If They Build It, They Might Come:

Design Thinking and Teen Summer Reading

Presented by Seana Lane, Windalu Medrano and Amy Miller

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Ice Breaker: One + one = one

Think of a noun beginning with letter of your last name

Write it on a post-it note

Stick it on your forehead

Stand up and walk around, find another person with a word that, combined with yours, can make a new thing or concept

Pair up and come up with an explanation or sales pitch -- 1-2 sentences

Prepare to share out

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Seana Lane
Summer Reading Program Coordinator

- Prior to library, background in small business

- Abiding distrust of latest, greatest trends in organizational mumbo jumbo

- Fearful leader

Amy Miller
Teen LIbrarian,
Gresham Regional Library

- Relishes the opportunity to work among such amazing talent on a daily basis

- Someone who actually enjoys real human teens

- Teen Action Team (TAcT) Committee Chair

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Windy Medrano
Bilingual Youth Librarian, Gresham Regional Library

- Director of Fun

- Fierce advocate for the underserved

Amy Knox
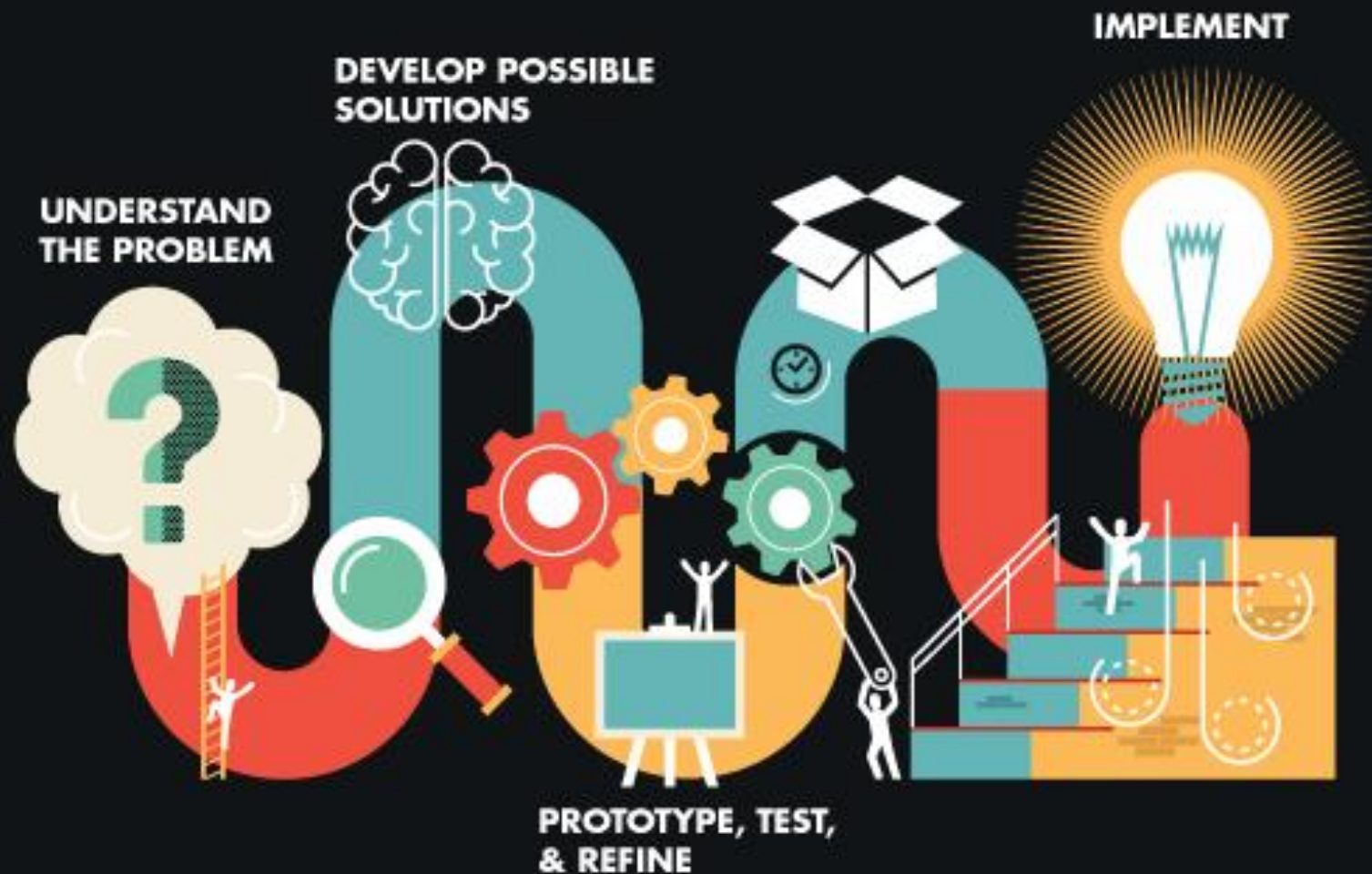Library Assistant

LeFoster Williams
Library Assistant

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Who are you?

Why are you here?

What do you know about Design Thinking?

What project or projects do you have on deck?

INSPIRATION
is about framing a design challenge and discovering new perspectives on the opportunity.

IDEATION
is about generating ideas and making them tangible.

ITERATION
is about continual experimentation based on user feedback.

I have a challenge.

I've learned something.

I have a prototype.

How do I approach it?

How do I interpret it and express my ideas?

How do I test it with users and refine it?

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User group + challenge

"How might we . . . ?" framing

THEN

Talk to people in your user group (not just about library)

Watch peoples' behaviour in your user group--what they do as well as what they say--in your library and elsewhere

Who or what else *does* meet their needs? Examine what they choose when they don't choose us (field trip!)

INSPIRATION

IDEATION

aka brainstorming . . .

- No judgment
- Keep question in sight to encourage focus
- Draw, build, or sculpt as well as talk and write
- Refer back to interview and observation notes, or post them to keep in sight
- Give this part a lot of time--dig into it--can also invite others

ITERATION

Go back to your users
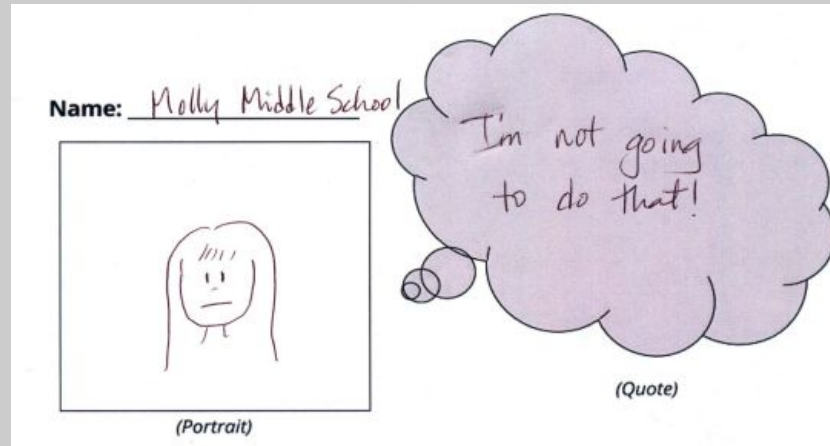
Ask questions, observe them using/interacting

Keep detailed notes on everything you can

Set goals to keep the work moving: form a team to review, request funding, carve an hour a week to ask or observe more users

For many things, it's what we already do (e.g., storytime)

Prototyping is the conversation you have with your ideas.
—Tom Wujec

Persona Profile

- Think of a patron whose needs you don't think you are meeting
- Get inside their heads, as best you can
- Teens OR any group for whom you want to improve services
- Outliers -- there will be some who will always use services, and some who will never use them

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Get Detailed

Race/Ethnicity

Class   Age

Gender Identity

Sexual Orientation

Physical or Mental Challenges

Level of Family Involvement

Access to Resources

Housing Status

Citizenship Status

Employment Status

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MCL's DT process for older teens and Summer Reading

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Feedback as opportunity	Forming the team	Planning the work

Feedback as opportunity

Teen Youth Librarians reported teen feedback to me

Youth services group voted a redesign of the game for teens a priority for 2017

Seana had attended a Design Thinking workshop at conference, decided to try it out

Forming the team

Administrative support secured

Summer Reading Coordinator as Project Manager, Amy Miller as content expert

Survey of Youth Services staff resulted in list of possibles, Seana/Amy narrowed to six to approach, goal of three

Planning the work

Goal of 3 all day sessions

Pre-work for attendees, agenda, activities

Interviews, observations, survey to high school teens

Creating timeline, hard deadlines for print materials and training for volunteers, staff

Workshop 1:
the day after Nov. 2016 election

Timing perhaps influenced our mood.

Workshop 1

- Learn about Design Thinking

- Small group work to try out concepts

- Frame our challenge, determine scope

- Begin brainstorming how to reach users, experts, research

- Examine assumptions

- Begin creating survey for high school students

- Make assignments and sum up

Between workshop 1 & 2 . . . .

- Survey for teens sent out through community contacts
- [789 responses--we were hoping for 500!](#)
- Interviews with experts, teens

- Scheduled prototype interview sessions for teens
- Sent invitations to teens who expressed interest in helping on surveys
- Scheduling for us--a nightmare! Ending up pushing back to Jan.

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INSPIRATION

What we knew starting out…

Some teens are difficult to attract to the library.

Many teens played the summer reading game as children but had stopped participating for one reason or another.

Teens were attracted to adult version of summer reading and didn't understand why they couldn't use that game board instead.

Using Design Thinking principles, we wanted to get at the root causes for teen drop off with the summer reading game.

Color in one space for every **60 minutes** you spend reading OR listening to a book OR each time you complete one of the fun activities below

LEVEL 1

Visit the library's website and download or stream a book, movie or some music.

Read about a real-life superstar athlete or team.

VALIDATION _____

LEVEL 2

Write about your favorite way to move your body. (Dancing? Running? Biking?)

VALIDATION _____

LEVEL 3 Grand Prize Level

Attend a library event.

Write a story about a sport you invent— uniforms, teams and rules!

VALIDATION
CONGRATULATIONS!

ON YOUR MARK, GET SET, READ!

At the library, you can pursue the things you care about. Search for questions instead of answers. Be yourself. Help others. Discover what makes you a superstar. Come in for free games, art and music, and exercise your mind this summer:

multcolib.org/events.

Read4Life | Adult summer reading

B I N G O

Read a book by a **Portland** author	Watch a **movie** on Hoopla or DVD	Read a book based on a **true story**	Read a book that **teaches you** how to do something	Read a book with a **number** in the title
Read a book set in the decade you were **born**	Read a **classic**	**Recommend** a favorite book to someone	Read a new **magazine** at the library or with Zinio	Get a book suggestion from **My Librarian**
Read with **a child,** or read a children's book	Attend a library **event**	**FREE**	Read a book that has a **map** on the endpapers	Read a book about **cooking**
Read a **graphic novel**	Read a **mystery** by a new-to-you author	Read a book that takes place in the **future**	Read a book with a **one-word** title	Write in the name of your **favorite author** this year
Read a **biography** of someone you admire	Read a **Library Writers Project** book by an author in our community	Read something that you've always **wanted** to read	Read a book of **poetry**	Learn about the **Friends of the Library**: friends-library.org

B O N U S

| Read a book that is **translated** from its original language | Read an **Oregon Book Award** winner | Find **a map** of your birth place in the library's collection | Read a **Caldecott Medal**-winning children's book | Visit **The Title Wave Used Bookstore** |

This!

Not that!

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What would improve our Summer Reading program, or the library in general, for older teens?

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I played as a kid, gameboard seems babyish

Try to refrain from using the word "interwebs", just say internet.
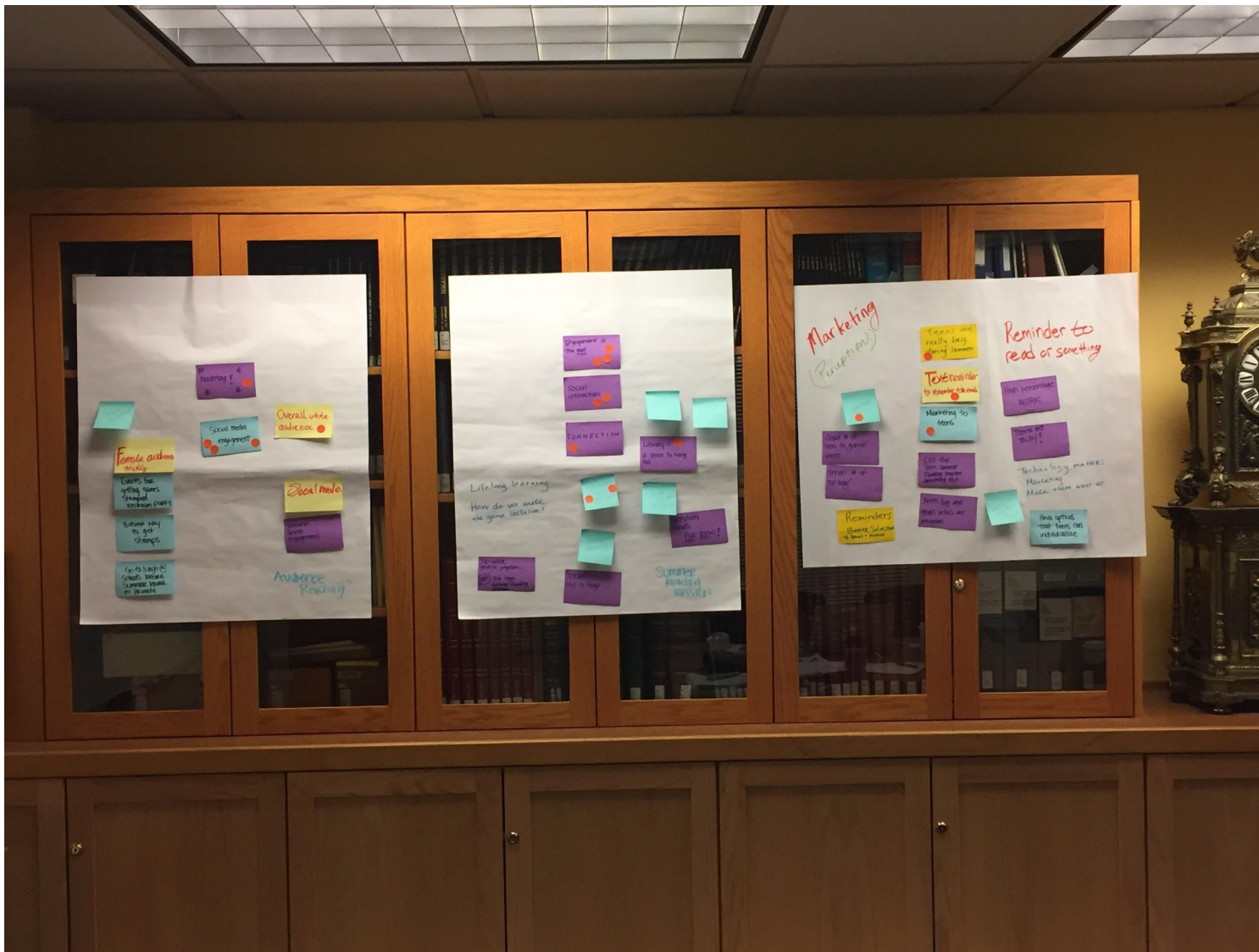Don't try too hard. We hate that.

Food

Security outside the library

Competition between us, like a leaderboard

App

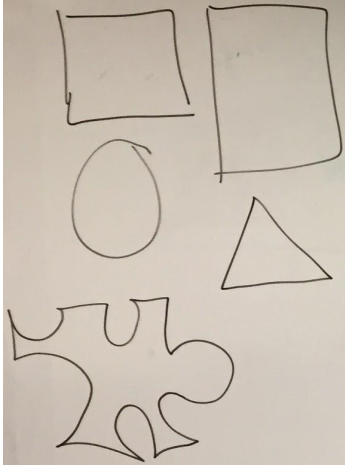Transportation

Coffee

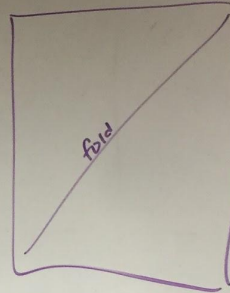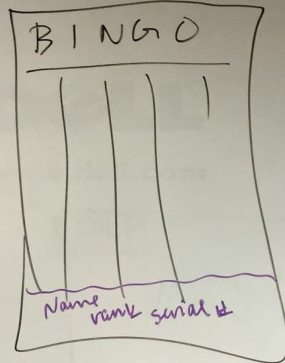Space to hang out without little kids or adults

INSPIRATION

Meeting 2 (and final one): analyzed feedback, came up
with rough prototypes
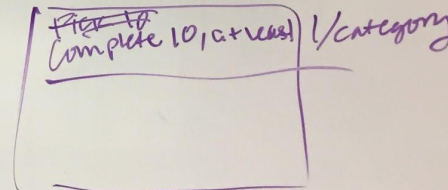
Sample brainstorms for prototypes

Concept mapping

Added prizes!

$5 Starbucks and Dutch Bros cards

Entries into drawings for bigger items

More graphic novels and manga

Changed the gameboard!

Created two prototype gameboards:

BINGO style

Coffee punch--clear winner

Timeline and stats from start to prototype

❏ 72 days between first meeting and prototype with users; 108 days to final design going to production

❏ Those days *included* weather cancellations,T-giving, December holidays, and a death in the family for the organizer

❏ 120 combined hours of work in that time, 1/3 offline, 2/3 in person

❏ Input from an estimated 1500 stakeholders: teens, staff, and community experts

And then we hit the road for user testing:

3 sessions, 34 teens interviewed
Gave $10 Starbucks card for their time

--found coffee card more sophisticated

--learned more about teens' lives, needs

--liked activities that involve literacy a lot

--prizes much more appealing

--concerned that it was too easy to cheat

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Teens were very reluctant to sign up for the summer reading game when they have to do so with tween volunteers

IDEATION
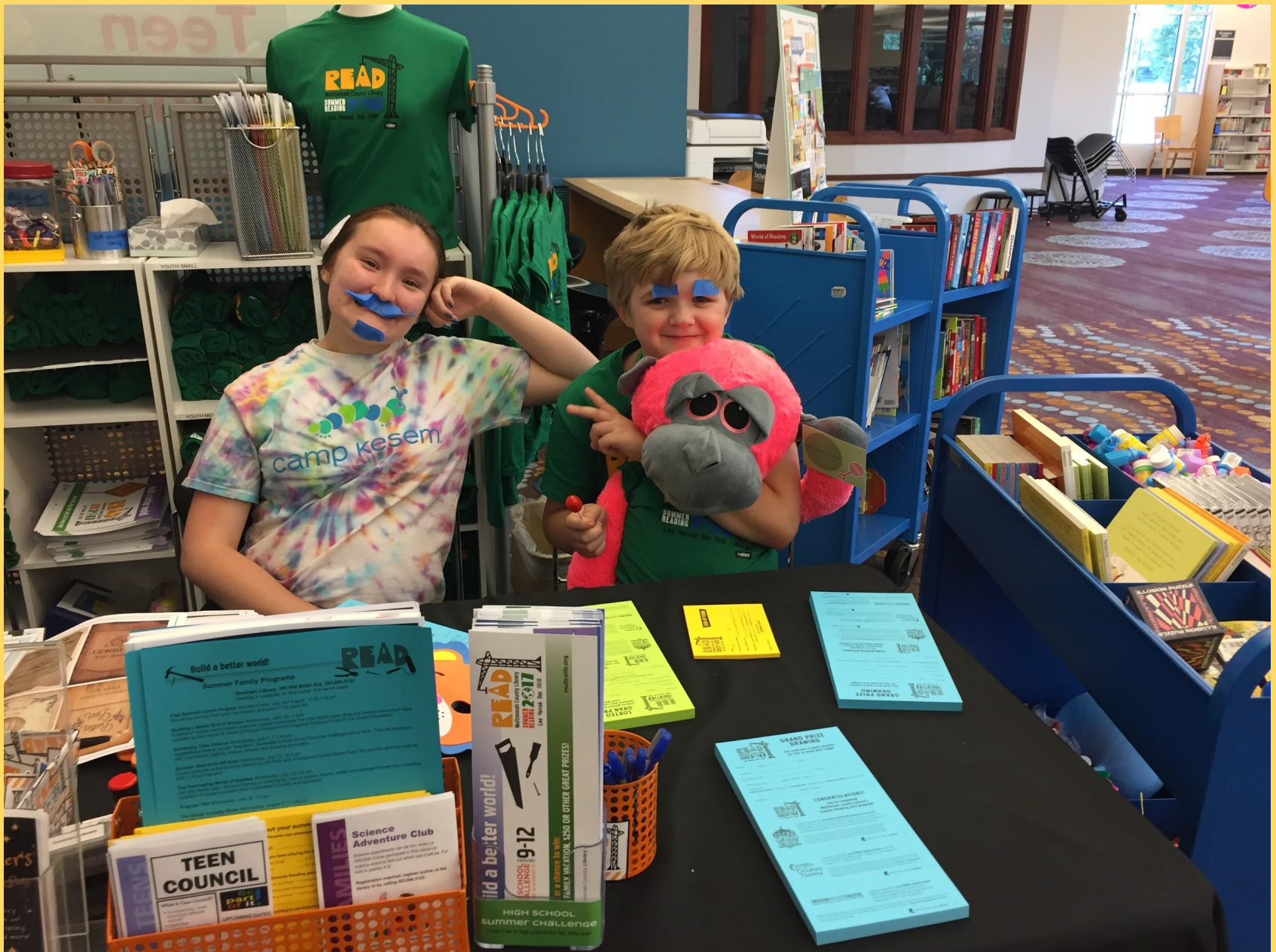
So instead, we changed the high school game so teens engage with staff at the main service desks

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TA-DA!!!

Results

Teen engagement with regular staff led to positive connections with adults in the building

- Teens felt greater acceptance in the library once they learned they can safely ask questions at the service desks
- Staff became more engaged and enjoyed the new interactions with teens over the summer
- Quick interactions about the summer reading game led to reference questions and sharing of other resources
- Teens felt welcome at the library and discovered our book collections, programs and volunteer opportunities as a result

ITERATION

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35%

increase

From 569 to 769 in one year!

Staff survived, teens thrived.

What's next? High School Challenge 2.0

For this summer, we go online with a mobile optimized site.

- Developed in-house, based on freeware drupal program

- Tested at 11 sites, over 110 teens--not typical library users

- Will return to 2 sites, same kids there, to show changes implemented based on their feedback

For 2019, want to reconvene a new Design Thinking team and evaluate success, saturation, and next steps

Limitations of Design Thinking

- As with all project frameworks, need strong admin support / advocacy
- Can be challenging to produce measurable results
- Time commitment to do it well
- Iteration truly never ending, can be a challenging for resource allocation/forecasting budget needs
- Staff experiencing change fatigue can be resistant
- Letting go of outliers
- Jargon can be off-putting (oh yay another business supertool!)

Benefits of Design Thinking

- Can unearth buried/hidden inequitable practices (systems, business practices)
- Encourages review of offerings on regular basis
- Lends itself to being very nimble
- Easier to sell change to staff when we it's responses from patrons that shape change
- Regenerate enthusiasm in staff
- Show patrons power of their voice
- Easily bring in different voices, points of view
- Available resources for free

Benefits of Design Thinking, continued

- Human-centered design puts patrons first before considering limitations of system, resources
- Allows for innovation by forcing the system to adapt to the needs of users, instead of vice versa
- Natural fit for teens to be more involved, each iteration can add level of teen empowerment
- Team building for staff involved in project directly or peripherally

What can you start with Design Thinking?

Frame "How might we . . ." question(s)

Examine assumptions

Ignore system limits for now

Determine how to reach intended user group(s) for input and analysis

Have FUN!

[Resources and more mentioned in this presentation](#)