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Service Design: Thinking Holistically about Services & Technology

Vacek, Rachel; Varnum, Kenneth J.

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Interaction Channels



User's Actions

Faculty/GSI look up information or hear about Library instruction services (word of mouth/ department meetings)

Faculty/GSI open and read Library instruction services email and select link to request library instruction

(6 of 7) Faculty/GSI send email to librarian to request library instruction session

Line of Interaction

Front Stage Employee Actions

Librarians market library instruction services in-person through announcements/tabling during department meetings, etc.

Service owners send Library instruction service reminder email to market services to all current course instructors at the beginning of each semester

Library Instructors receive instruction email request (w/ initial course details and student learning objectives)

Technology

Library webpages describe library instruction services

Line of Visibility

Back Stage Library Instructor Actions

Librarians check course schedule for classes they can offer library instruction services

Librarians maintain Library Instruction Webpage content describing instruction services, topics and examples of popular sessions

Doreen contacts CRLT to ask for new faculty list; Doreen coordinates with CRLT on tabling activities for their events

Library instructor fills out SALI instruction request form on behalf of Faculty/GSI

Line of Internal Interaction

Supporting Systems/Policies

Library instruction webpage (Drupal), individual email (Gmail), in-person announcements/tabling at department meetings, etc.

Targeted Communication or Population Data File at https://umichprod.service-now.com/ess/targeted_request.doz, Gmail

Gmail, SALI Instruction request form (Internal)