Transforming the library - the human-centered way!
DESIGN THINKING

Design thinking is about accelerating innovation to create better solutions to the challenges we meet!
It always start with the users!
Get it now! www.designthinkingforlibraries.com
#designthinkingforlibraries
LEARN ABOUT THE WORLD

MAKE THE IDEAS REAL

HAVE SOME IDEAS
LEARN ABOUT THE WORLD

Observe behavior
Document
Ask: why?
Develop empathy
HAVE SOME IDEAS

Brainstorm
To have a good idea, first have a lot of ideas!
MAKE THE IDEAS REAL

Prototype early!
SKAL DU I GANG MED EN STØRRE OPGAVE?

LÅN EN BIBLIOTEKAR TIL 45 MINUTTERS PERSONLIG BETJENING

DU BESTILLER LIGE HER =)
LEARN ABOUT THE WORLD

MAKE THE IDEAS REAL

HAVE SOME IDEAS
LESSONS LEARNED
Are we solving the right problem?
Behaviors
- habits
- routines
- identity
- journeys
- patterns
- rituals

Demographics
- neighborhoods
- communities
- income level
- schools
- age
- gender

02 BEHAVIORS, NOT DEMOGRAPHICS

Leaning on behaviors instead of demographics to define a target group may seem unfamiliar, but it is the behaviors of users that produce rich, actionable fodder for design.
Innovation is not always brand new!
And a lot more!
Stay tuned on the website – Spanish version and more stuff on the way!
Hope to see you in Aarhus, Denmark

Opening this summer
www.dokk1.dk
#dokk1

International opening at Next Library Festival
www.nextlibrary.net
#nextlibrary2015