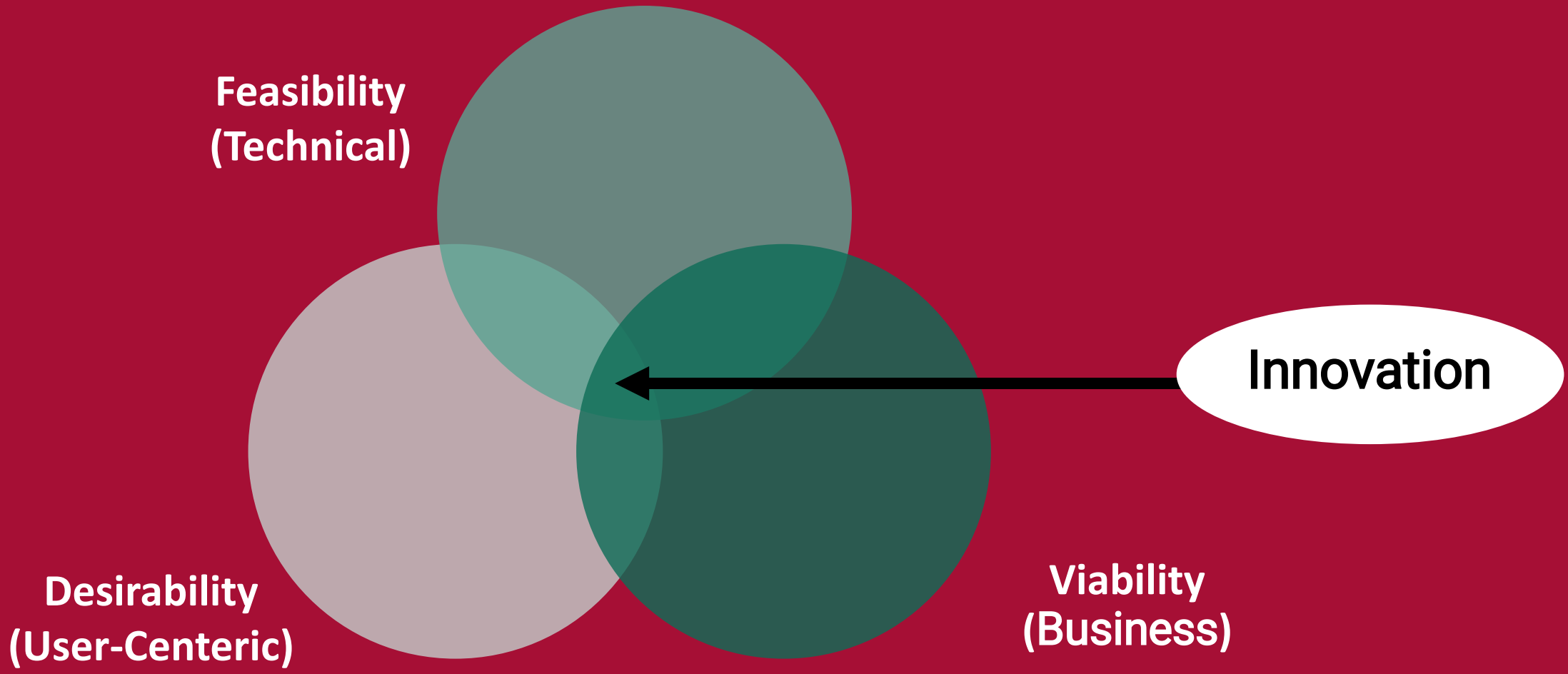
To design is to devise courses of action aimed at changing existing situations into preferred ones.

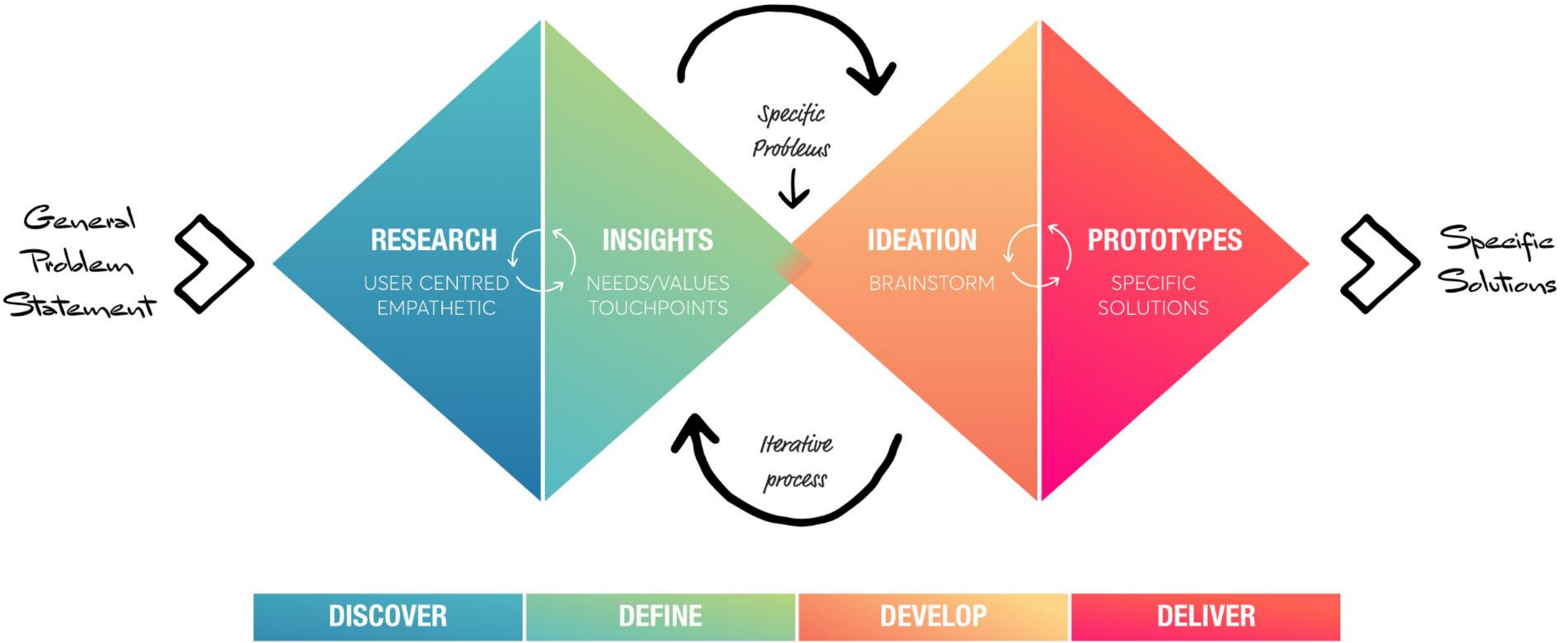
Herbert Simon

a human-centered approach to innovation that draws from the designer's toolkit to integrate:

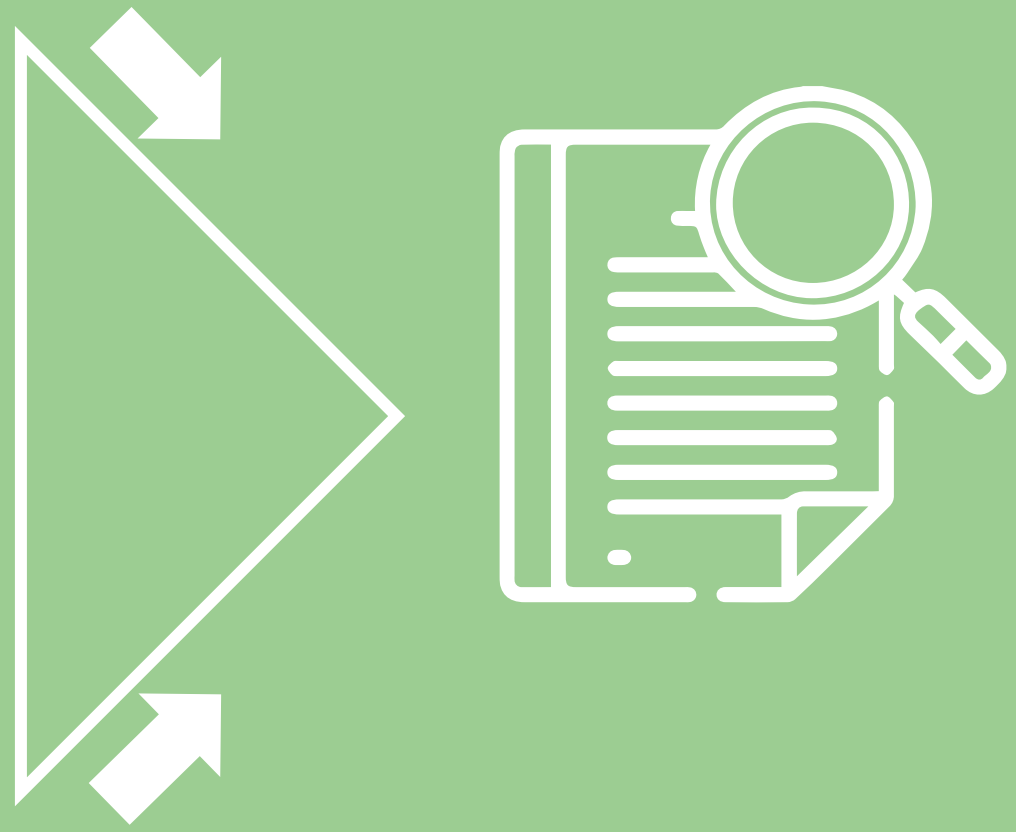
The needs of people,
The possibilities of technology,
and
The requirements for business success

Tim Brown, CEO (IDEO Co.)

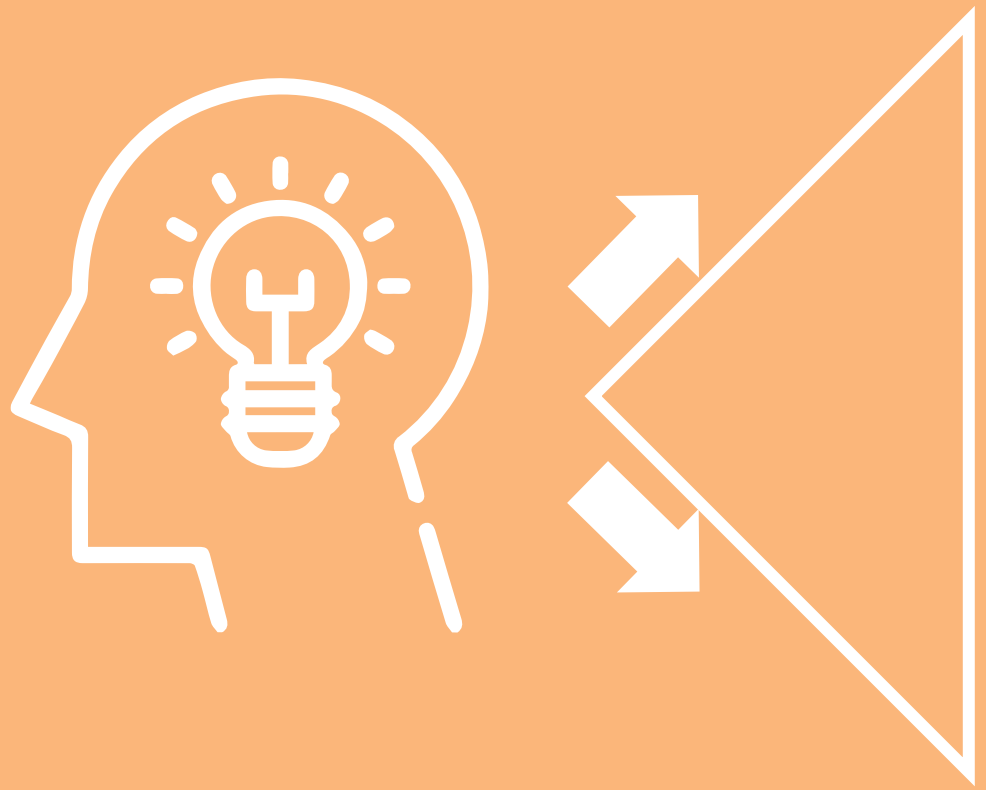

Feasibility
(Technical)
Desirability
(User-Centeric)
Viability
(Business)
Innovation


General Problem Statement
RESEARCH
USER CENTRED
EMPATHETIC
INSIGHTS
NEEDS/VALUES
TOUCHPOINTS
Specific Problems
IDEATION
BRAINSTORM
PROTOTYPES
SPECIFIC SOLUTIONS
Specific Solutions
Iterative process
DISCOVER
DEFINE
DEVELOP
DELIVER

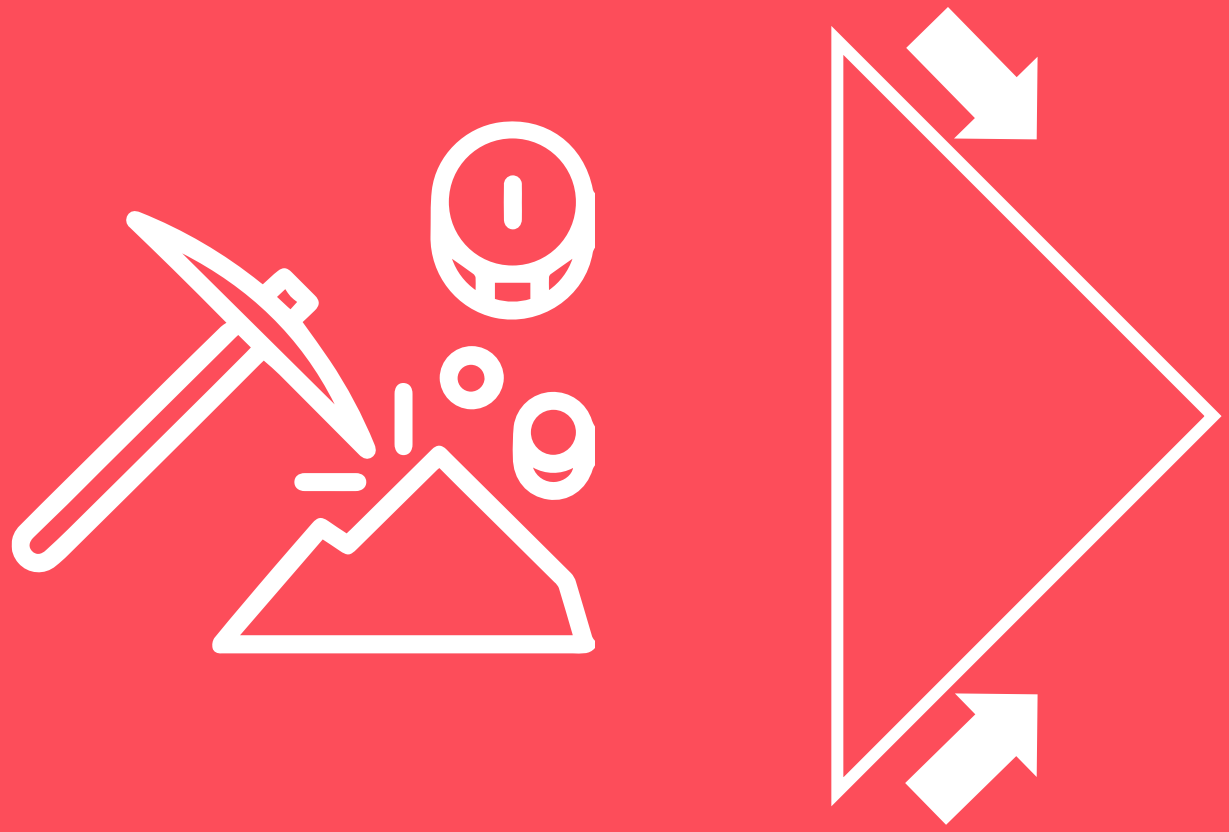
Discover



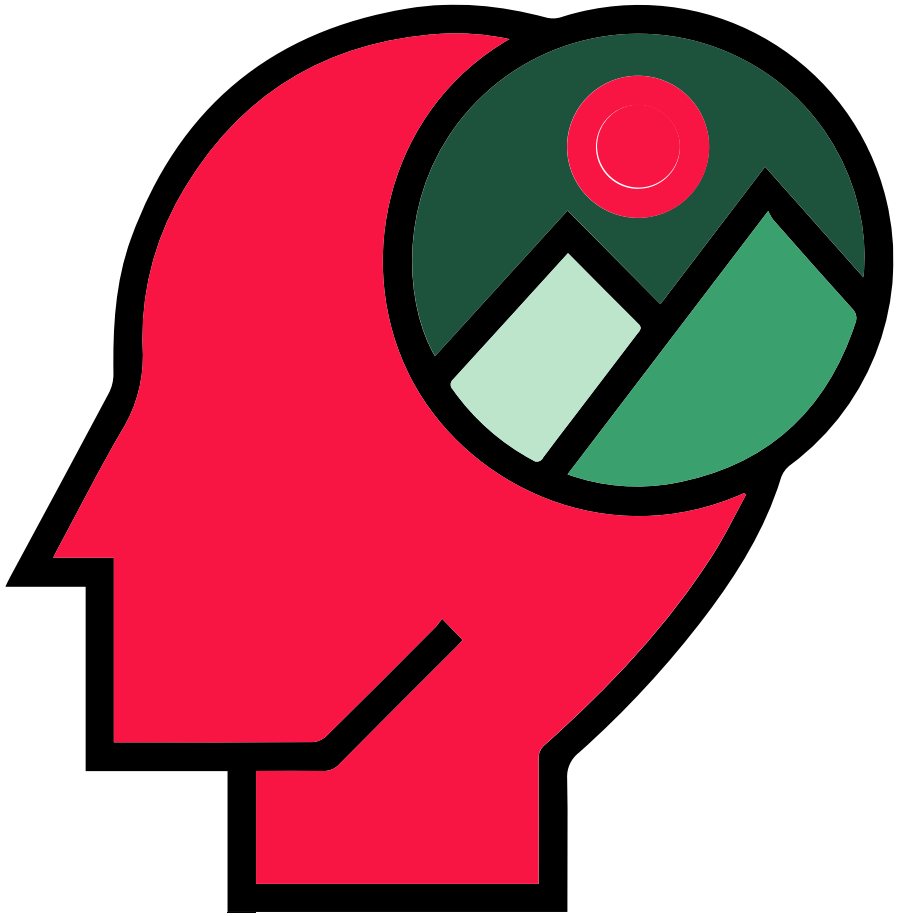
Define



Develop



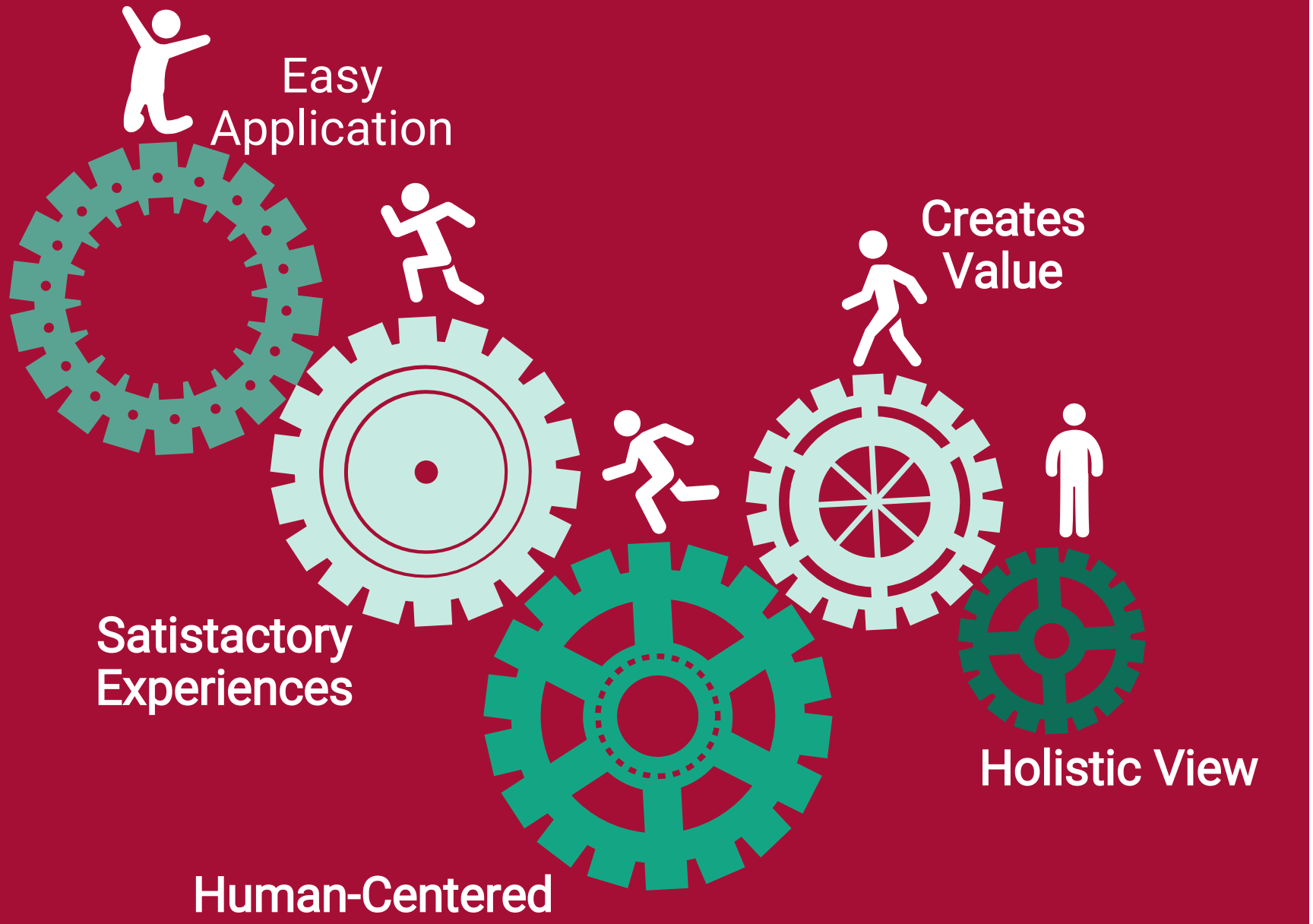
Deliver



When design is needed

The root cause for design

Solution Clear	Problem Defined	
		Puzzle
		Problem
		Wicked Problem



Five Major Characteristics of a Good Service Design

Design to reduce distances

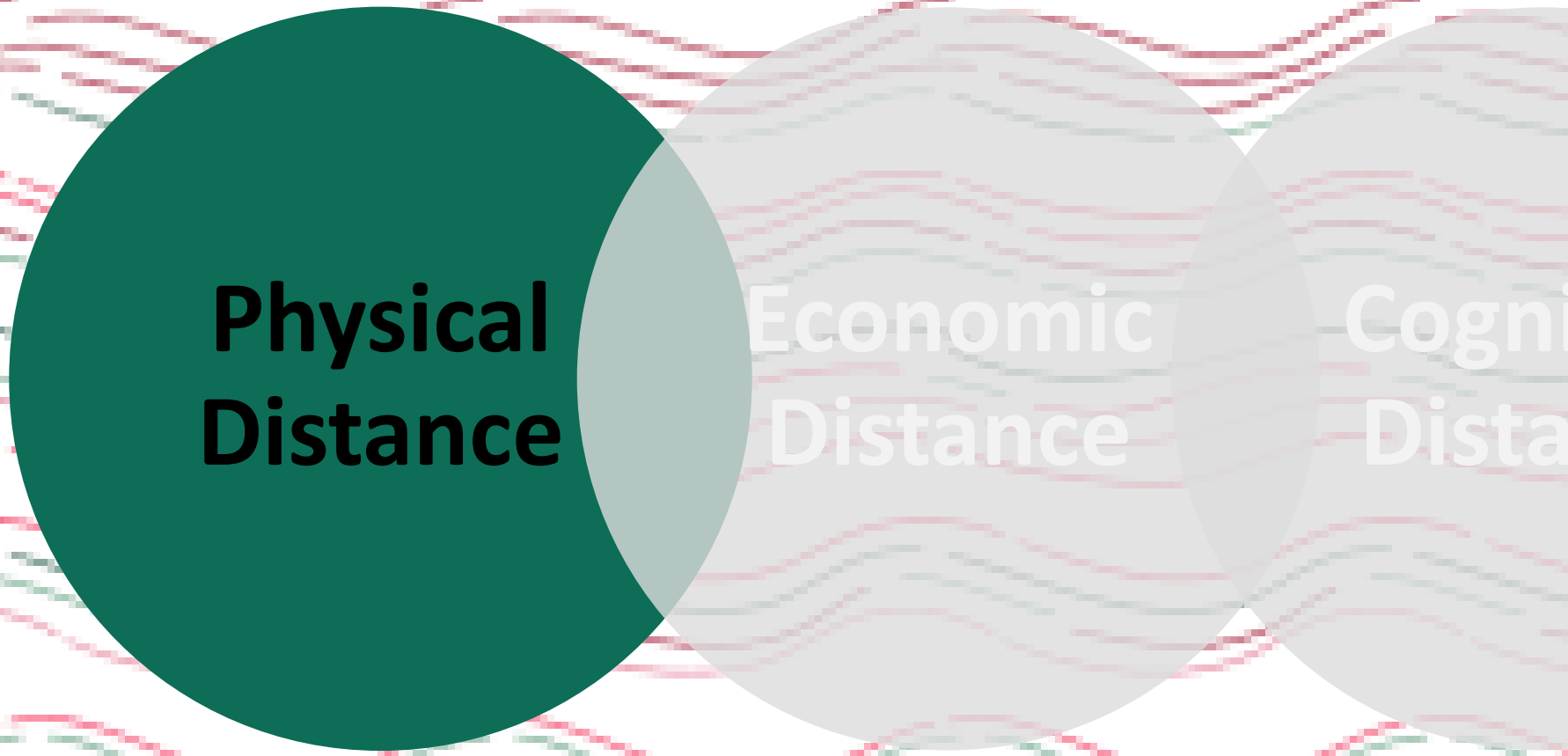
Physical Distance

Economic Distance

Cognitive Distance

Behavioral Distance

Emotional Distance


Physical Distance
Economic Distance
Cogni
Dista

VR at Museums; **Physical Distance**

Physical Distance
Economic Distance
Cognitive Distance

Libby App; **Economic Distance.**

Libby.
The library reading app

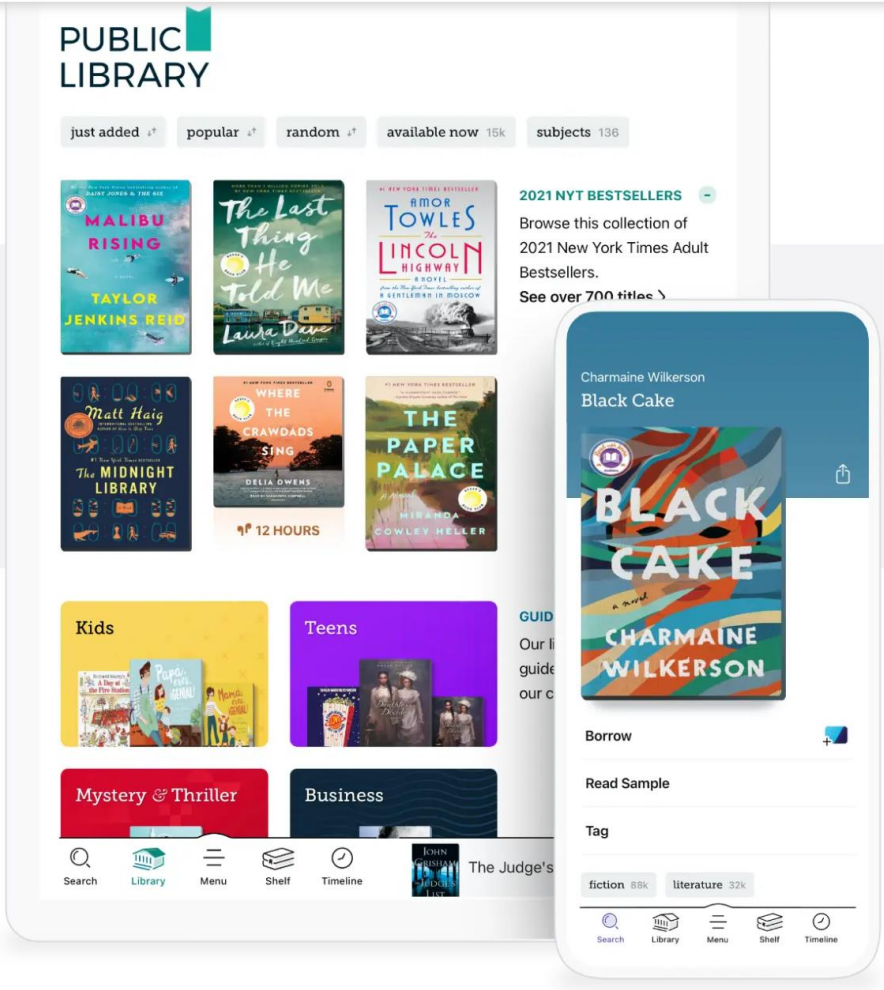
Get the App | Features | Getting Started | Reviews | FAQs

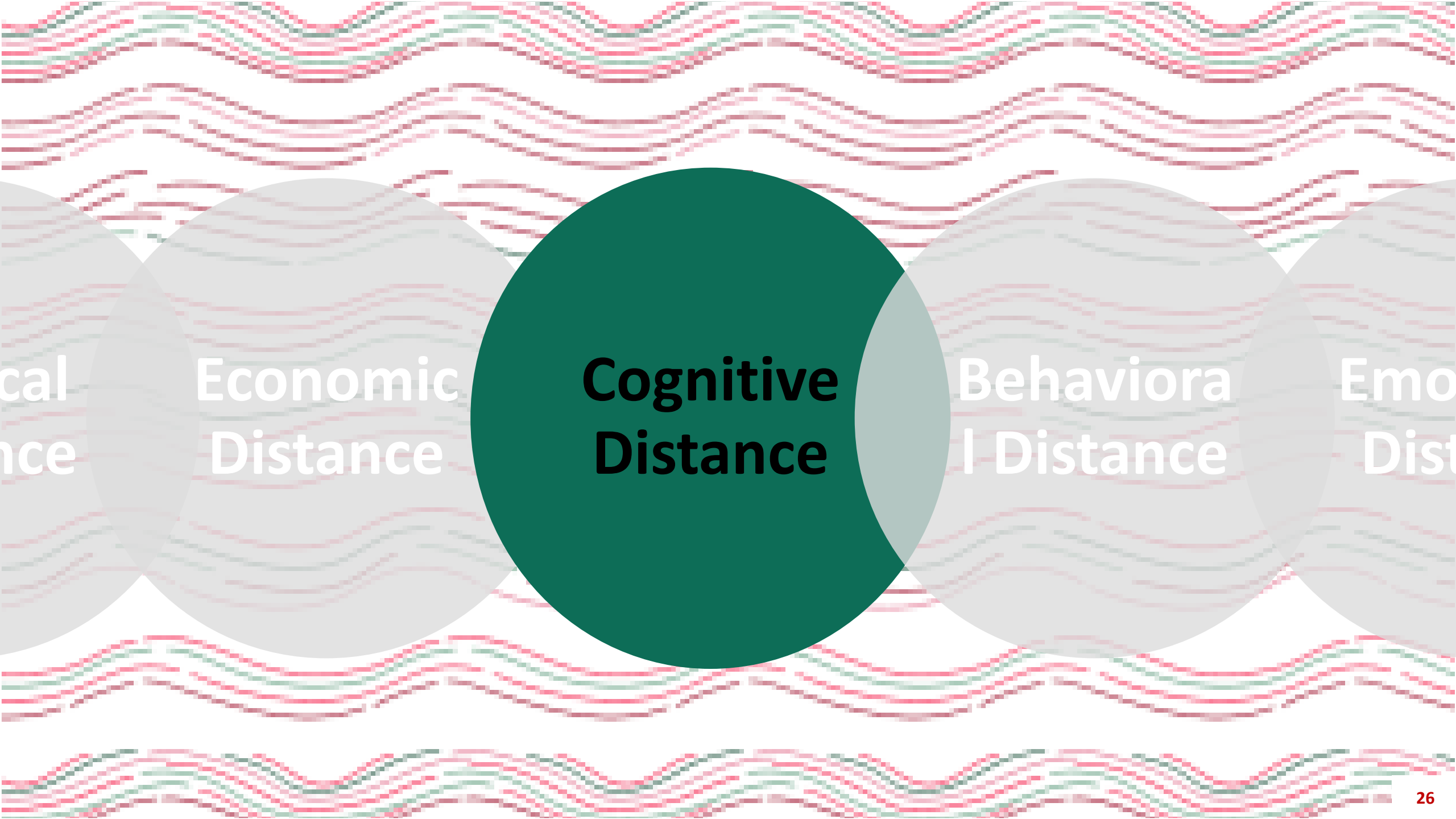
Borrow ebooks, audiobooks, magazines, and more from your local library for free! Libby is the newer library reading app by OverDrive, loved by millions of readers worldwide.

Download Libby today!

Download on the App Store

GET IT ON Google Play

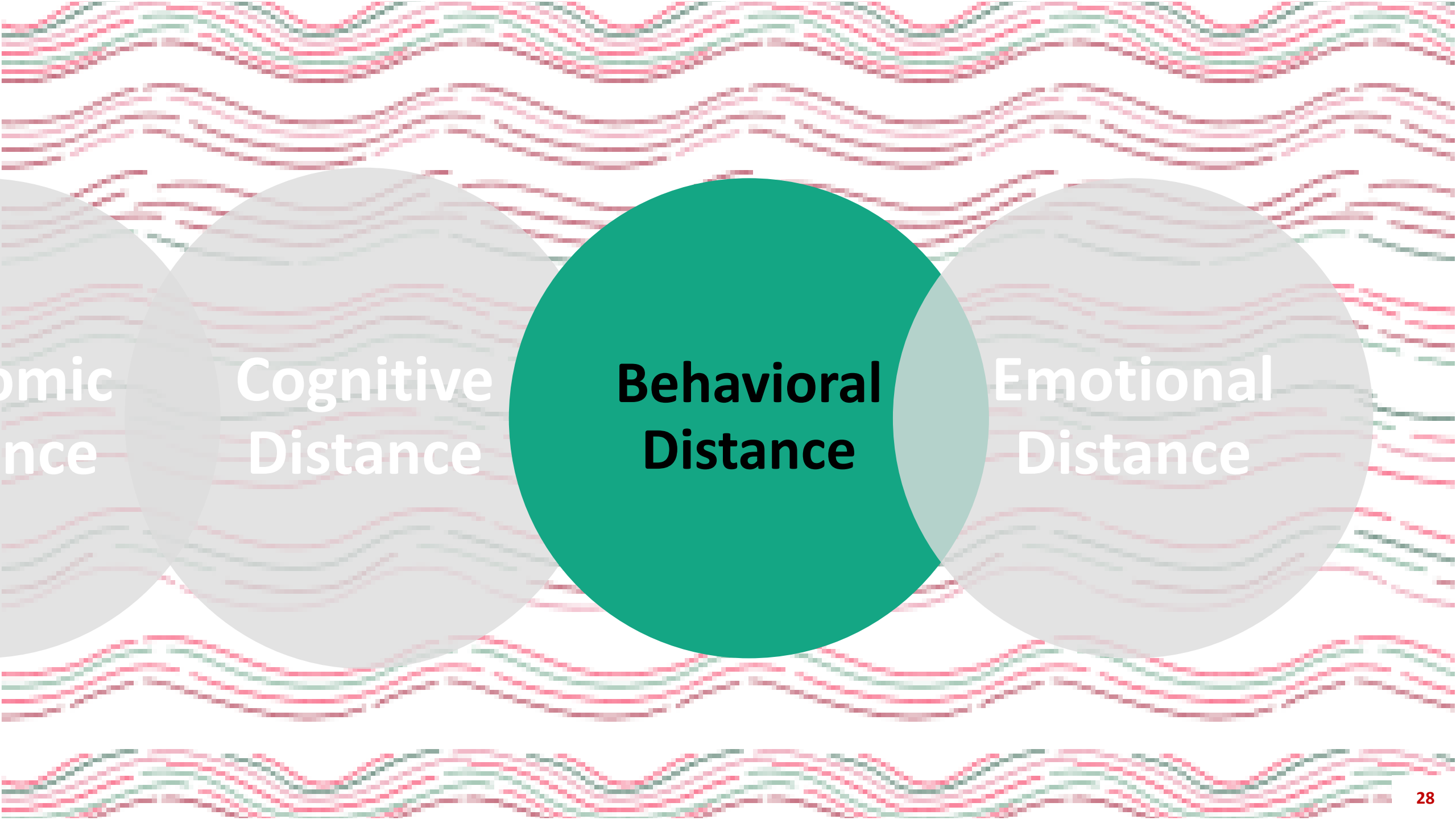



cal
nce
Economic
Distance
Cognitive
Distance
Behaviora
l Distance
Emo
Dist

Freemium/Premium membership; **Cognitive Distance**

collaborative summer library program

HOME | ABOUT | SUMMER READING RESOURCES | PROGRAM & THEMES | MEMBERSHIP & INFORMATION | MANUAL DOWNLOADS | SHOP | CONTACT US


omic
nce
Cognitive
Distance
Behavioral
Distance
Emotional
Distance

Tehran Book Garden; **Behavioral Distance**

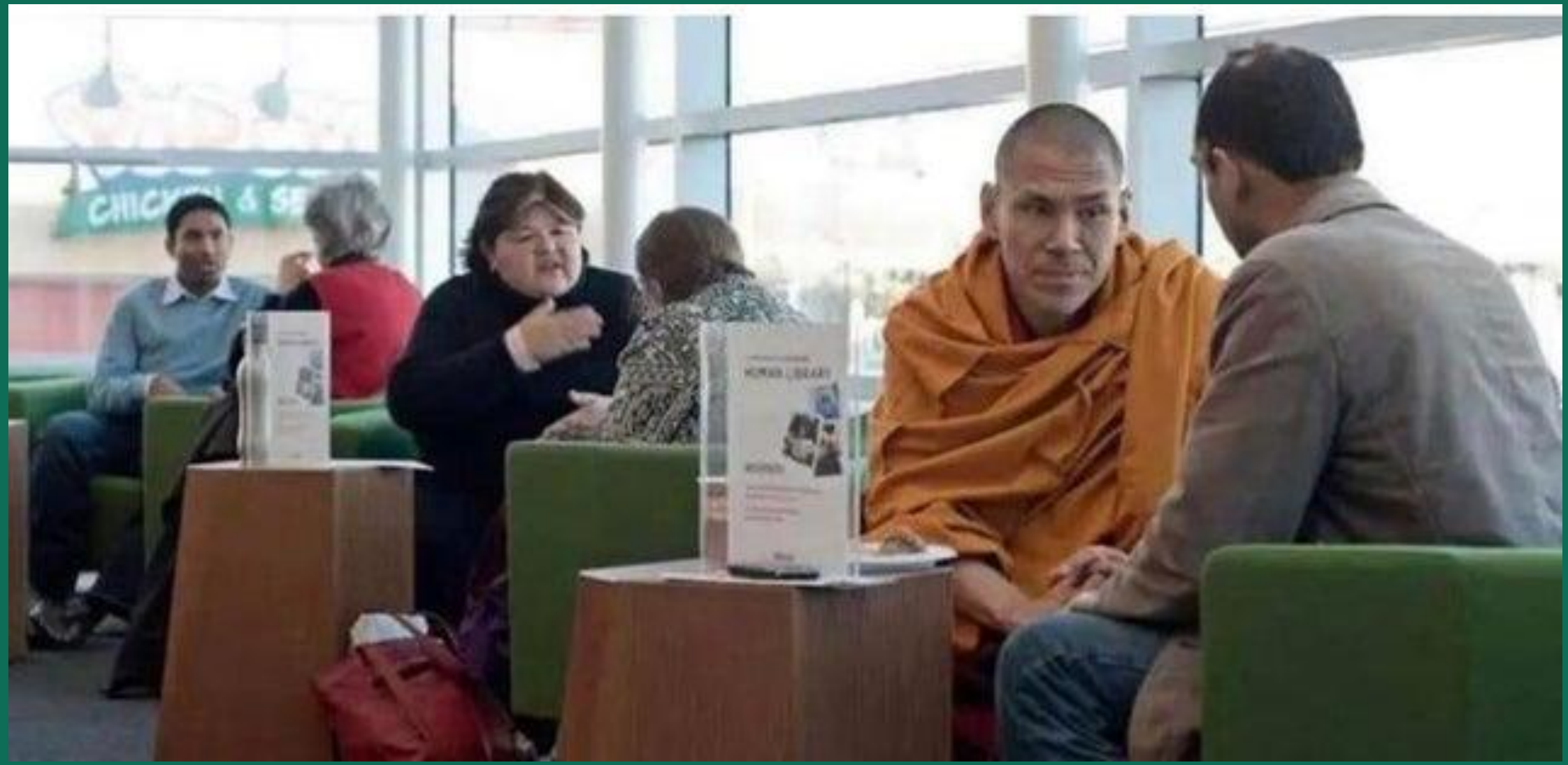
omic
nce

Cognitive
Distance

Behaviora
l Distance

Emotional Distance

Danish Human Library; **Emotional Distance**



راچونه

پله‌ای به بام تفکر

گروه پژوهشی مدیریت راهبردی و عملکرد راچونه

RACHOONE.IR