

Design Thinking in Libraries

18 May 2021

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hello

If I tell you Design ?

Function/aesthetics

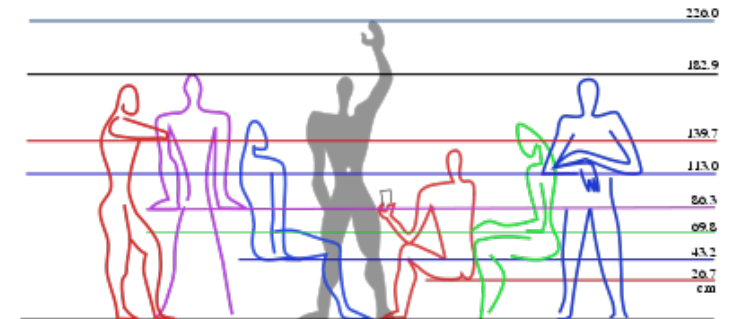


Product or Service



Design Thinking

« Thought Design »



IDEO

David Kelley Design
(DKD)

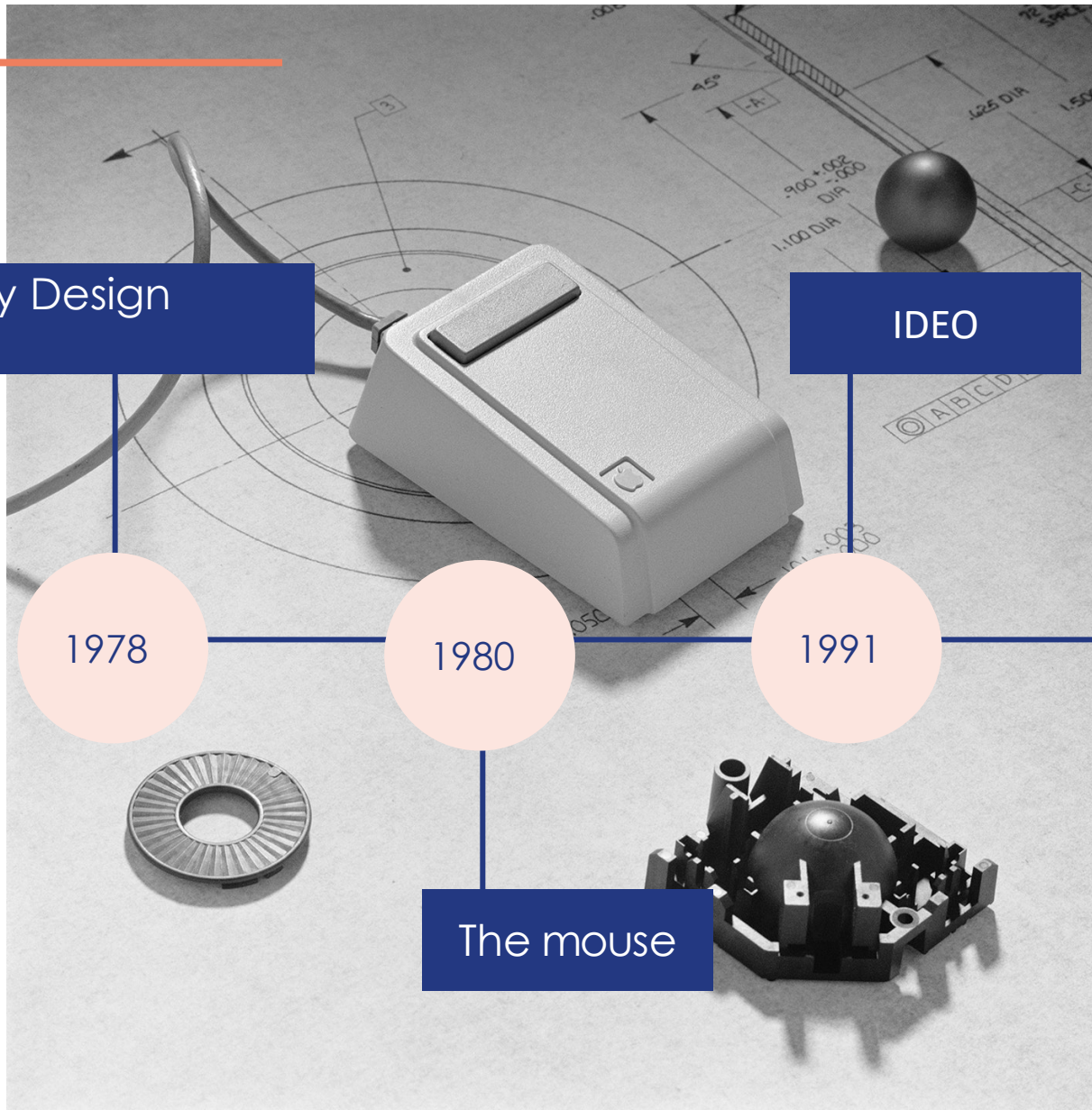
IDEO

1978

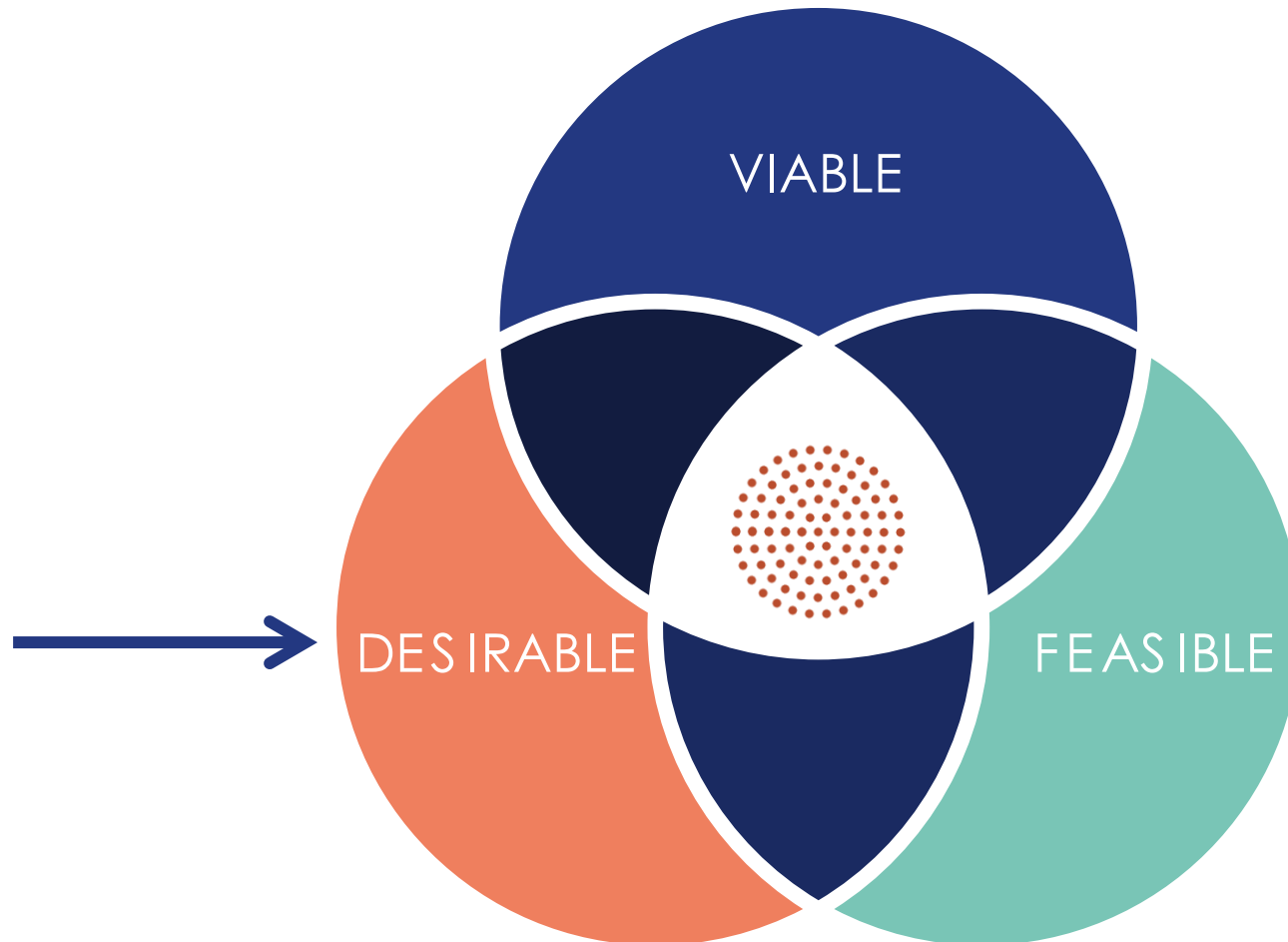
1980

1991

The mouse



IDEO



*Design thinking is a **human-centered** approach to innovation that draws on the designer's toolbox to integrate the needs of people, the possibilities of technology, and the demands of (business) success.*

— Tim Brown

Design Thinking

Why are you interested?



Médiathèque Les Capucins Brest

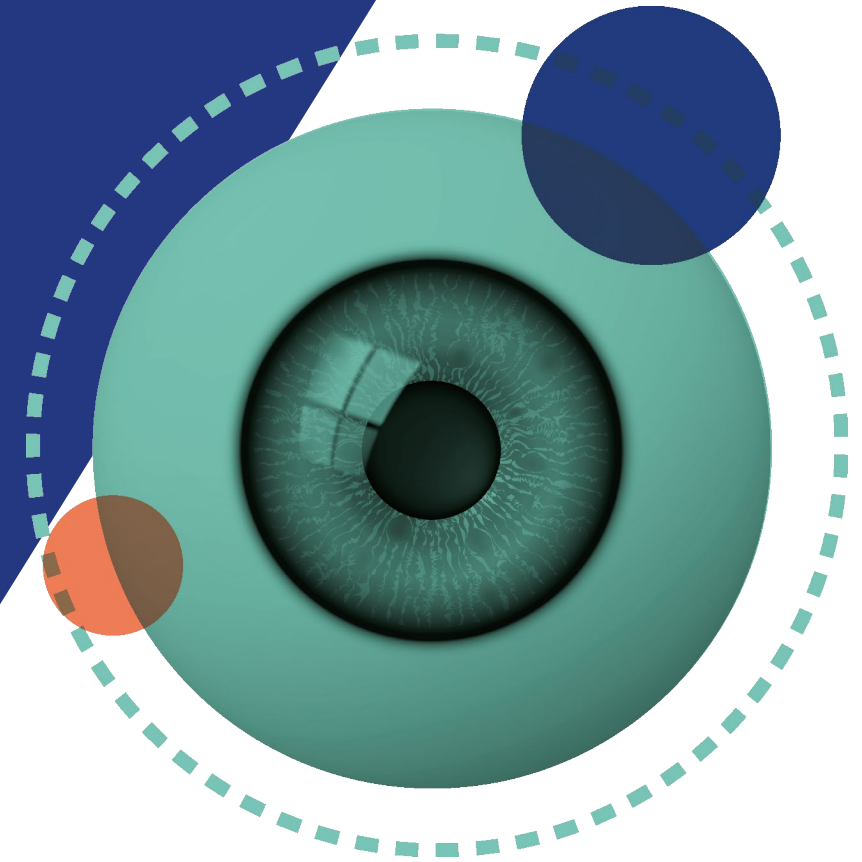


New York Public Library

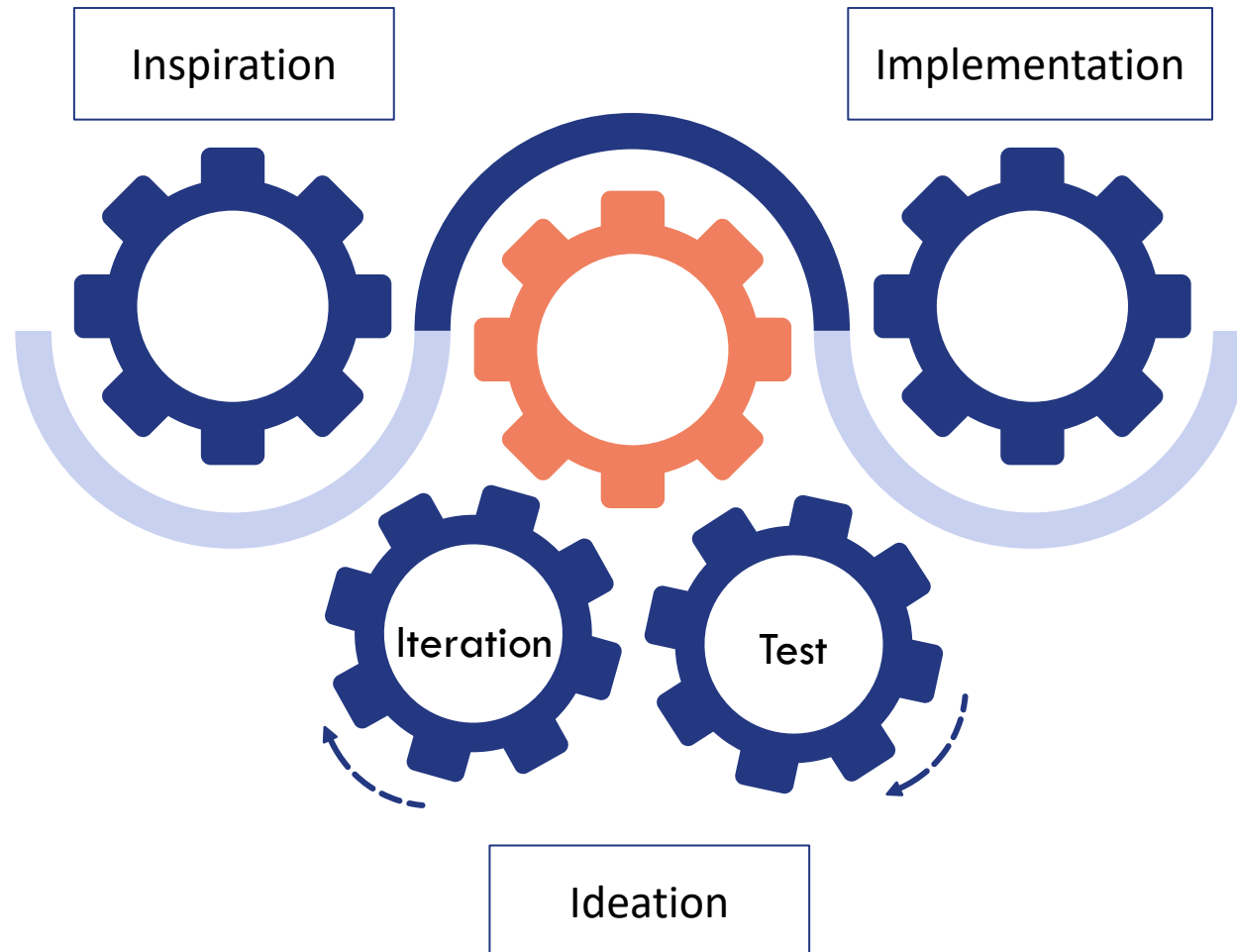
Oodi Helsinki



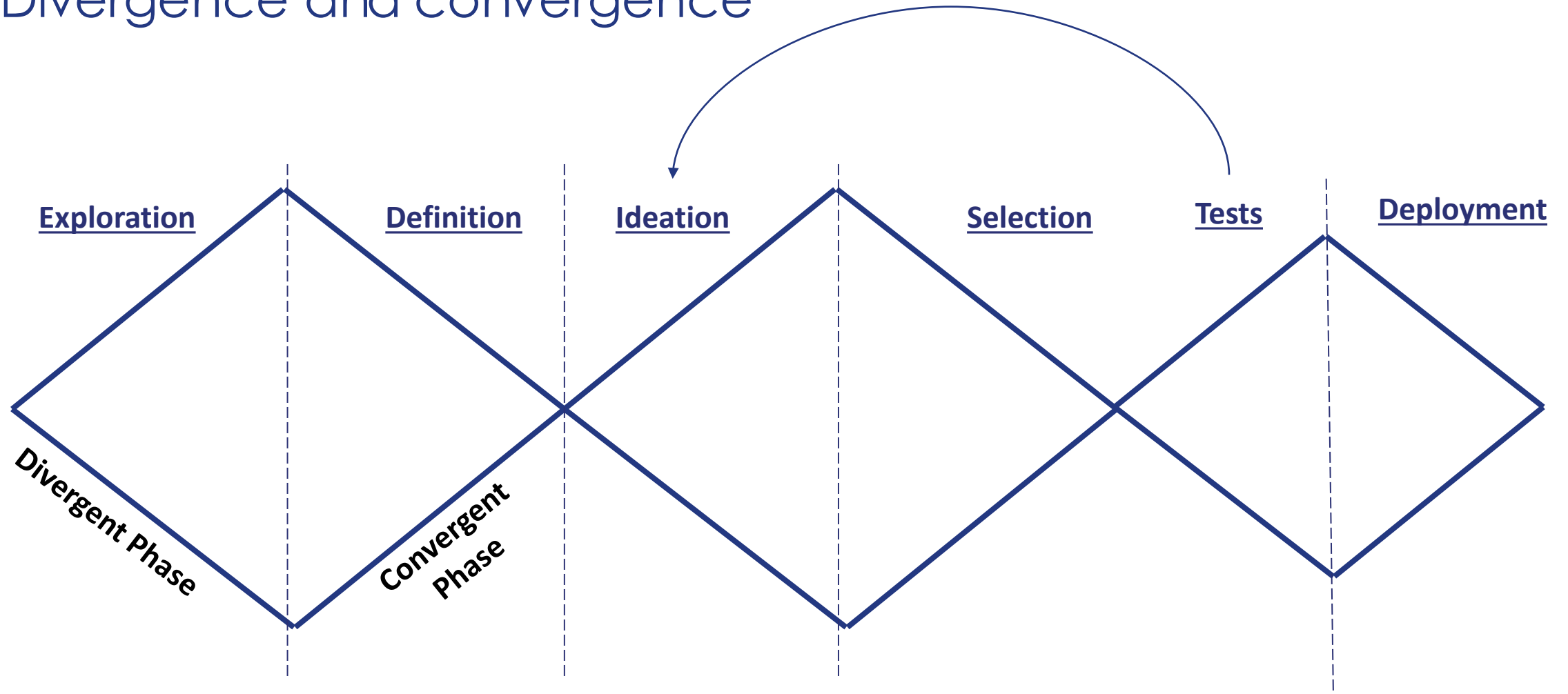
Design Thinking in detail



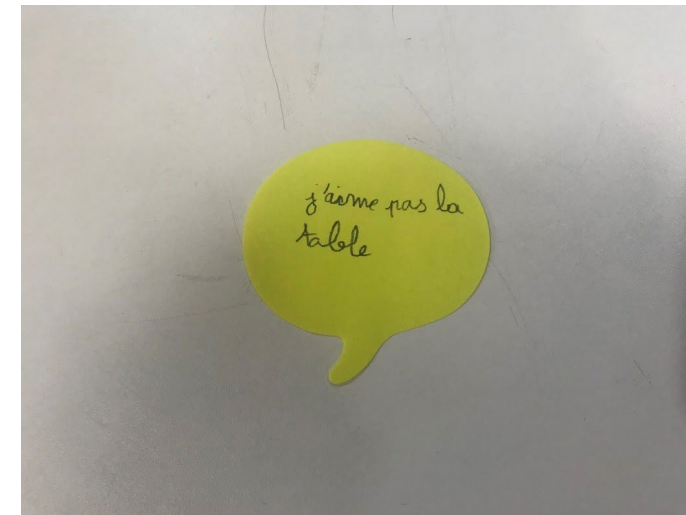
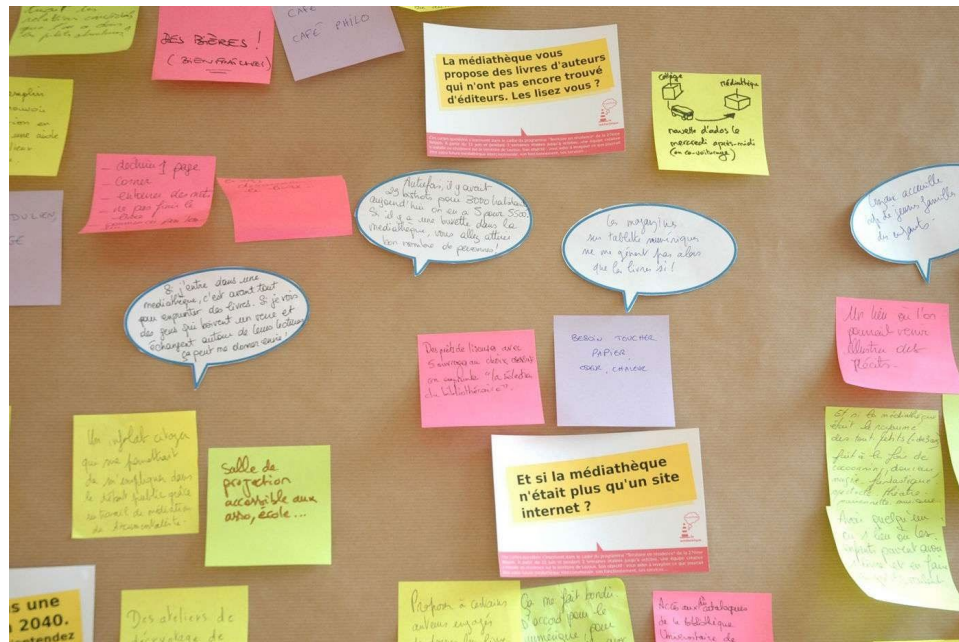
The Fundamentals of Design Thinking



Divergence and convergence



Exploration and definition



Source : <http://www.la27eregion.fr/cas-pratiques/les-nouveaux-usages-de-la-mediatheque/>

Exploration and definition

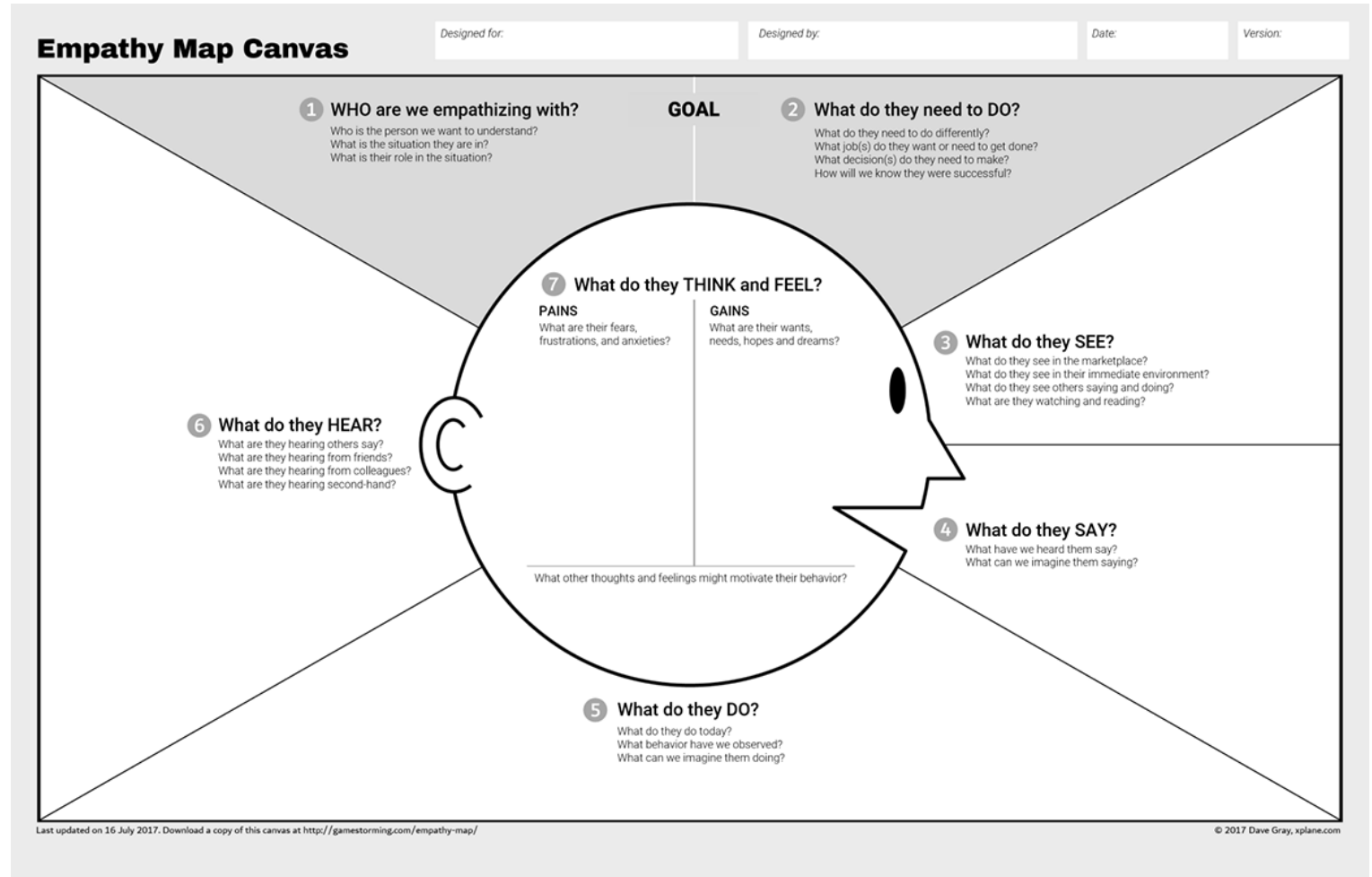


Also:

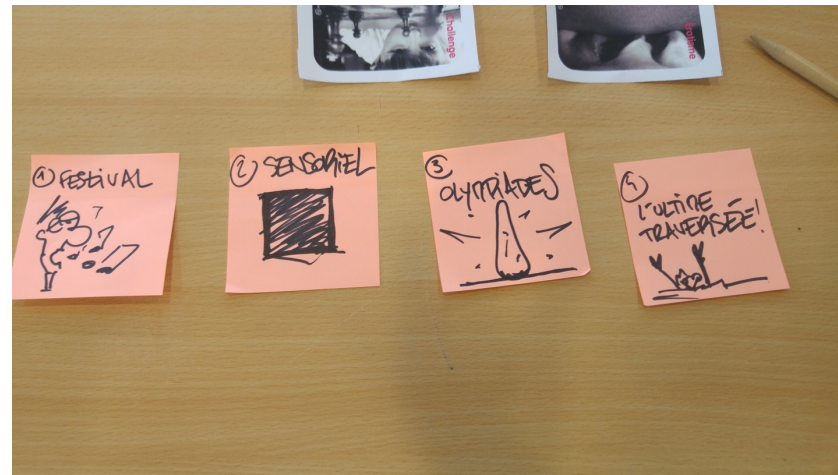
Interviews

Observation

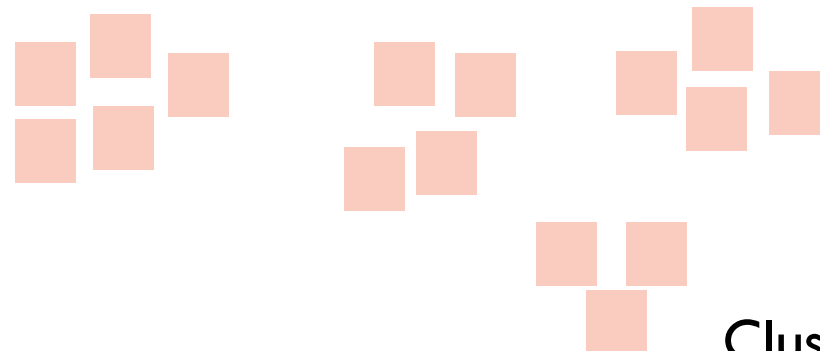
Participant observation



Ideation



1 post-it = 1 idea



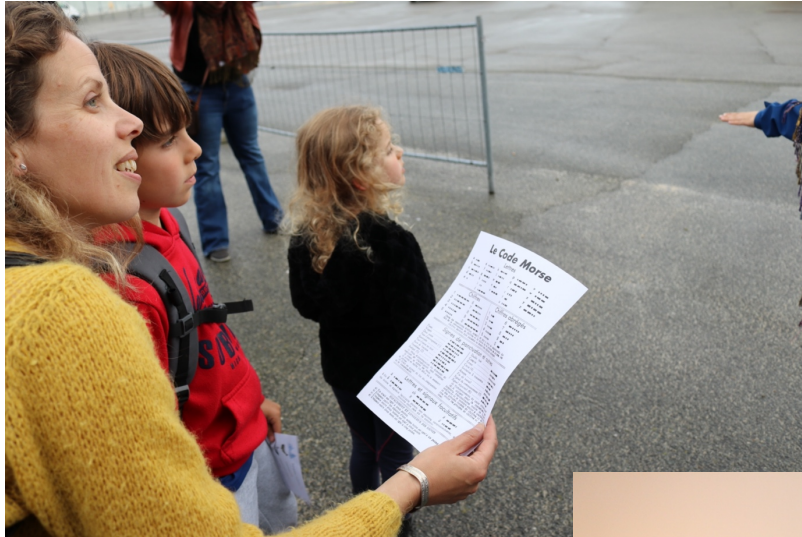
Clusters

Prototype

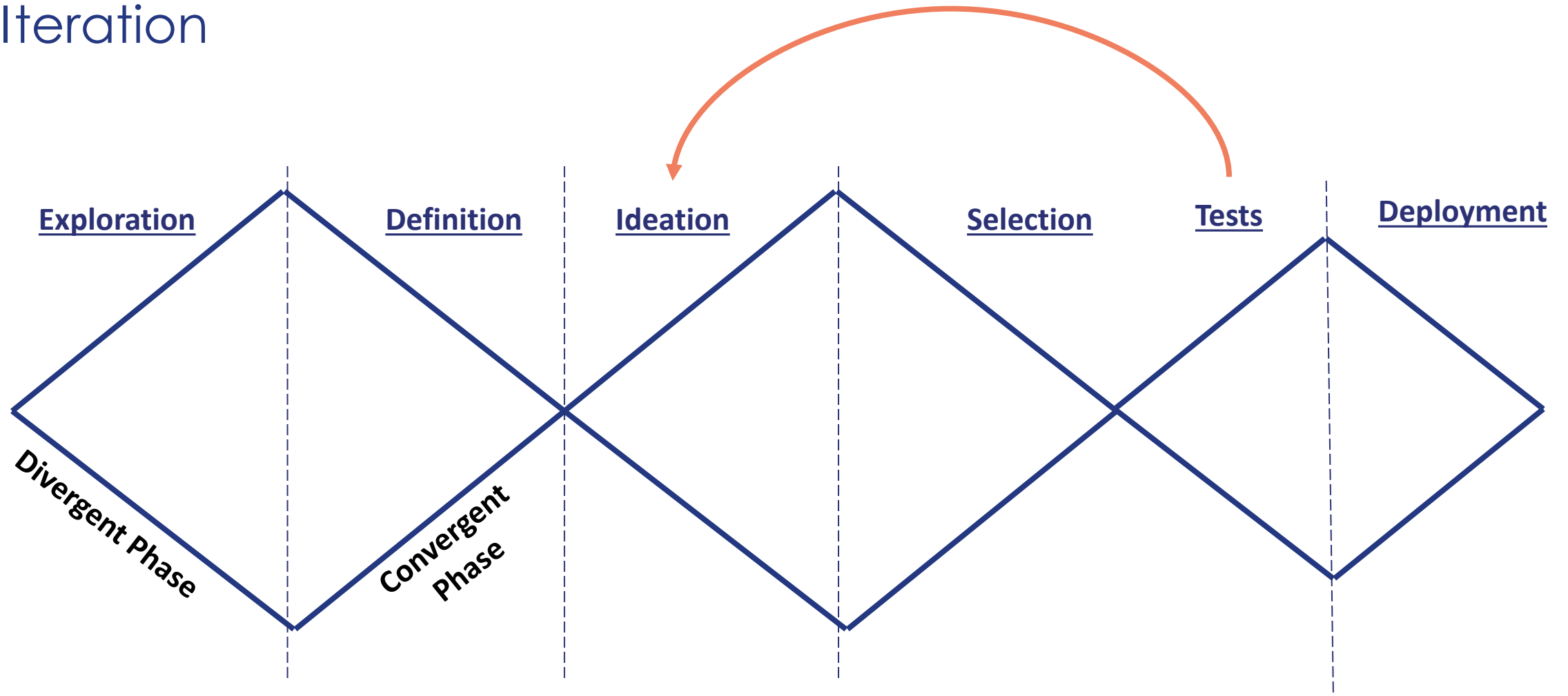


Source : <http://www.la27eregion.fr/cas-pratiques/les-nouveaux-usages-de-la-mediatheque/>

User testing



Iteration



In summary



A method of problem solving

User-centric

Borrowing designer tools

For an iterative process

Allowing a result as close as possible to uses, practices and needs

Thank you !

Strategie et action culturelle
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