Using Service Blueprinting as a Tool for Service Assessment

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Agenda

1. Introduction to service design & service blueprinting (20 minutes)
2. Service blueprinting in libraries (20 minutes)
3. Create your own blueprint (30 minutes)
4. Debrief (10 minutes)
Why are you here today?
What do you hope to get out of this workshop?
Service Design
What is Service Design?

“Service design is a holistic, co-creative, and user-centered approach to understanding customer behavior for the creation or refining of services”

(Marquez & Downey, 2015, para. 7)
Service design examples

- Service design used across industries & sectors
- Can be used for service creation or assessment
- Defining features:
  - Holistic
  - Co-creative
  - User centred
  - Iterative

*Ideal for complex service environments*
Experience Map for Rail Europe | August 2014

Experience map
User journey map

Goal: Locate and use a scanner
Think about a service problem that you've experienced recently.

Why do you think this problem exists?

Can you think of some possible road blockers (e.g., systems, people, timing, budget, etc.)?

(5 minutes)
Service Blueprinting
Service blueprinting

Gain a holistic understanding of how users experience your services

- Includes all service touch points: both in-person and online
- Understand both highlights and pain points
- Cuts through departmental silos
- Visualize underlying processes, policies, and systems
- “A blueprint is not just an artifact; it is a means to drive change.”
Why use the service blueprint method?

Holistic service inquiry and assessment

- Your service is more than the end-to-end experience
- Exposes surface-to-core information about your service
- Ideal for cross-channel services with multiple touchpoints
- Opportunity for team work
- Produces artifact
Students experiencing issues with retrieving articles online

"Sometimes finding an online article using the catalogue is frustrating. There will be a link for the article, but when I click that link the article will be unavailable." - Undergraduate student, 2016 LibQUAL
Second year iSchool graduate student, familiar with the library’s website and resources, searches for a known journal article by title from off campus.

Steps:
1. User is prepared to search with article citation.
2. Goes to library’s homepage from address bar, searches by title.
3. Sees search results page for article title.
4. Sees article title in the "Articles" card. Clicks.
5. Lands on "Get It!" page with suggestions for access via journal websites.
6. Sees only the links to the journal’s website.
7. Clicks on "Journal Website."" Doesn’t find article.
8. Enters UTOPRId into off campus login.
9. Scans journal website. Doesn’t find article. Refines search by adding “PDF.”
10. Can’t find in Google. Returns to library website.
11. Looks for an advanced search option.
12. Searches again from homepage and lands on the same "Get It!" page.

Touchpoints:
- Sylabus
- Search box on homepage
- Search results page
- Get it page
- Google
- Library website homepage
- User becomes frustrated.

Pages/sentiment:
- Overwhelmed.
- "Too many options on page."
- "Maybe this is the right article."
- "Why didn’t it go to Summon?"
- "I guess the article isn’t here."
- "Can’t find advanced search."
- "This is the same page as before."

Systems:
- Blackboard
- Drupal
- Multi-search
- Summon
- Get it Digital rights
- Shibboleth
- Serial Solutions

Policies:
- Digital rights info mandated
- Rights are missing the "all advanced search."
- Doesn’t want to contact library
- User blames self for failed search

Opportunity: Redesign Get It Page

Key tasks of improved Get It page:
1. Communicate article availability.
2. Help users access available content.
3. Improve search completion rate.

Key insights:
1. Add copy confirming that: the user is in the right place; the library carries the article; and the next steps required to get the article.
2. Consolidate contact information. Currently six links on this page to contact the library. Decide which contact points are most relevant for this part of the user’s journey; include only those links.
3. Relocate digital rights information. Move the permitted uses bar further down the page. Users first require the bibliographic information to complete their search on the journal website.

Information sources:
- Focus group:
  - ITS JIRA tickets
  - Reference desk data and staff observations
  - Reference email questions
  - Observation - graduate students’ search behaviour
- Informal interviews - ITS staff involved in Get It page design and maintenance
The service blueprinting process

1. Explore the opportunity space
2. Choose your scenario
3. Blueprint your scenario
4. Collect critical moments and ideas
5. Identify themes
6. Take action
Blueprint layers

- Step definition
- Touchpoint
- Actor
- System
- Observation/Fact
- Metric / Data
- Policy / Rule
- Follow up questions
- Critical moment
- Idea

Other things to include:
- Title
- Set the scene with an example scenario
- Cite your data
- Call out recommendations
Service Blueprinting Activity
In the handout, read the scenario and follow the steps to complete the blueprint

- Discuss the scenario together, thinking through the issues, actors, and other layers
- Complete an assessment service blueprint using paper and post it notes (provided)
- Create 3-5 recommendations from the blueprint

Steps to guiding your blueprinting activity

1. Create a statement that represents the scenario, from the users' perspective
2. Build out a typical user journey, end to end
3. Work through the blueprinting layers, end to end
4. Review your steps and fill in any missing pieces
5. Analyze your blueprint and identify the pain points
6. Build recommendations based on your pain points
Second year iSchool graduate student, familiar with the library’s website and resources, searches for a known journal article by title from off campus

Time: approx. 10 minutes to complete

Steps:
1. User is prepared to search with article citation.
2. Goes to library’s homepage from address bar, searches by title.
3. Sees article title in the “Articles” card. Clicks.
4. Lands on “Get It” page with suggestions for access via journal websites.
5. Sees only the links to the journal’s website. Clicks on “Journal Website.”
6. Enters UTORid into off campus log-in.
7. Scans journal website. Doesn’t find article.
8. Opens Google in a new tab and searches by article title.
9. Scans results and doesn’t see article. Refines search by adding “PDF.”
10. Can’t find in Google. Returns to library website. Looks for an advanced search option.
11. Searches again from homepage and lands on the same “Get It” page.
12. Quits search.

Touchpoints:
- Syllabus
- Search box on homepage
- Search results page
- Get It page
- UofT log-in page
- Library website homepage
- Get It page

Event:
- Overwhelmed.
- “Too many options on page.”
- Unsure:
  - “Maybe this is the right article?”
- Confused:
  - “Why didn’t I go to Summon?”
- Disappointed:
  - “I thought the article was here.”
- Confused:
  - “I can’t find advanced search.”
- Frustrated:
  - “This is the same page as before.”
- Nervous:
  - “I guess I’ll ask someone in class.”

Systems:
- Blackboard
- Drupal
- Multi-search
- Summon
- Get It Digital rights
- Shibboleth
- Serial Solutions
- Drupal Multi-search
- Multi-search
- Get It Digital rights

Key tasks of improved Get It page:
1. Edit content and emphasize action messaging.
2. Add copy confirming that the user is in the right place; the library carries the article; and the next steps required to get the article.
3. Consolidate contact information currently six links on this page to contact the library. Decide which contact points are most relevant for this part of the user’s journey; include only those links.
4. Relocate digital rights information. Move the “Permitted Uses” bar further down the page. Users first require the bibliographic information to complete their search on the journal website.

Information sources:
- User feedback:
- ITS JIRA tickets
- Reference desk data and staff observations
- Reference email questions
- Observation - graduate students’ search behaviour
- Information interviews - ITS staff involved in Get It page design and maintenance
Reflect with your group

- What are your overall impressions of the blueprinting activity?
- What did you like about the activity?
- What were some challenges?
- Did anything surprise you (e.g. findings, multifaceted problems, amount of actors, etc)?
- Is this something that you use in the future?
Share findings

- What did your blueprinting process look like?
- What recommendations came out of the blueprint?
- What was one highlight and one pain point of the activity?
Sources

- Practical Service Design
- Practical Blueprinting Guide and Facilitator Guide
- Tools and Templates
- Introduction to Service Blueprinting Online Course
- Service Design: An Introduction to a Holistic Assessment Methodology of Library Services
- Practical Service Design Slack team
Contact us

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