



Georgia Tech Library

Service Design Overview

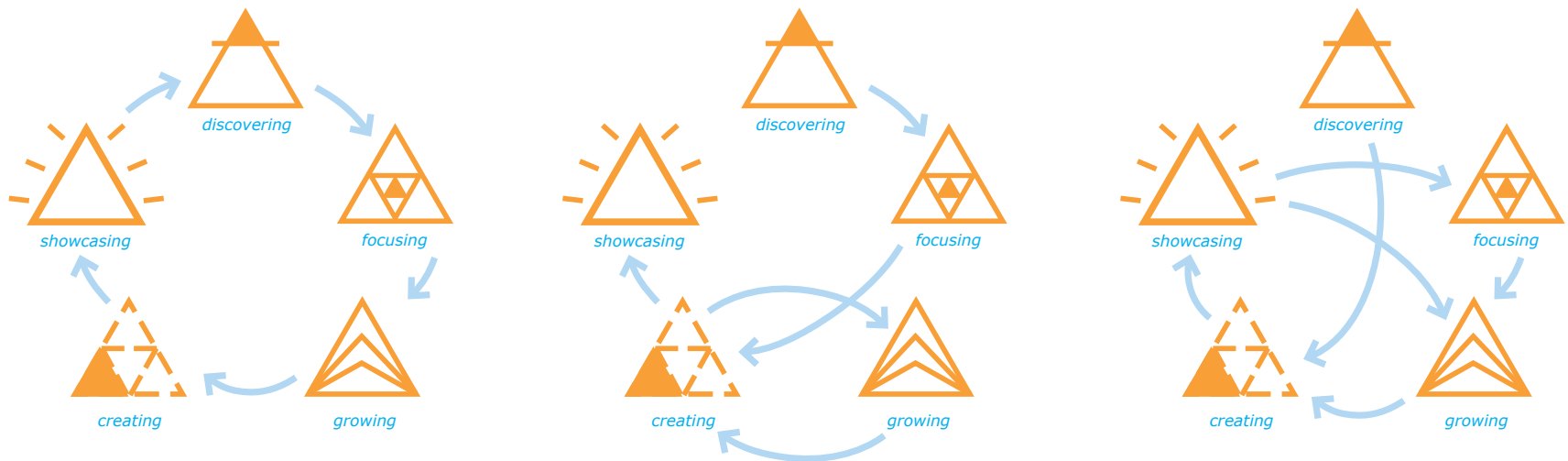
October 9, 2014

contents

- Background
- Service Directions
- Select Service Concepts
- Next Steps

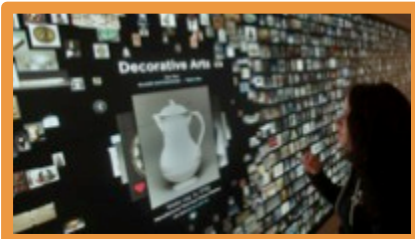
looking back at part 1

In part 1 of the user research project, we identified five “moments” of the research, teaching, and learning experience that the Library should support – discovering, focusing, growing, creating, and showcasing.

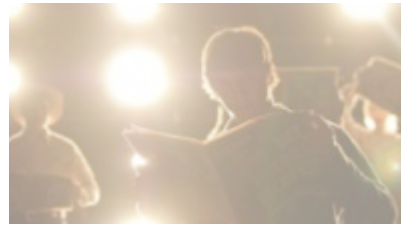


looking back at part 1

We also proposed eleven service and space concepts to support the moments and directions of research, teaching, and learning at Georgia Tech. Of the 11, the Library selected 8 to pursue (several concepts' names have changed since Part 1).



Virtual Browsing Env't



Themed Communities



Innovation & Ideation Studio



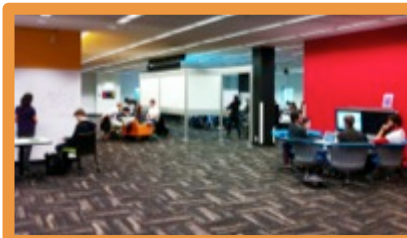
Teaching Studio



Project Team Rooms



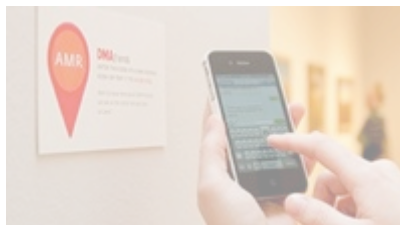
Pop-Up Showspaces



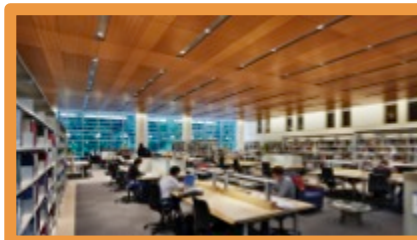
Research Navigators



Peer-to-Peer Events



Loyalty Program



Quiet Spaces



Scholars' Event Network

services & staffing in part 2

*In part 2, we worked with Library's Service Design Task Force to develop the **service and staffing model** of the Library – what services would be offered, where, when, by whom, in what spaces, and how.*



research in part 2

To guide the Library's service directions and inform how service and space concepts should be implemented, we also conducted more in-depth user research (vs. breadth in part 1) and reviewed Library data.

- **Reviewed LibQual+** results to understand current uses and expectations of Library collections, services, and spaces.
- **Analyzed Library data** on circulation, instruction, and transactions to quantify services and service use and their implications.
- **Interviewed, shadowed, and surveyed** 9 graduate students, faculty, and staff to appreciate their daily research and teaching activities and the role of the Library in their work.
- **Surveyed** faculty, PhD and master's students, post-docs, and staff on their top space and service concepts and their use of Library services (~140 respondents).

service directions

what's changing?

what's changing

Library visits are primarily online, secondarily physical. (A majority of Library visits already take place online.) With physical collections moving to the Library Services Center, online resources, tools, and services will be even more critical to the Library's operations.

The screenshot displays the Georgia Tech Library website interface. At the top left is the Georgia Tech Library logo. To the right are links for 'My Accounts', 'Contact Us', and 'Feedback'. Below the logo is a yellow search bar with a magnifying glass icon, a search type dropdown menu, a 'Go' button, and a 'I need...' dropdown menu. On the left side, there are two main sections: 'RESEARCH TOOLS' and 'SERVICES', each with a list of links. The 'RESEARCH TOOLS' list includes: GT Catalog, QuickSearch, Find Articles/Databases, eJournals, Course Reserves, Research Guides, Library Classes, and more... The 'SERVICES' list includes: Borrow, Renew Books, Interlibrary Loan, Library Commons, Reserve a Room, and Subject Librarians. The main content area features a large banner for 'BrowZine' with the text 'A NEW way to browse JOURNALS & ARTICLES'. Below the banner is a 'NEWS & EVENTS' section with a date indicator for 'SEP 24' and a link to a 'LaTeX Training Session for Science & Engineering'. On the right side, there are three utility boxes: 'Open 24 Hours' with a date indicator and links to 'View Library Hours' and 'Class & Event Schedule'; 'COMPUTER AVAILABILITY' showing counts for LEC and LWC; and 'FACULTY QUICKLINKS' with a dropdown menu for 'Faculty Guide to Resources'. At the bottom right, there is an 'ADVANCED TOOLS' section with a link to 'LibX GT - the web localizer'.

Georgia Tech Library front page

what's changing

As materials move off-site, services must become more visible.



NCSU Hunt Library Service Zone

what's changing

Information is created, distributed, and accessed digitally, so librarians are doing more with online resources than print collections (e.g.: archiving digital deliverables; teaching software skills; consulting on open access).

SMARTech
Scholarly Materials And Research at Tech

Georgia Tech Library

Login Register Advanced Search Search: Go

SMARTech Home

Browse

- All of SMARTech
- Communities & Collections
- Date
- Author
- Title
- Subject
- Type

My SMARTech

- Login
- Register

Statistics

- Popular Items

Links

- Help with SMARTech
- Policies of SMARTech
- About SMARTech

SMARTech Repository

SMARTech contains over 39,000 scholarly works, including over 16,000 Georgia Tech theses and dissertations. If you would like more information on SMARTech, please contact us: smartechn@library.gatech.edu

It's easy to submit your scholarship to SMARTech (and comply with the Georgia Tech Open Access policy!). Submit here: [SMARTech Deposit Form](#)

Communities in SMARTech

Select a community to browse its collections.

- [Brook Byers Institute for Sustainable Systems \(1\)](#)
- [Campus Services \(1\)](#)
- [Center for Academic Enrichment \(31\)](#)
- [Center for Experimental Research in Computer Systems \(CERCS\) \(181\)](#)
- [Center for Organic Photonics and Electronics \(COPE\) \(389\)](#)
- [Center for the Enhancement of Teaching and Learning \(CETL\) \(17\)](#)
- [College of Architecture \(CoA\) \(4249\)](#)
- [College of Business \(CoB\) \(424\)](#)
- [College of Computing \(CoC\) \(2176\)](#)
- [College of Engineering \(CoE\) \(18527\)](#)
- [College of Liberal Arts - Ivan Allen College \(IAC\) \(2788\)](#)
- [College of Sciences \(CoS\) \(5059\)](#)

UPLOAD TO SMARTech

Georgia Tech SMARTech web site

service directions

The Georgia Tech Library's top priorities will continue to be in-depth research assistance, expert consultations, and providing resources. At the same time, to reflect what's changing, the Library will...

service directions

Be involved earlier and longer in the research process and connect people to the "whole universe of information," beyond what's available at Georgia Tech.



Walgreens pharmacy consultations: providing advice vs. only filling prescriptions (photo: NYTimes / Peter Wynn Thompson)

service directions

***"Push" services** out to advanced users (e.g.: grads, faculty) while continuing to "pull" users (e.g.: undergrads) into the Library.*



Georgia Tech Biotechnology Complex (photo: Gary Meek)

service directions

Do more community engagement and outreach to make everyone aware of what's going on at Tech, through exhibitions and events.



University of Sao Paulo, College of Architecture and Urbanism

service directions

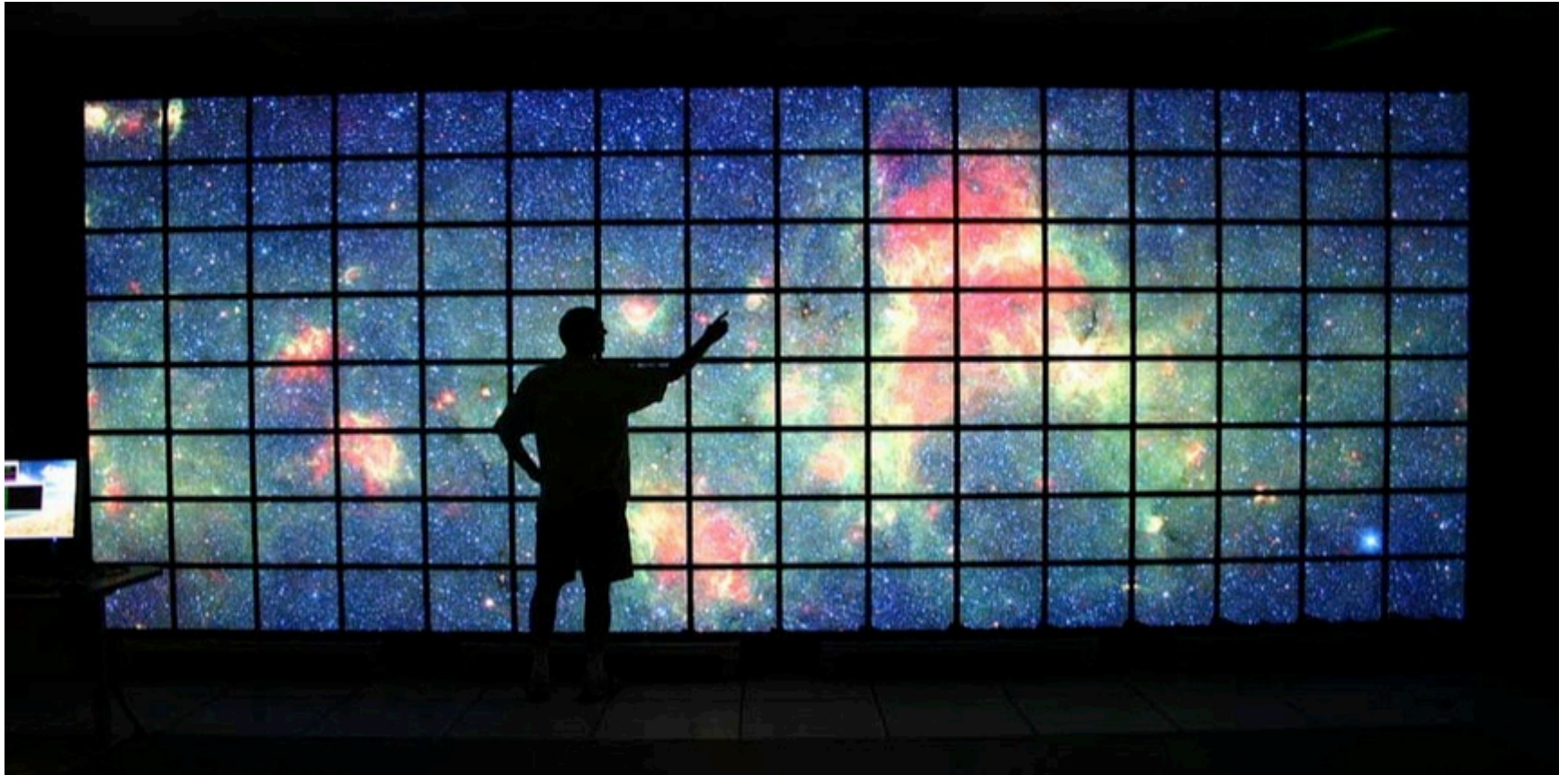
Help users help themselves, e.g.: self-checkout, self-serve hold shelf, improved quick search online



Qantas self-serve check-in kiosks (photo: Chris Mangan)

service directions

Incorporate more technology-rich spaces and tools, e.g.: visualization labs, maker spaces, multimedia studios, 3D printing, retrocomputing, audio & video recording studios.



NASA Hyperwall 2

service directions

Help users with data management (e.g.: archive data; assist with planning)



working groups concepts

Library working groups developed the visions for 7 services and spaces that are newer for the Library. For each, they described what services are going to be offered, in what types of spaces, by whom, and the future ideal user experience.

1. Library Store

2. Expert Consultations & Research Navigators

3. Teaching Studio

4. Scholars' Event Network

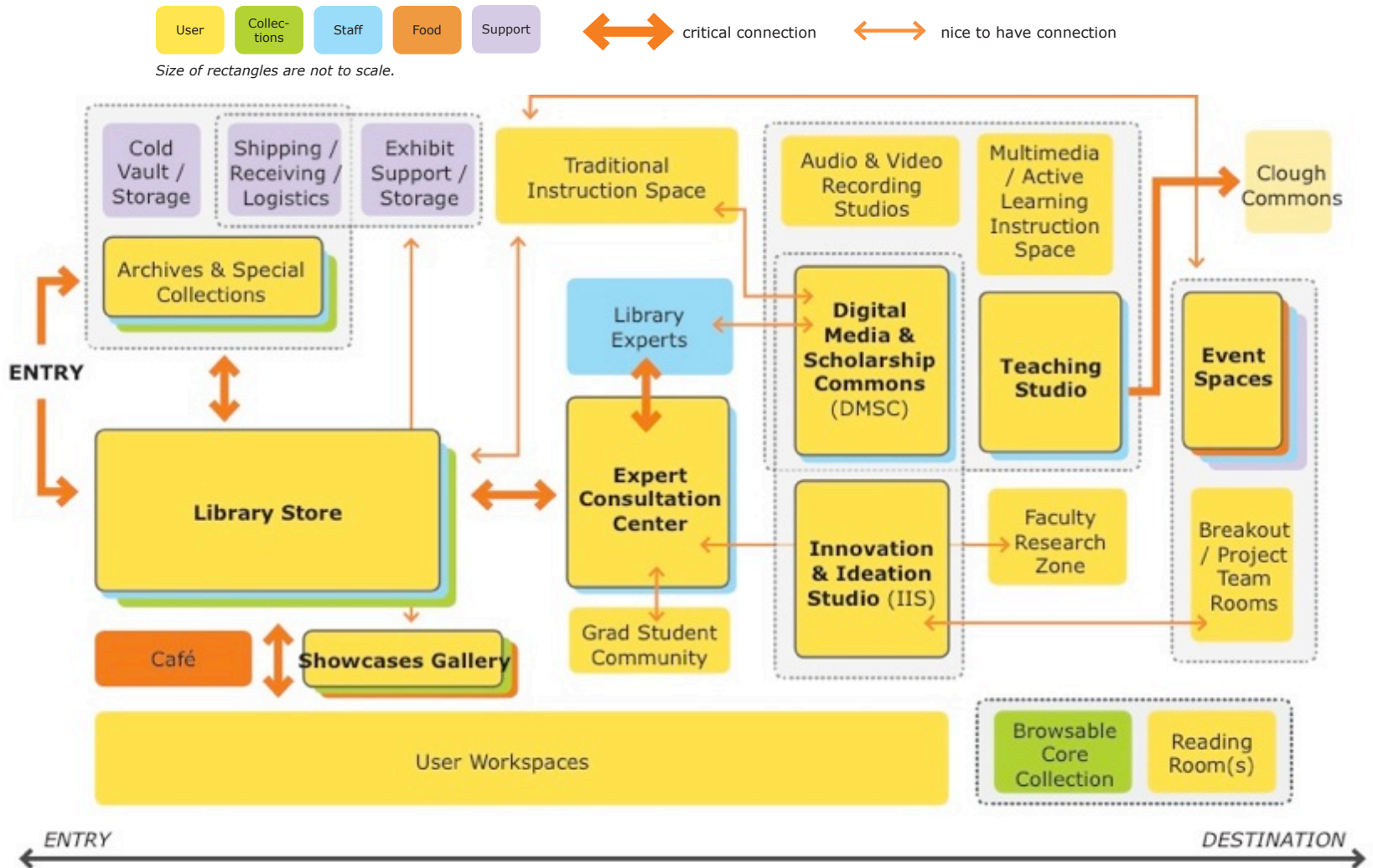
5. Digital Media & Scholarship Commons

6. Innovation & Ideation Studio

7. Collections Showcases

concept adjacencies

How the concepts relate within the Library.



Library Store

The Library Store will be the “face” of the library, inviting users in and engaging them in the activities, services, expertise, and collections of the Library.



library store | vision

The Library Store will be the “face” of the library, inviting users in and engaging them in the breadth of activities, services, expertise, and collections of the Library.

In the Store, users and service providers will work side-by-side at a service station or with roving staff wherever users are.

The store draws from multiple service categories and departments:

- Service areas and roving staff to welcome, orient, and help users
- Exhibitions and pop-up events that showcase Library / Georgia Tech activities, resources, and research
- Self-serve circulation services
- Digital and physical collections
- Variety of user seating



library store | activities & services

There will be many self-serve transactions and activities in the Store – at identifiable points and some within user space (through roving staff). In the Store, you might:

- Get oriented through signage about what's available when and where
- Work with a librarian side-by-side to find resources for a research project
- Drop by to pick up a hold or check out a gadget
- Take a break between classes to wander the new exhibition
- Watch a live stream of a "sold out" event taking place in the black box theater
- Browse the digital collections or the new books section
- "Call" (or text, IM) a roving staff member to help you access an e-resource
- Meet with a project team to work together

library store | spaces

The Library Store will include service, program, and study / lounge functions, where users can get oriented and started with any service; access popular collections; view exhibitions; participate in a pop-up event; and work informally and meet with others.

Proposed user spaces / components

Lobby for entry and gathering

Large, open space with pod/kiosk-type desks for public use

Private pod/kiosk-type desk for assistance with patron information

Consultation spaces

Digital collections lounge (20 seats)

Open study – lounge and table seating (50 seats)

Self check-out machines stationed in the front area for easy access

Book return in a visible location

Shelving for open holds

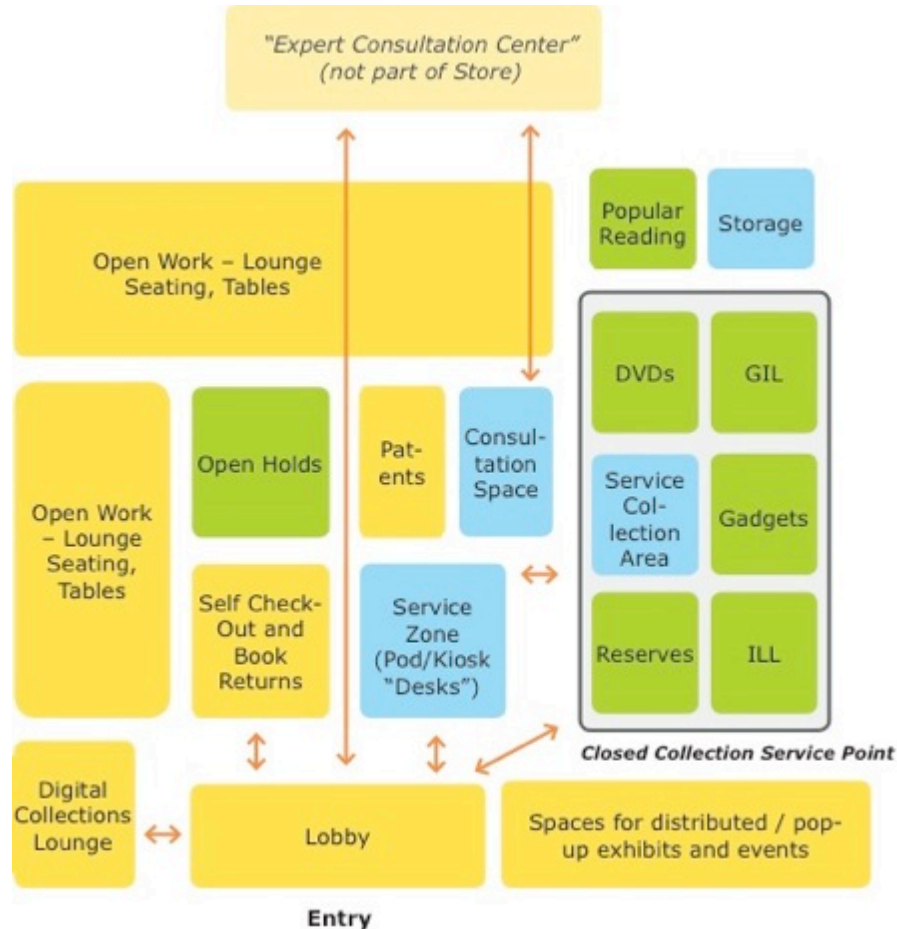
Closed Collection Service Point for mediated check-out and secure storage of gadgets, reserves, DVDs, ILL, and GIL Express materials

Collections: reading collection; current and popular periodicals, magazines, and news; new books; circulating sci-fi

General spaces for distributed / pop-up exhibits and events

library store | adjacencies

How the components go together (includes staff and back-of-house adjacencies).



Consultations & Research Navigators

Consultation service will involve expert librarians across the spectrum of Library services, plus Research Navigators to meet specialized, administrative research needs.

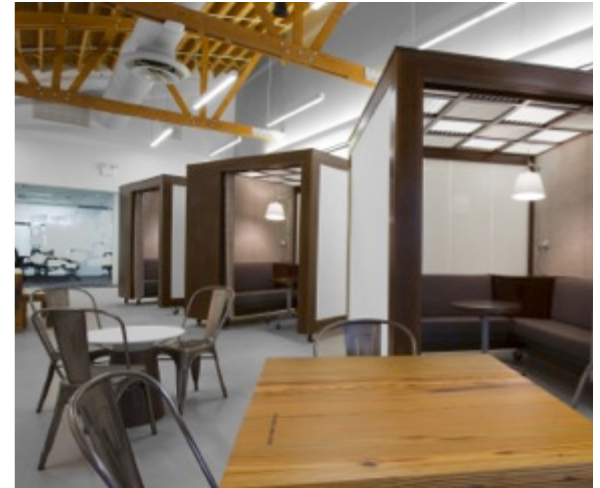


consultations | vision

"An engaged liaison seeks to enhance scholar productivity, to empower learners, and to participate in the entire lifecycle of the research, teaching, and learning process (2013 ARL Report, "New Roles for New Times: Transforming Liaison Roles in Research Libraries", Williams & Jaguszewski)" – and they serve the campus community as both advocates and consultants identifying faculty and student needs and making the connections to resources, services, and more specialized, often technical, expertise. Consultation service will involve expert librarians across the spectrum of Library services, plus Research Navigators to meet specialized, administrative research needs.



State Farm Next Door



Microsoft Schiphol Café – where staff meet invited guests

consultations | activities & services

*There are two core offerings: expert consultations with librarians, and research navigators. At a high level, **expert consultations** provide guidance on subject matter areas and **research navigators** guide users through the research infrastructure, such as assessing research needs, facilitating access to resources and tools, and negotiating administrative hurdles. In the Center, you might:*

- Meet with an expert librarian and your group to work on a literature view in one of the larger consultation spaces, or to explore a scholarly communication issue
- Drop by to see if an expert is available for a quick consult
- Work with your Research Navigator to understand the IRB research protocols and refine your proposal together
- Work intensely on a research project, knowing that help is nearby
- Stay after a consultation to do research at a workstation, to not lose momentum

consultations | spaces

Consultations will take place in the "Expert Consultation Center," a welcoming and staffed (8 am – 6 pm) space with a variety of meeting spaces. The space can be open to students after business hours.

Proposed user spaces / components

Kiosks, distributed near entrance, research navigators, and in open area

"Ask an expert? Welcome Desk", with signage

Research Navigator welcome desk, with signage

Consultation areas, enclosed or demarked / semi-enclosed

Small group consultation spaces (6 seats)

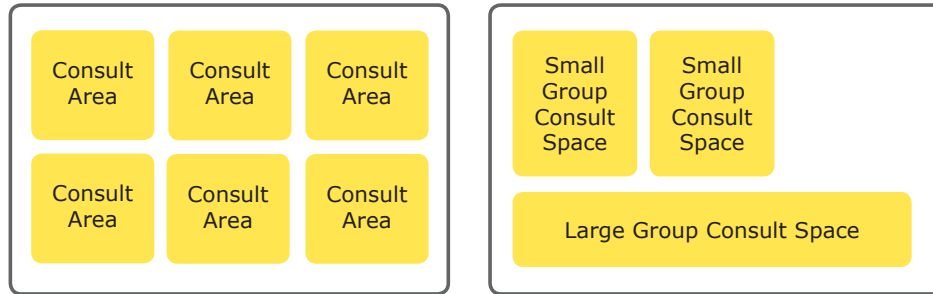
Medium group consultation space (12 seats)

Open consultation space (25-30 seats), accessible as study space after-hours; table and lounge seating with power access

Copy / print stations

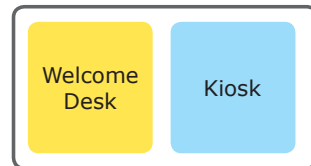
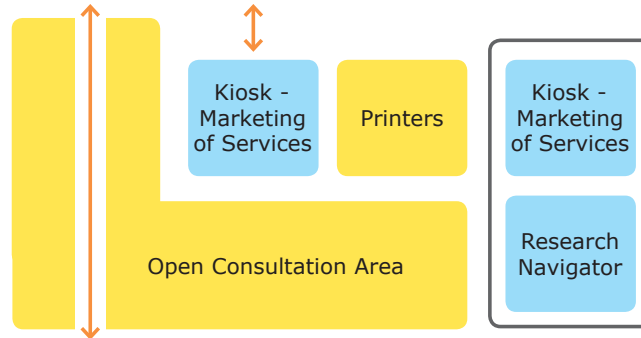
consultations | adjacencies

How the components go together (includes staff and back-of-house adjacencies).



Areas can be enclosed or semi-enclosed.

Spaces are enclosed.



Entry



Teaching Studio

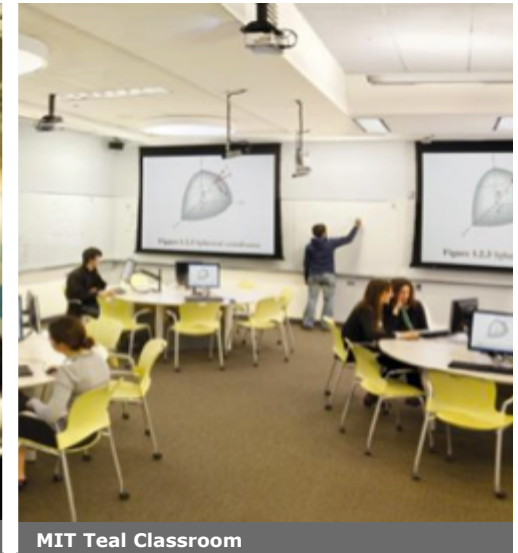
The teaching studio will be a space for designing and developing effective pedagogical practices with Georgia Tech TAs, post docs, instructors, and faculty.

teaching studio | vision

The Teaching Studio will be a hub for the design, support, and practice of effective teaching.

The Teaching Studio will include a variety of technology-enhanced consultation, collaboration, and project spaces with a focus on flexibility and multi-purpose uses.

Users entering the space will experience an open layout with a continuous flow among areas. There will also be an array of low and high tech tools, along with casual lounge areas, to craft a collaborative and creative academic community experience.



teaching studio | activities & services

There are two ways to engage with teaching studio (TS) services: (1) through a Learning Excellence unit contact or referral; (2) through a drop-in service request when staff are hosting office hours in the TS. Services include:

1. Interactive and collaborative consultations on communication skills, pedagogy and/or learning technologies
2. Designing and creating teaching artifacts (pedagogical and/or technological) for implementation in a course
3. Prototyping and assessing teaching artifacts
4. Multi-purpose capture for teaching videos and digital course content creation
5. Mock teaching / student interactions
6. Group training / workshops in pedagogy and/or learning technologies

teaching studio | spaces

The Teaching Studio would operate best as part of the open flow with the Digital Media & Scholarship Commons, but with glassed off or frosted areas for instructor privacy.

Proposed user space / components

Service point

Large, open format welcome zone with two general areas: (1) lounging / mingling area with physical or digital teaching and learning collection for browsing; and (2) design & prototyping project area for pedagogical and learning technology artifacts.

Small consultation breakout rooms (4 seats) with collaboration technology

Medium consultation breakout room (10 seats) with collaboration technology

“One-button” multipurpose capture space (12 seats) – technology teaching and presentation practice, recording of teaching for evaluation purposes, and professional interview practice for grads.

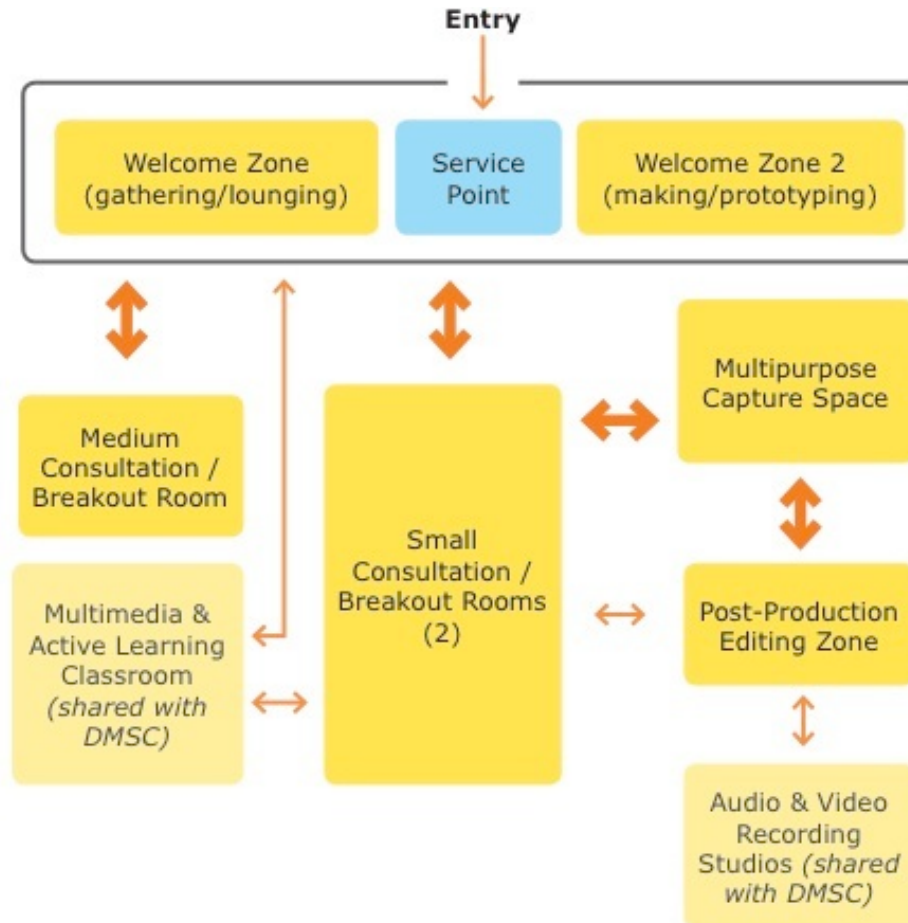
Post-production multimedia stations for instructors and LLE specialists to edit digital content for courses, professional development, and training.

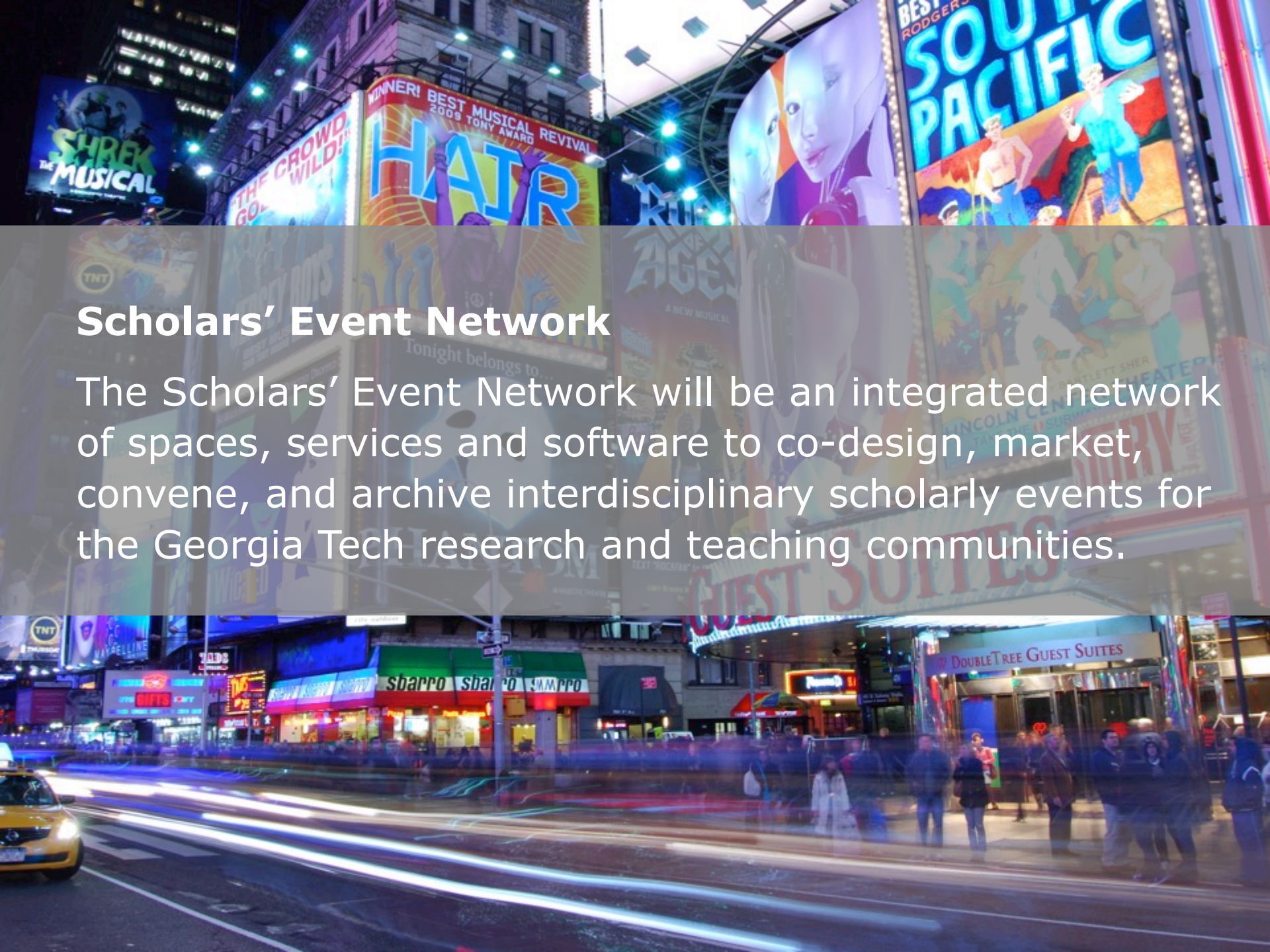
Multimedia & Active Learning Classroom (40 seats) with full scale-up technologies and movable furniture to house pedagogy and instructional technology workshops and mock teaching interactions. (Shared with Digital Media & Scholarship Commons)

Audio and video recording studios (shared with Digital Media & Scholarship Commons)

teaching studio | adjacencies

How the components go together (includes staff and back-of-house adjacencies).





Scholars' Event Network

The Scholars' Event Network will be an integrated network of spaces, services and software to co-design, market, convene, and archive interdisciplinary scholarly events for the Georgia Tech research and teaching communities.

events | vision

The Scholars' Event Network (SEN) will be an integrated network of spaces, services and software to co-design, market, convene, and archive interdisciplinary scholarly events for the Georgia Tech research and teaching communities.

The space will evoke the energy of Broadway / Times Square in NYC. Much like Broadway theaters there will always be some engaging event happening to draw users in daily. Library users will be both aware of these events and, as much as possible, welcome to attend and participate. The Library will actively co-market events, and will also archive and curate conference materials and scholarly outcomes in a discoverable and value-added manner.



events | activities & services

Proposed services include those considered "standard" for conference venues such as room set up and audiovisual support, as well as new services that are uniquely relevant to research libraries – pre and post-event.

As an attendee, you might:

- Drop by for a lunchtime event
- Participate in several workshops as part of a week-long symposium
- Attend a dissertation defense
- Attend a breakout session after the panel discussion in a project team room
- Download a presentation you enjoyed from the Library web site afterwards

As an event host, you might:

- Work with the events coordinator to market your event
- Practice your presentation in the event space a week beforehand
- Make your materials available in the institutional repository
- Live stream and blog your event

events | spaces

The Scholar's Event Hub will consist of a "black box" theater with surrounding "team rooms" that can be used as breakout spaces for conferences or by students curious to observe the conference proceedings. When conferences are not in session, these spaces would be available for students to study (6:00pm to 7:00am, for example). There will also be pop-up events and digital displays of events in the Library Store.

Proposed user space / components

Pre-function lobby

Black box theater – flexible, multipurpose space with tiered and flat floor seating configurations

Dissertation defense theater (could be co-located with black box theater)

Breakout "team rooms" (7-9 seats), some with CCTV into black box theater for live streaming

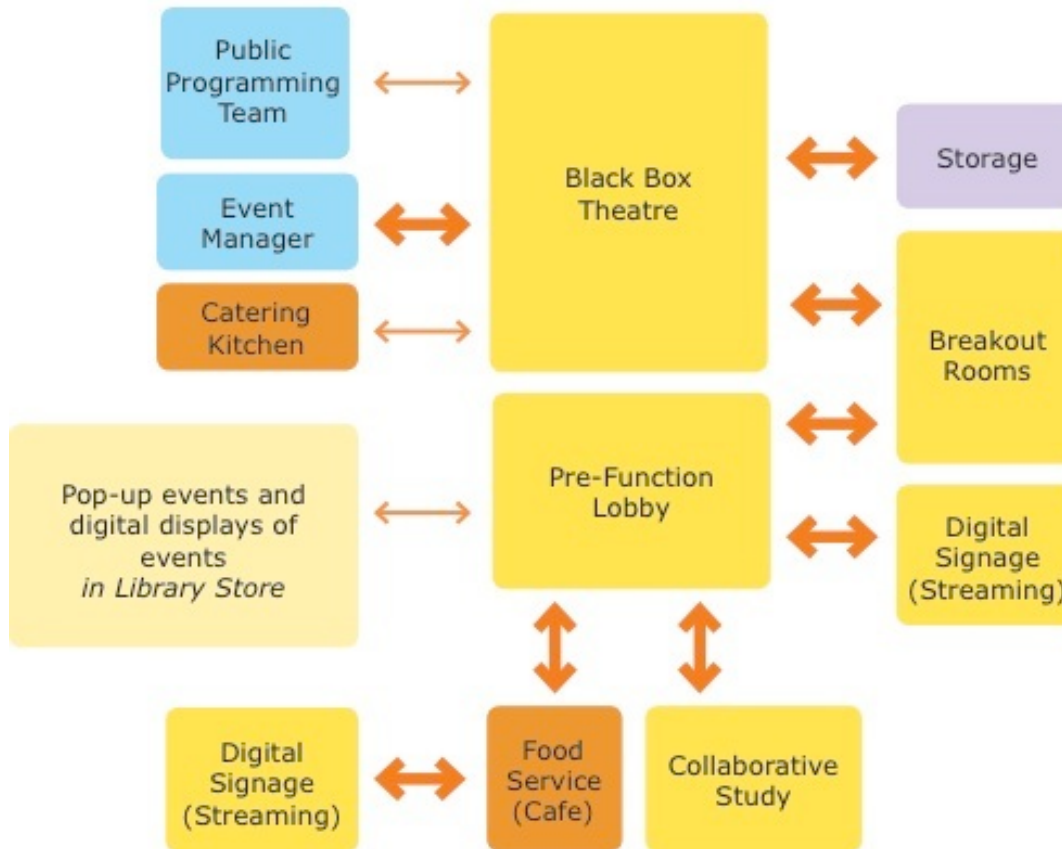
Catering kitchen

Food service / café adjacency

Digital signage, for live streaming, in café and lobby spaces

events | adjacencies

How the components go together (includes staff and back-of-house adjacencies).





Digital Media & Scholarship Commons

The Digital Media & Scholarship Commons will be a centralized, open, highly visible and technology-rich space for users to engage in digital scholarship broadly considered.

tau / qflux / thet
10m / kppMLD

Fe

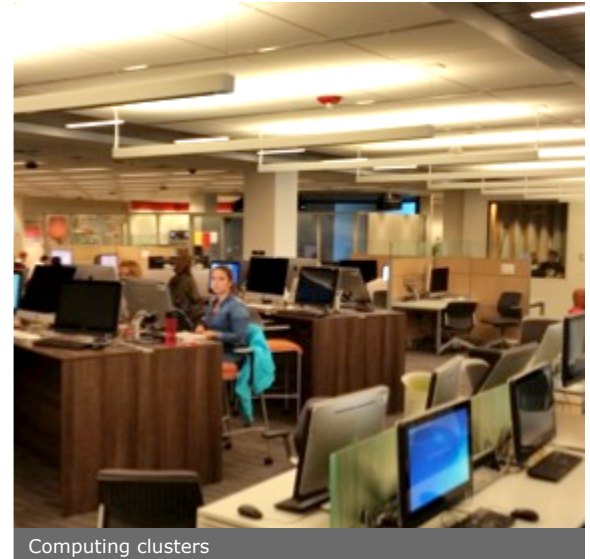
DMSC | vision

The Digital Media & Scholarship Commons will be a centralized, open, highly visible and technology-rich area, bringing together tools, spaces, and expert staff to support user engagement with digital scholarship, broadly considered.

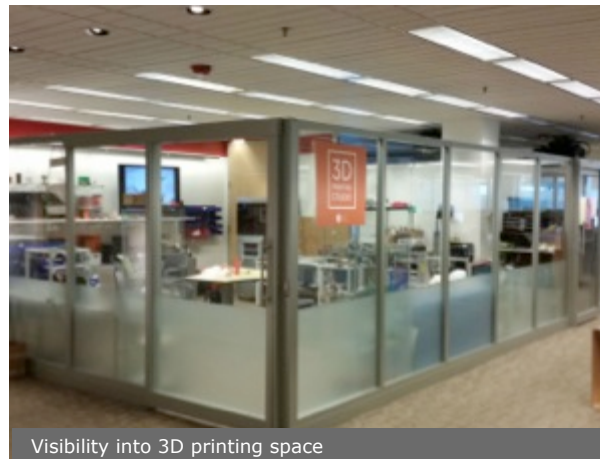
As the central hub for digital media and scholarship on campus, the DMSC will provide not only technology and spaces but also support services, to address a broad spectrum of user needs. Librarians, archivists and professional staff will offer consultations, instruction, and expertise on the use of digital technologies to enable authoring, publishing, curating, preserving, and re-using scholarship.



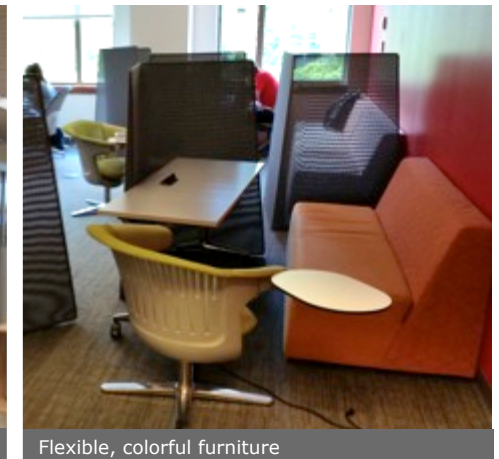
Northeastern Digital Media Commons



Computing clusters



Visibility into 3D printing space



Flexible, colorful furniture

DMSC | activities & services

The Digital Media & Scholarship Commons will provide several services around a number of topics (scholarly communication, visualization, 3D printing, multimedia production, retrocomputing, digitization) through self-guided materials, student experts, and subject matter experts. In the DMSC, you might:

- Consult with an expert on archiving and tagging your research data
- Plan a digital collection or research project
- Develop an online, open access scholarly journal
- Move from recording a video to editing it to posting it online, with guidance from student and subject matter experts
- Meet with your class to walk through and test data visualization tools
- Prototype a new product in the 3D studio
- Research the user experience of older software in the retrocomputing lab
- Use the desktops and dual monitors in the multimedia computing area to work on a graphics-heavy presentation, then print a large format poster
- Get assistance with using your laptop at the service point

DMSC | spaces

The Digital Media & Scholarship Commons includes a variety of general and specialized spaces, where users can work independently and collaboratively, consult with experts, and attend classes and programs.

Proposed user space / components

Service point

Enclosed or semi-enclosed consultation space (~10 seats) for staff consultations with users and accessible by users during non-business hours

Open bench seating

General, collaborative and multimedia computing areas

Multimedia / active learning classroom for software instruction (shared with Teaching Studio)

Visualization lab with large visualization wall and smaller group stations

Audio and video recording studios

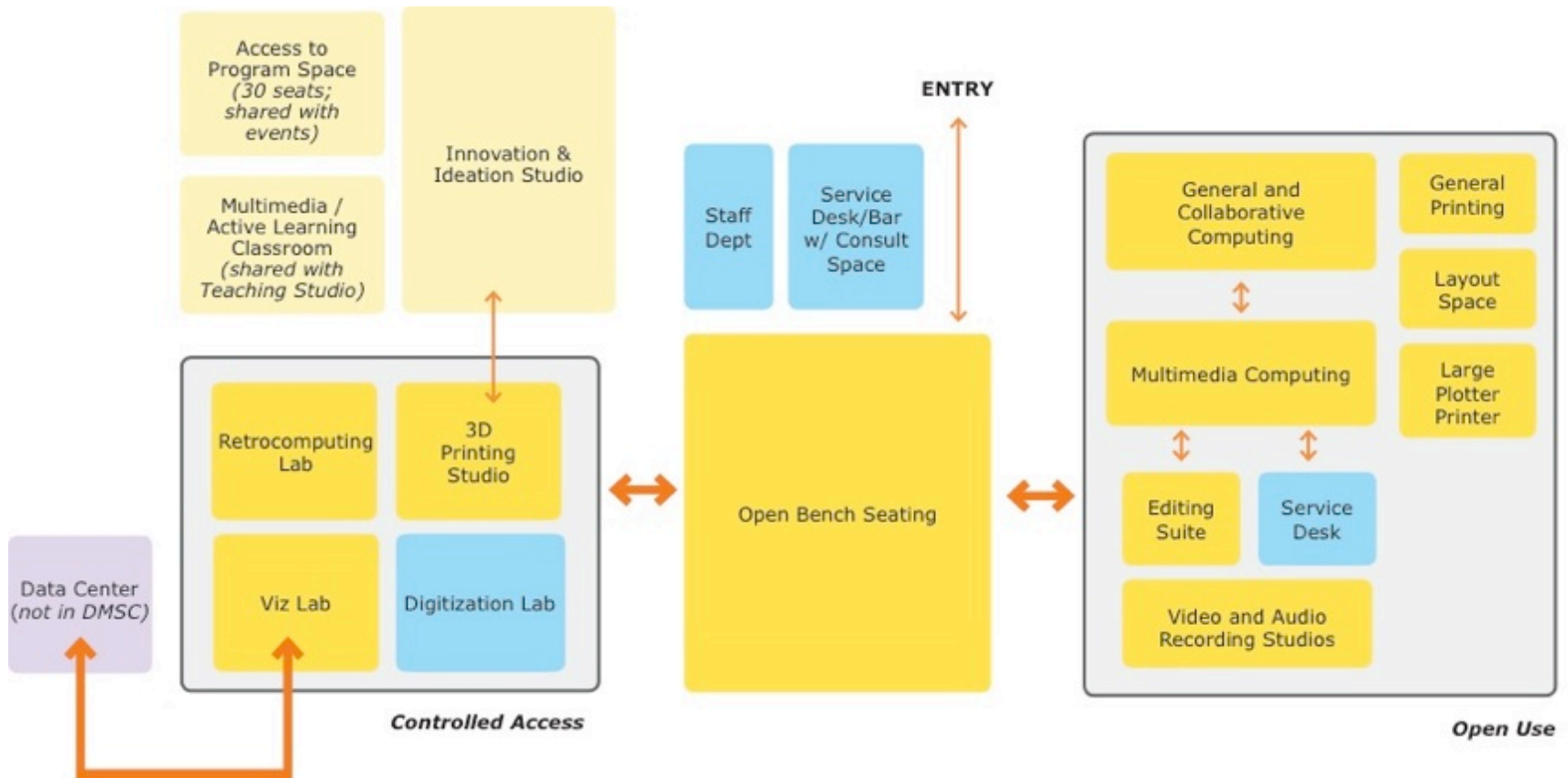
3D printing studio with capabilities to output 3D objects; cut and engrave; and test 3D environments

Retrocomputing lab

Digitization lab

DMSC | adjacencies

How the components go together (includes staff and back-of-house adjacencies).





Innovation & Ideation Studio

A low-tech studio environment for creative, messy making, where ideas take shape.

IIS | vision

The Innovation and Idea Studio is a place where ideas take shape. It's low-tech and low-service, with furniture and supplies to help users explore, visualize, prototype, and develop their ideas.

The Studio is a place for individuals and groups, as well as a home base for innovation and entrepreneurship classes and programs at the Library.

As such, the space is generally open and flexible to accommodate the different activities that take place – with open tables and group nooks, and potentially some enclosed, more private spaces.



Stanford d.school – flexible, assigned project space (photo: Markus Reuter)



School of the Art Institute of Chicago



UIC Innovation Center

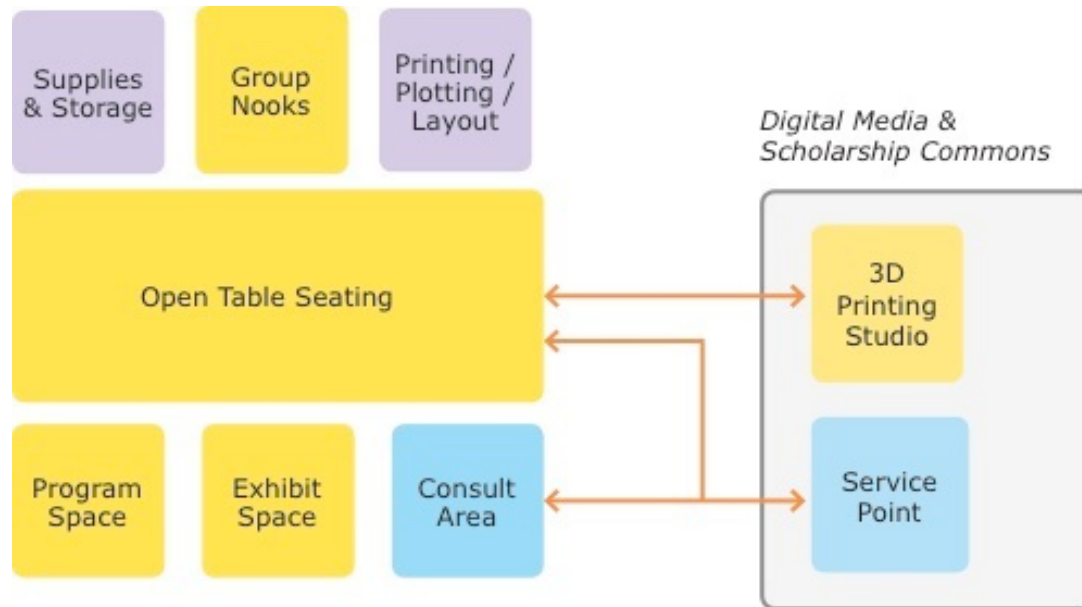
IIS | activities, services, and space

The Innovation & Ideation Studio will have few, if any, services except for any events, programs, and class-based instruction that take place. Staff in the Digital Media & Scholarship Commons may provide consultative services related to innovation and entrepreneurship. In the Studio, you might:

- Hold a mini hackathon
- Use the whiteboards and supplies to mock up a design
- Move furniture around to create a temporary project space
- Bring in your own devices and set up “shop” for the afternoon
- Lead a brainstorming session with your project team
- Attend an event on rapid prototyping

IIS | adjacencies

How the components go together (includes staff and back-of-house adjacencies).



Collections Showcases

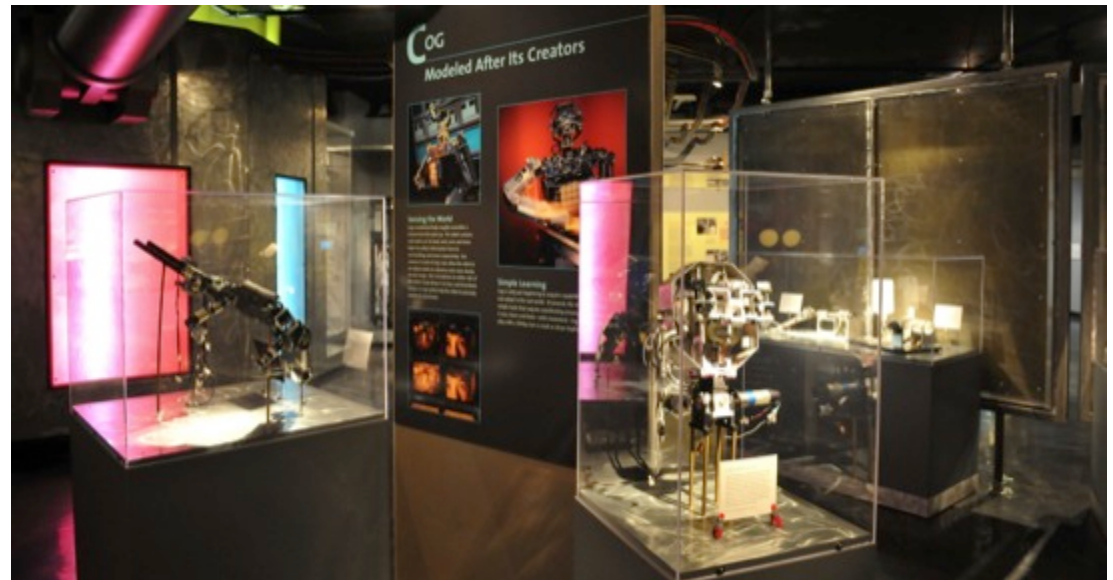
An exhibition program that features unique collections materials from the Library's own collections, ongoing research at Georgia Tech, and materials on loan creates a nexus for scholarship at Georgia Tech.

showcases | vision

The effort to showcase special collections supports research and scholarship at Georgia Tech by featuring unique collections materials that are the product of previous scholarly work, or which demonstrate the inquiry process involved in scholarly research.

Exhibited collections can include historical materials from the Library's own collections, but might also include materials highlighting ongoing research work at Georgia Tech as well as exhibit materials on loan from other Institutions.

By facilitating and coordinating such an exhibit program, the Library serves as a nexus for scholarship at Georgia Tech.



MIT Museum



Monticello



Georgia Tech InVenture Prize winners

showcases | activities & services

Featuring special collections in both physical and digital display contexts can foster cross-campus and community collaborations while enhancing Georgia Tech's institutional reputation. You might:

- Attend a “gallery opening” and hear from the people whose work is being exhibited
- Pause to view the “digital snippets” when you enter the Library every day
- Browse digital exhibitions
- Contribute your work to an exhibition
- Produce a “digital snippet” that will be presented on the digital displays
- Check out a book that's featured in an exhibition

showcases | spaces

Exhibition spaces will be centralized, near the Store, as well as distributed.

Proposed user space / components

Gallery space (2000 sf) – should include climate, lighting and security controls to maintain a stable secure environment

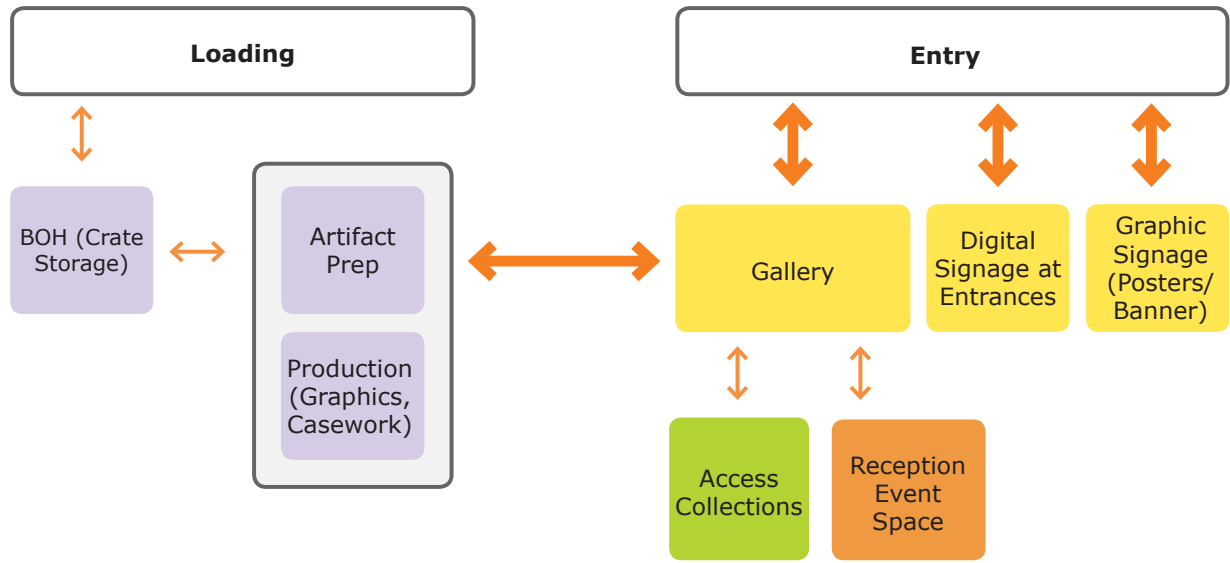
Distributed exhibition spaces (200 sf each)

Digital and physical signage at all entrances

Access collections space (e.g.: to put circulating collections related to an exhibition)

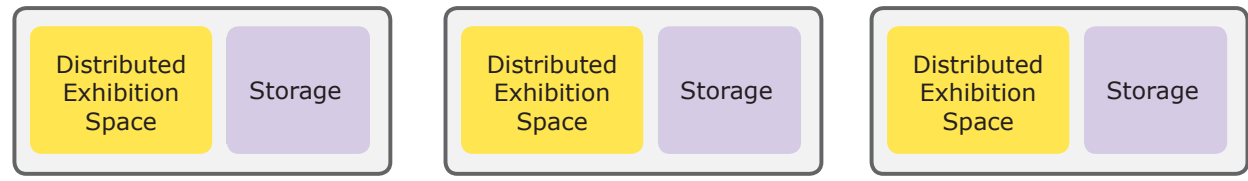
showcases | adjacencies

How the components go together (includes staff and back-of-house adjacencies).



Centralized

Distributed



prototypes / pilots

Working groups submitted prototypes / pilot ideas. For each, they noted the overall idea, variables to test, hypotheses (if any), approach and plan for running the prototype / pilot, data needed to inform the development of the prototype / pilot, potential measures, and resources needed.

- **Library Store:** roving and call for help staff
- **Consultations & Research Navigators:** expert consultation center model; instruction sessions outside the Library
- **Digital Media & Scholarship Commons:** visualization lab
- **Teaching Studio:** consultation space
- **Scholars' Event Network:** conferencing archival, indoor / outdoor events, project team rooms
- **Special Collections Showcases:** exhibit planner & estimator
- **User Storage:** short-term storage, mobile storage