

Accommodating shifting user expectations

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Overview

- The changing context
- User needs
- Library design traditions
- Design approaches
 - Planning strategies
 - Space layout – seating, collections, service points
 - Ambience
 - Signage and wayfinding





The changing context

- It's an Amazoogoogle cloudy, mobile, visual, wiki, wireless world - *In Google we trust*, Google Scholar, Google books, Amazon, Answer services
- Smart phones, laptops, netbooks, I-Pads, tablets, multiple e-readers, androids and apps for everything, large-scale printers
- Conversation is king, not content. Social media, blogs, mash-ups. Constantly connected, but connecting?
- Real and virtual resources, print, multiple formats, visual media, i-tunes, e-books (outselling print on Amazon), e-journals, YouTube, DOD and POD
- Open access, copyright? Democratization of knowledge. *Everyone is an expert*
- E-research/Interdisciplinary/trans-disciplinary/translational
- Accountability/Quality/Performance/Spiralling costs/Shrinking incomes
- New ways of doing business for libraries e.g. Collection profiles, licensing issues, bundling, outsourcing, crowdsourcing



7 ways we've digitized our world

- Books to e-books – 1 in 10 Americans owns e-reader – Ipad in classroom
- DVDs to streamed movies and television
- CDs to MP3s
- Road maps to GPS
- Photos to Flickr and Facebook
- Snail mail to email, SMS, Twitter
- Magazines and journals to online databases



<http://www.treehugger.com/files/2010/10/7-major-ways-were-digitizing-our-world-and-3-reasons-we-still-want-hardcopies.php#cb=f3fecaeae281f88&origin=http%3A%2F%2Fwww.treehugger.com%2F3173c7d5346524&relation=parent&transport=flash&frame=f307083b95d6594> (Viewed 30th July 2011)



Physical libraries under threat?

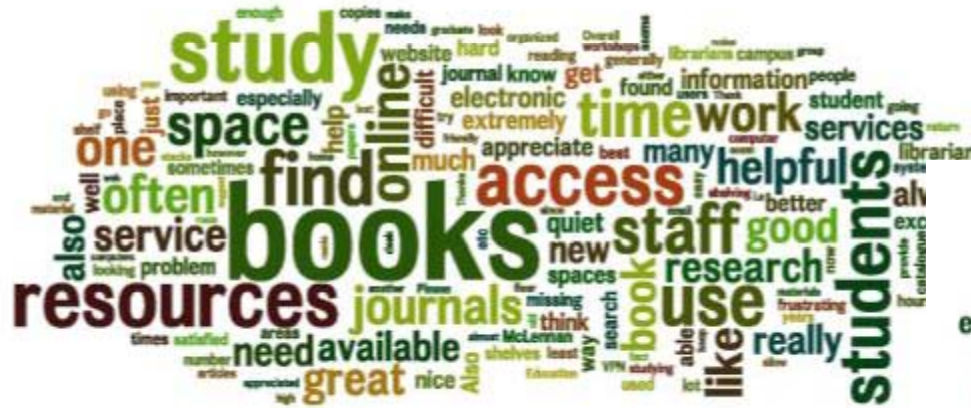
- *In New York, as in districts across the country, many school officials said they had little choice but to eliminate librarians, having already reduced administrative staff, frozen wages, shed extracurricular activities and trimmed spending on supplies. Technological advances are also changing some officials' view of librarians: as more classrooms are equipped with laptops, tablets or e-readers, Mr. Polakow-Suransky noted, students can often do research from their desks that previously might have required a library visit. "It's the way of the future," he said*



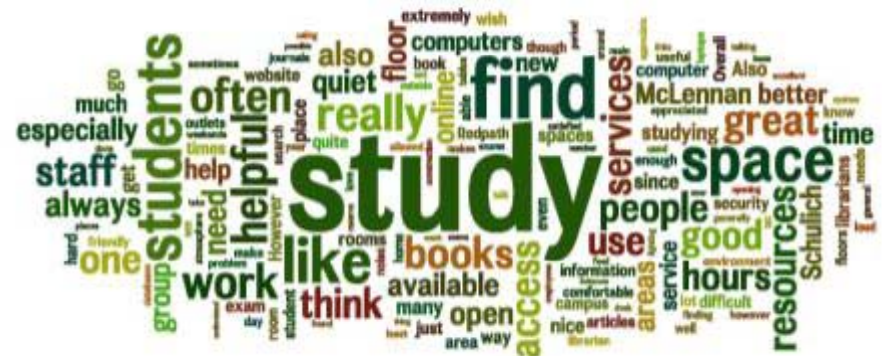
User behaviour (Lippincott)

- Doing academic work with or around their friends or classmates
- Making extensive use of technology and digital content
- Focusing on their academic work late at night and into early morning (could be any time within a 24 hour period)
- Relating to one another mediated by digital technologies, social networking media
- Accessing and using information to create new knowledge and art forms
- Socialising and learning at the same time
- Blending formal and informal learning experiences

User perspectives (McGill)



Graduate student perspective



Undergraduate perspective



Faculty perspective



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User perspectives (San Jose State University)

- Open unconfined environment
- Comfortable, reconfigurable furniture
- Functional, inspiring space
- Ubiquitous mobile technology



Chronicle / Mark Costantini



User perspectives (Özyeğin University)

- Talk with friends in the library when they want to without feeling inhibited
- Socialise in the library
- Eat and drink when they feel like it
- Work in quiet spaces when they want to and need to
- Work in groups in group study rooms
- Store personal belongings
- Use mobile phones anytime and anyplace
- Use the library anytime, i.e. 24 hour access and even sleep there

Today's screenager



- Reads 8 books per year, 2300 web pages, 1281 facebook profiles
- Writes 42 pages for a class, 500 pages e-mail
- Spends 3.5 hours online, 1.5 hours watching TV, 2.5 hours listening to music, 2 hours on mobile phone, 2 hours working, 2 hours eating, 3 hours in class, 3 hours studying and 7 hours sleeping (26.5 hours - multitasking)

(A Vision of Students Today. <http://www.youtube.com/watch?v=dGCJ46vyR9o>.
Michael Wesch and his class, Kansas State University)

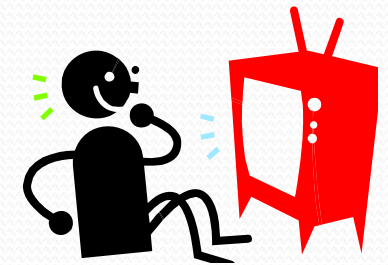
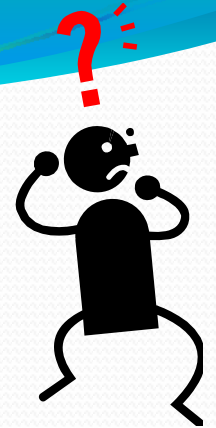
Digital natives



- Digital natives http://youtu.be/7_zzPBbXjWs
- Tap and swipe and play games, mash up everything
- Combine work and play
- Communicate through fingers, thumbs and photographs
- Collaborators
- Plug in, power up and prowl internet, competent technically but experiencing difficulty finding and evaluating information
- Need help and reassurance
- Learn from doing
- More mature users similar BUT one size does not fit all
- Readers, viewers, listeners, writers and speakers

Client behaviour

- Look and read, whether it be on paper or on a screen
- Listen, talk and communicate, through email, SMS, social networking sites and in person
- Write, type, text
- Relax, rest, learn
- Feel inspired and reflect
- Seek ideas and solutions
- Receive training
- Meet others
- Want a sense of community of being with others
- Eat and drink



In the beginning....



(<http://www.cartridgesave.co.uk/news/the-7-most-impressive-libraries-from-throughout-history/>)



Library design traditions

- Collection-centered
- Located near users – branch libraries
- Archives, museum, library combinations
- Public, private, royal
- Owner/donor/funding authority/architect driven
- Form/function/edifice complex/monuments
- Literacy/Scholars/Educational role
- Dominated by product and process
- Spaces and collections based on library generated rules/formulae
- Self service
- Learning spaces



Learning space

- We learn
 - From each other – peer to peer - collaborative
 - From experts - didactic
 - Through engagement and involvement – projects
 - Reflective – reading, writing, feedback
 - Skills, knowledge – how to and what
- Pedagogy – independent, self-directed, unstructured, structured, interactive, case studies, problem-based, group work
- Lifelong learning, distance learning,
- Learning management systems, use of technology
- Competency framework
- Linked to support and advisory services

Sources of inspiration



- Markets, Villages
- Agora
- Restaurants
- Shopping malls, department stores, specialist stores (music, videos, telecommunication, computer, bookshops)
- Airport lounges
- Entertainment venues
- Parklands, commons, community gathering spaces
- Theatres, galleries, museums
- The Apple stores

The Apple store



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New(er) design approaches

- Learning space/commons
- Knowledge mall/incubator
- Computer clubhouse
- Cyberspace, Genius Bar, Information Bar
- Information centre/place, I-place, I-space
- Resource Centre/Media Centre
- Social network
- Community hub
- Learning hub
- People place
- Integrated with other services



Cyberspace

- Front door of library is the website not the physical door
- Clear websites – avoid clicks/jargon
- Feature Google and YouTube
- Facilitate use of smart hand-held devices, social networks and access to visual media



Static Website

One Way Communication

Lecture Style

Teacher decides what information is passed on

Students disconnected-not involved

Blog

Dialogue

Collaboration

Reflection

Connection

Creation

Students "own" learning

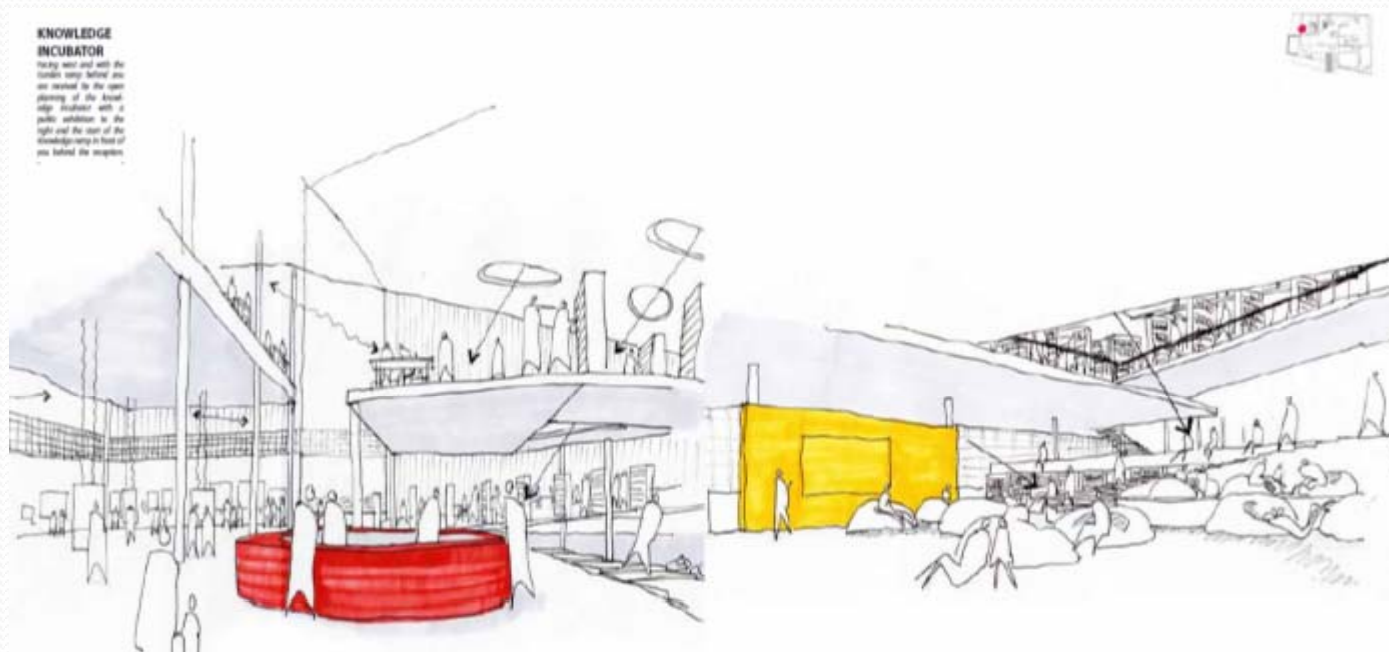
Learning Community

<http://www.techpin.com/cool-new-websites/>

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Future of the library

- <http://youtu.be/asYUIol6EtE>
- <http://youtu.be/7K-4ZFox5ic>





<http://www.activeingredient.org/pdf/Everywhere%20is%20Here%20-%202009.pdf>

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Grand Reading Room, Mansueto Library, University of Chicago



University of Aberdeen



Macquarie University Library, Sydney

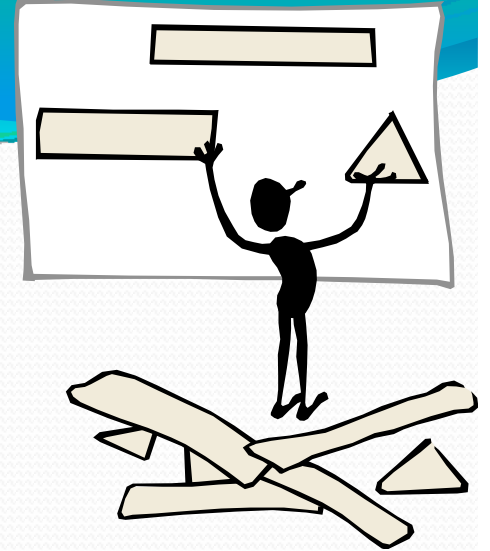
Planning strategies



- Obtain client views
- Develop concept brief and prototype. Master plan?
- Find the best, replicate, steal ideas shamelessly
- Define functions, ensure form follows function and fits environment
- Focus on flexibility, the future, sustainability, maintenance
- Support extended hours, security, occupational health and safety
- Find the “right” architect, interior designer
- Form an advisory group

Space layout

- Get the entry visible and in the right place
- Transition – *on the way to... and from ...*
- Learning/study spaces – individual/group
- Self-service cf. supermarkets
 - Loans, reserve collections, room bookings
- Specialist facilities for differently-abled
- Auditorium/classroom
- Gathering points/open space
- Exhibition/display/gallery
- Café/restaurant
- Storage (chairs etc)
- Meeting rooms/collaborative spaces
- Seating/collections/service points



Monash University (Melbourne)



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Seating

- Silent/ quiet/active
- Group study
 - Separate rooms/pods
 - Banquettes/booths
 - E-classrooms
- Specialist accommodation for graduates/Friends etc
- Carrels/tables, separated by low/high dividers in perspex/opaque
- Use of ottomans and “perching” space –not intended for lengthy periods of use
- Casual/comfortable/shaped seating
- Chairs (casters?)/high/low/ergonomic



Bond University (Gold Coast, Queensland)



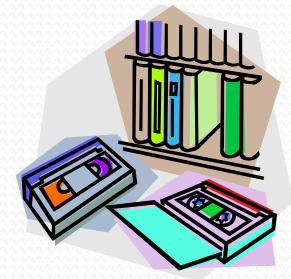
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Collections



- Integrated – avoid separation by size, format etc
- Automated retrieval systems
- Adjacent to seating, desks?
- All material in open access?
- Discard/retire little used collections – *all print low use*
- Low shelving in public spaces
- Compact shelving in open access
- Avoid kick stools – fixed stool with long handle





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Bond University (Gold Coast, Queensland)



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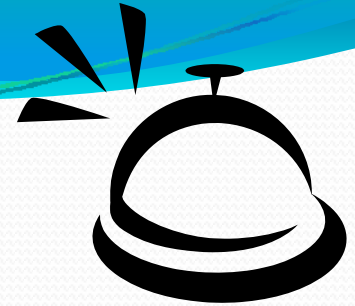
Koç University Library (Turkey)



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Service points



- Near entry but not too near
- Adjacent to collections
- Adjacent to computers
- Integrated single service point? HELP of all kinds
- Sit down/stand up
- Integrate some elements of self-service?
- Desks/roving staff

McGill University (Montreal, Canada)



The technology

- Fixed computers
 - Standing room only
 - In rooms/on desks
- Laptops/e-book devices/Ipods/IPads – loan
- Power points everywhere for plug in laptops/charging
- Large screens near entry for messaging/communication/interactivity
- Power to desks/tables
- Scanners, printers, high end multimedia
- Maximize use of mobile devices
- Wireless
- Servers
- Production facilities



Bilgi University Library (Turkey)



Kadir Has University Library (Turkey)



McGill University (Montreal, Canada)



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Ambience

- Quiet, relaxing... vibrant
- Colour – themed
- Plants – “green”, encourage appropriate client behaviour
- Lighting - on shelves/desks, up-lighting
- Fabrics, fittings and furniture
- Art works
- Eating? Drinking? Approved cup
- Materials used e.g. timber, glass
- Flooring – carpet tiles, timber, vinyl etc.
- Soundproofing
- Student initiated recycling program
 - In collaboration with Facilities, University Services and Library
 - Removed all garbage bins
 - Train out students on proper recycling approach
- WOW factor



Brisbane City Council



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University of Queensland (Brisbane)



University of Queensland (Ipswich campus)



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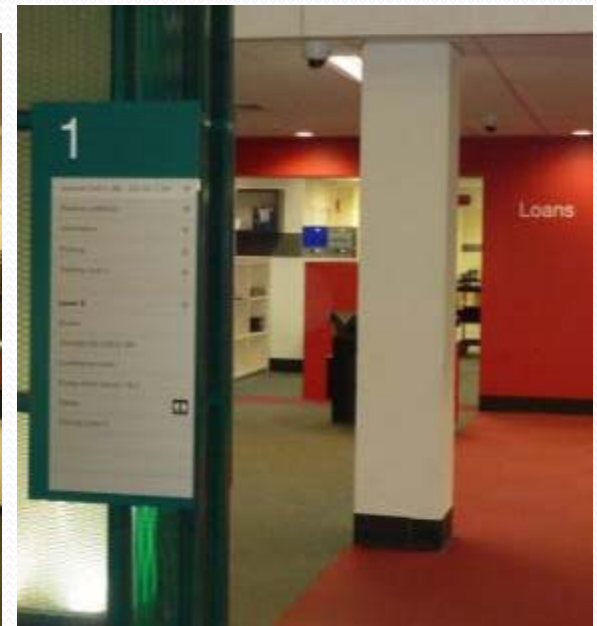
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Signage and wayfinding

- Going to .../At...
- Badge and brand everything
- Use screens
- Language
- Colour coding
- Consistency
- Avoid jargon
- Signage cannot correct planning errors
- Manners – please/NO...



Signage



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Library design showcase 2011

- Enhanced functionality
- Material matters
- Sustainable construction
- Navigation and colour
- Children's and teens' spaces
- Reclamation and renovation
- Design details
- Outdoor connections
- Community living rooms
- <http://americanlibrariesmagazine.org/librarydesign11>



Questions and Discussion

