2019-04-30

Unseen: Exploring Users’ Campus Experience

Gorzalski, Jordan; McFadden-Keesling, Sophia; Wack, Caroline

http://hdl.handle.net/2027.42/149159
Design Thinking
“Design thinking utilizes elements from the designer’s toolkit like empathy and experimentation to arrive at innovative solutions. By using design thinking, you make decisions based on what future customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence.”

Beyond Personas
“Personas are archetypical users whose goals and characteristics represent the needs of a larger group of users. Usually, a persona is presented in a one or two-page document.”

The library had previously used personas to learn more about its users, but we wanted to create a method that revealed what we didn’t know, rather than focusing on what we did know.

Final Product
After playing through the initial prototype, we individually added different elements to change the game:
- Created a script for facilitators with questions
- Created a worksheet for users
- Added an element of journey mapping to replace original time-based board
- Added additional cards for: race, gender, sexuality

This project was made possible in part by the Institute of Museum and Library Services Grant RE-95-17-0104-17. Thank you to the University of Michigan Libraries, Laurie Alexander, Meghan Sitar, Justin Schell, Emily Puckett Rodgers, Denise Leyton, all the participants of the Library Lifecycle project.