

Kā mēs varētu?... ...dizaina domāšana bibliotēkās

Baiba Holma

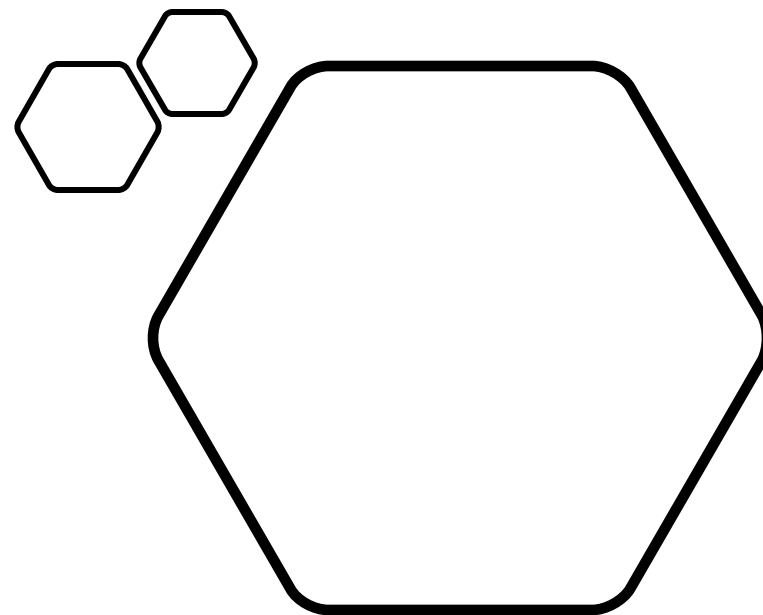
Latvijas Universitāte

Sociālo zinātņu fakultāte

Informācijas un bibliotēku studiju nodaļa



- Ievads
- Kas ir dizaina domāšana?
- Kā dizaina domāšana var noderēt bibliotēkās?



Ievads

🏠 Home › European Projects › Daily innovators and daily educators in the librari..

Daily innovators and daily educators in the libraries

Start date: Sep 1, 2015, **End date:** Aug 31, 2018

PROJECT FINISHED

The project 'Daily innovators and daily educators in the libraries' aims at the preparation of supportive educational ecosystem for adult learners, with special regard to those living in the areas/districts having poor access to lifelong learning programs and recent cultural developments, as well as to those belonging to groups in danger of social exclusion (such as: unemployed, immigrants, elderly or disabled people). The core of the project infrastructure is a library - a trusted place, a space between the two usual social environments of home and the workplace. Librarians and other local cultural activists, due to their hitherto experience and project achievements, will be expanding their roles and raising their qualifications of local cultural educators for the adult library users. The model and educational materials elaborated within the project will upgrade local



Mācību materiāli par dizaina domāšanu



RADOŠUMS

PROJEKTA „IZGLĪTOTĀJI UN INOVATORI BIBLIOTĒKĀS” (DIDEL)
mācību materiālu komplekts

RADOŠUMS – TĒMA NR. 3

Dizaina domāšana bibliotēkā

Kopsavilkums:

Šajā materiālā skaidrots, kas ir dizaina domāšana un kā šis jēdziens attīstās. Aprakstīti dažādi dizaina domāšanas modeļi un kā tos iespējams izmantot jaunu pakalpojumu izveidošanai bibliotēkā.

Materiāls ieteicams bibliotēku vadītājiem un bibliotekāriem, kas interesējas par dizaina domāšanu kā radošas problēmu risināšanas metodi.

Šī tēma palīdzēs apgūt:

- Kas ir dizaina domāšana un kāpēc tā ir svarīga sociālajās inovācijās;
- Kas ir atšķirīgā (citādā) domāšana un kas ir plūstošā domāšana;
- Dizaina domāšanas posmi un dažādi modeļi;
- Kā attīstīt un izmantot dizaina domāšanas metodoloģiju bibliotēkās.

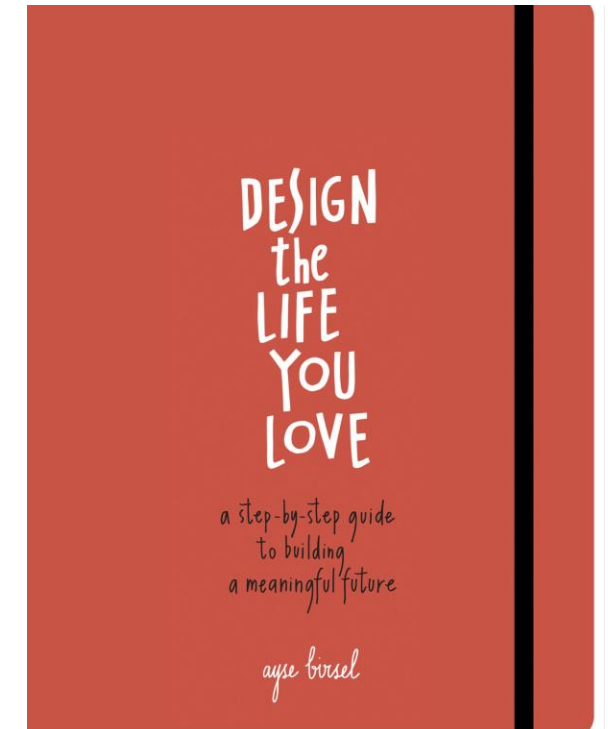
Kas ir dizaina domāšana?

Dizaina domāšana ir radošs problēmrisināšanas process, kas cilvēkiem palīdz rast jēgpilnus risinājumus un attīstīt inovācijas. Dizaina domāšanas būtība slēpjas spējā paskatīties uz situāciju no kāda cita cilvēka skatu punkta un pārbaudīt, kā risinājums varētu darboties.

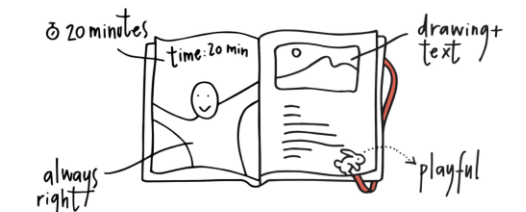
DIDEL CREATIVITY PACKAGE – ISSUE NO. 3 (EDUCATIONAL MATERIALS)

Title:	Design thinking in the library
Summary:	This material is dedicated to explaining what design thinking is, and how this concept develops. Various models of design thinking are described and the material explains how they can be used in libraries for development of new services. The material is recommended for library managers and librarians who are interested in design thinking as a methodology for creative problem-solving.
Objectives:	This issue will help you to learn: • what design thinking is and why it is important; • what divergent thinking and convergent thinking are; • the phases and various models of design thinking; • how to develop and use design thinking methodology in libraries.
Introduction:	What is design thinking? Design thinking is a creative, problem-solving process which helps people to find meaningful solutions and develop innovation. The main idea of design thinking is the ability to see a situation from someone else's point of view, and to test it out to check how the solution will work for them. Therefore, an essential skill in design process is empathy: the ability to understand other people's feelings and needs. According to David Kelley (the founder and chairman of the global design and innovation company, IDEO), the measure for design thinking is "need finding", which means "figuring out the kind of human needs that were worth working on and then doing the problem-solving".

levads



HOW TO USE THIS BOOK



20 Minutes

Do 20 minutes or so and then take a break. Come back later or the next day.

Always Right

There are no wrong answers here, only your answers.

Draw and Write

You don't have to draw like Picasso, but just draw.

Playful

Play when you're designing in this book. Like a child. Don't forget that this rabbit will be your reminder!

levads



A high-angle photograph of a person walking away from the camera on a dirt path. The person is wearing a dark jacket and carrying a red and white bag. The path is bordered by green grass and a paved walkway. In the background, there are trees, a bench, and a fence. The scene is brightly lit, suggesting a sunny day.

Lietotāja pieredze

Dizains



Kas ir dizaina domāšana?

Dizaina domāšana

- Domāšanas pieeja / uztveres veids
- DD pamatprincipi
- Metožu un rīku kopums
- **Process** (risinājumu meklēšana problēmām) un **attieksme** (kā to dara; centrā – cilvēks (lietotājs))

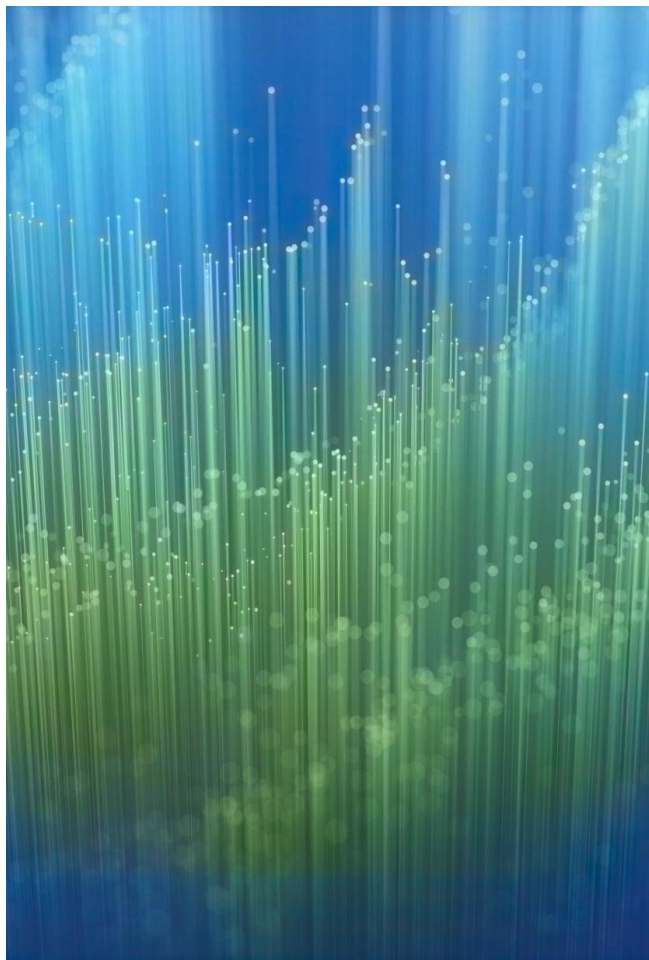


Dizaina domāšana

- Dizaina domāšana ir **radošs problēmrisināšanas process**, kas cilvēkiem palīdz rast **jēgpilnus risinājumus** un attīstīt **inovācijas**.
- Dizaina domāšanas būtība **slēpjas spējā paskatīties uz situāciju no kāda cita cilvēka skatupunkta un pārbaudīt kā risinājums varētu darboties** (*"kā mēs varētu..., kā būtu, ja mēs to darītu šādi....?"*)
- To izmanto, lai kādas **lietas vai procesus** vienkāršotu, padarītu intuitīvākus, **cilvēkam** draudzīgākus un patīkamākus (**uzlabotu, pilnveidotu**) vai arī izstrādātu kaut ko pilnīgu **jaunu**

Dizaina domāšana vs tradicionāla (analītiskā) domāšana

- Dizaina domāšanai vairāk raksturīgi **vizuālie, skicēšanas un prototipēšanas rīki**.
- Dizaina domāšana balstās uz **novērošanu un atvērtību, neizdošanās pieņemšanu**, kā arī **nedrošību un nenoteiktību**.
- Tā attīstās no **sadarbības, emocijām un subjektivitātes**, bet tajā pašā laikā izmanto **racionālus un konstruktīvus argumentus**.



Dizaina domāšana

Pieeja problēmu risināšanai,

mēģinot izprast cilvēku
vajadzības

un sintezējot idejas, lai atrisinātu
šīs problēmas kontekstā



Empātija

(problēmas konteksta izprašanai)

Radošums

(ideju ģenerēšanai)

Racionalitāte

(lai analizētu risinājumu piemērotību kontekstam)

Cilvēku vajadzības un problēmas

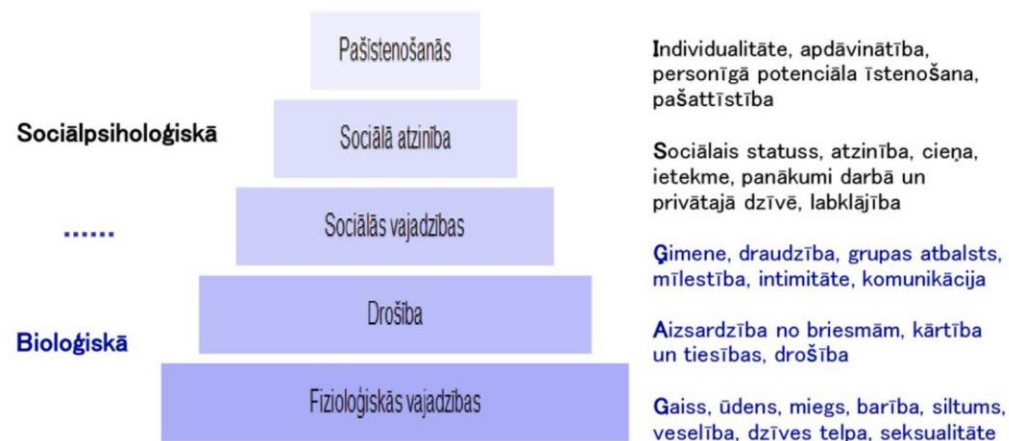
Problēma – plaisa starp pašreizējo situāciju un vēlamo situāciju

Neapmierinātība, traucēkli....>>> neapmierināta, daļēji apmierināta
kāda no cilvēka vajadzībām

Vajadzības – nepieciešamais cilvēka eksistencei (izdzīvošanai) un dzīvošanai

Cilvēka kā bioloģiskas, sociālas, garīgas būtnes vajadzības

Vajadzību apmierināšana – pakalpojumu, produktu iegāde utt.



A. Maslova vajadzību hierarhija*

Maslow, A.H. (1943). A Theory of Human Motivation, *Psychological Review* 50:370-396.

Avots: Apmācību modulis 1 Integrētā piekrastes pārvaldība un komunikācija.
Izgūts <https://slideplayer.com/slide/14143967/>

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

SOURCE © 2015 BAIN & COMPANY INC.
FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016

© HBR.ORG

The Elements of Value

Measuring—and delivering—what consumers really want by
Eric Almquist, John Senior, and Nicolas Bloch

From the Magazine (September 2016)

- Vienkāršas problēmas
- Sarežģītas problēmas
- Grūti aptveramas (wicked) problēmas

	SIMPLE Problems	you take a Formulaic approach.
	COMPLEX Problems	you take a Systematic approach.
	WICKED Problems	For Wicked problems you take a Creative approach.



Problēmas / izaicinājumi

Grūti aptveramas (wicked) problēmas

- Nav iespējams tikai viens skaidrs risinājums
- Risinājums var noderēt tikai konkrētā situācijā un var nebūt vispārināms
- Risinājumu meklēšana var būt bez nobeiguma
- Prasa vairāku skatpunktu iesaisti (starpdisciplinārs risinājums)
- ...
- Piemēri: nabadzība, izglītības programmas, dabas aizsardzība....

Empātija

- Emocionālais intelekts
- Spēja izprast cita vajadzības
- Vēlme iedziļināties otra cilvēka izjūtās, pieredzē



Ikea, krēsls



Alvars Alto. Paimio krēsls (Paimio sanatorija Somijā) tuberkulozes slimniekiem



THE EYE

Kids Were Terrified of Getting MRIs. Then One Man Figured Out a Better Way.

By TOM KELLEY and DAVID KELLEY OCT 18, 2013 • 11:00 AM



GE's Adventure Series redesigns imaging equipment including MRIs, X-ray machines and CT scanners like the pirate-themed machine pictured here to make the procedures less scary for kids.

Photo courtesy Children's Hospital of Pittsburgh of UPMC

Doug Dietz, a designer at GE Healthcare.

**Nīderlandē uztaisīja šādus 600 tiltus, lai
dzīvnieki varētu
šķērsot ceļu. Aplausi nīderlandiešiem!**

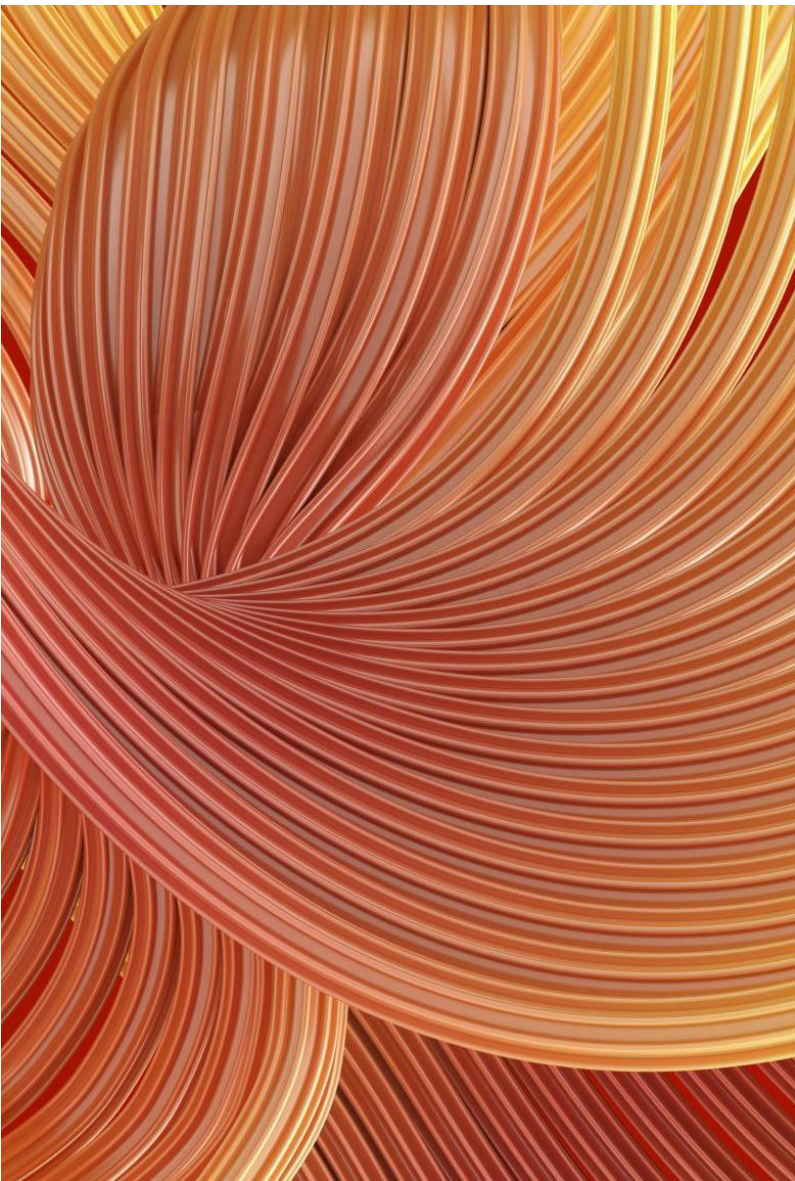




Radošums

Spēja radīt kaut ko jaunu (inovācijas)

- Jaunu ideju radīšana
 - Jauni risinājumi, jaunas formas
 - Jaunas metodes
 - Jaunas ierīces
 - Jauns māksliniecisks objekts
-
- Radošumu var veicināt (vingrinājumi (*originalitātei, daudzveidībai, brīvai plūstamībai*), vide, darbības)



Pamatprincipi

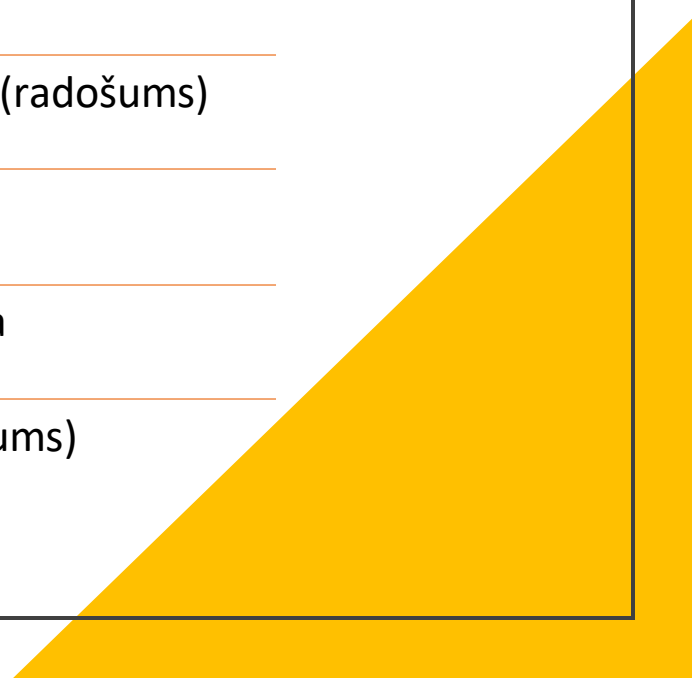
Uz cilvēku orientēta (empātija, metodes un rīki)

Alternatīvu risinājumu meklēšana (radošums)

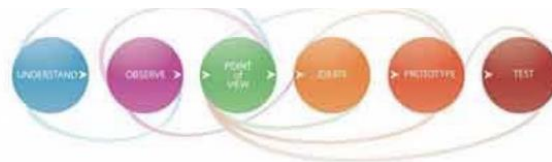
Kļūdu pieņemšana un atzīšana

Atkārtošana (iterācija), uzlabošana

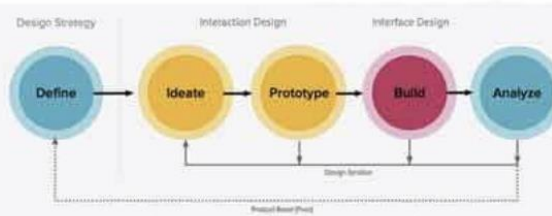
Spēles prieks un vieglums (rotaļīgums)



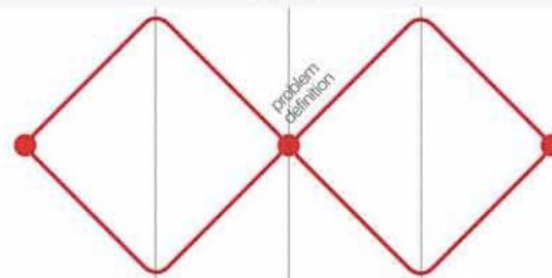
Stanford D.School
Design Thinking



Zurb design thinking
Model



The Double Diamond Diagram
by the Design Council



IBM Design Thinking
Model



The Google Design
Sprint Process



Modeļi

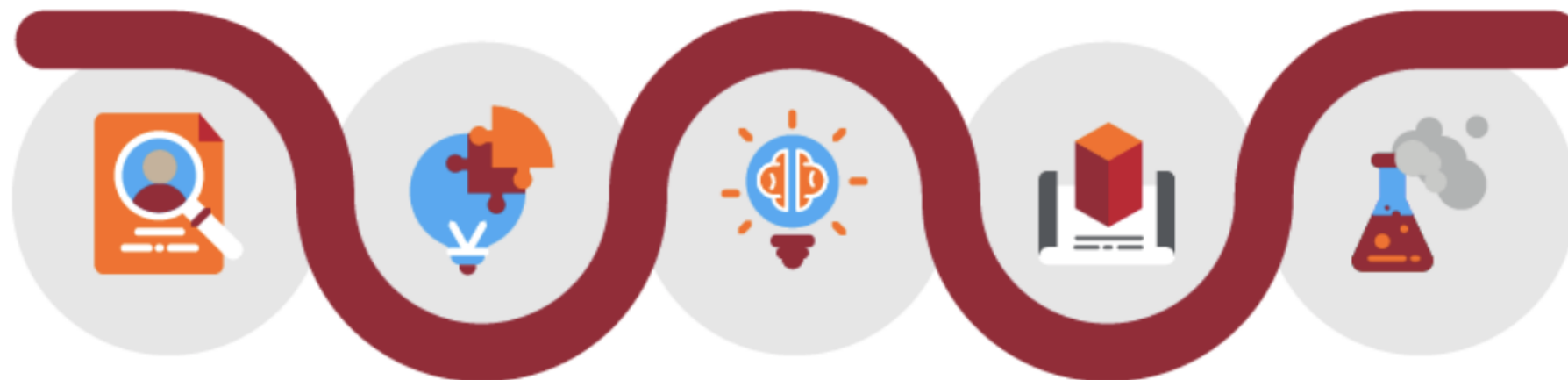
ASV

Lielbritānija

Nīderlande

Vācija

...



Izpēte

**Problēmu
definēšana**

**Ideju
izstrāde**

Prototipēšana

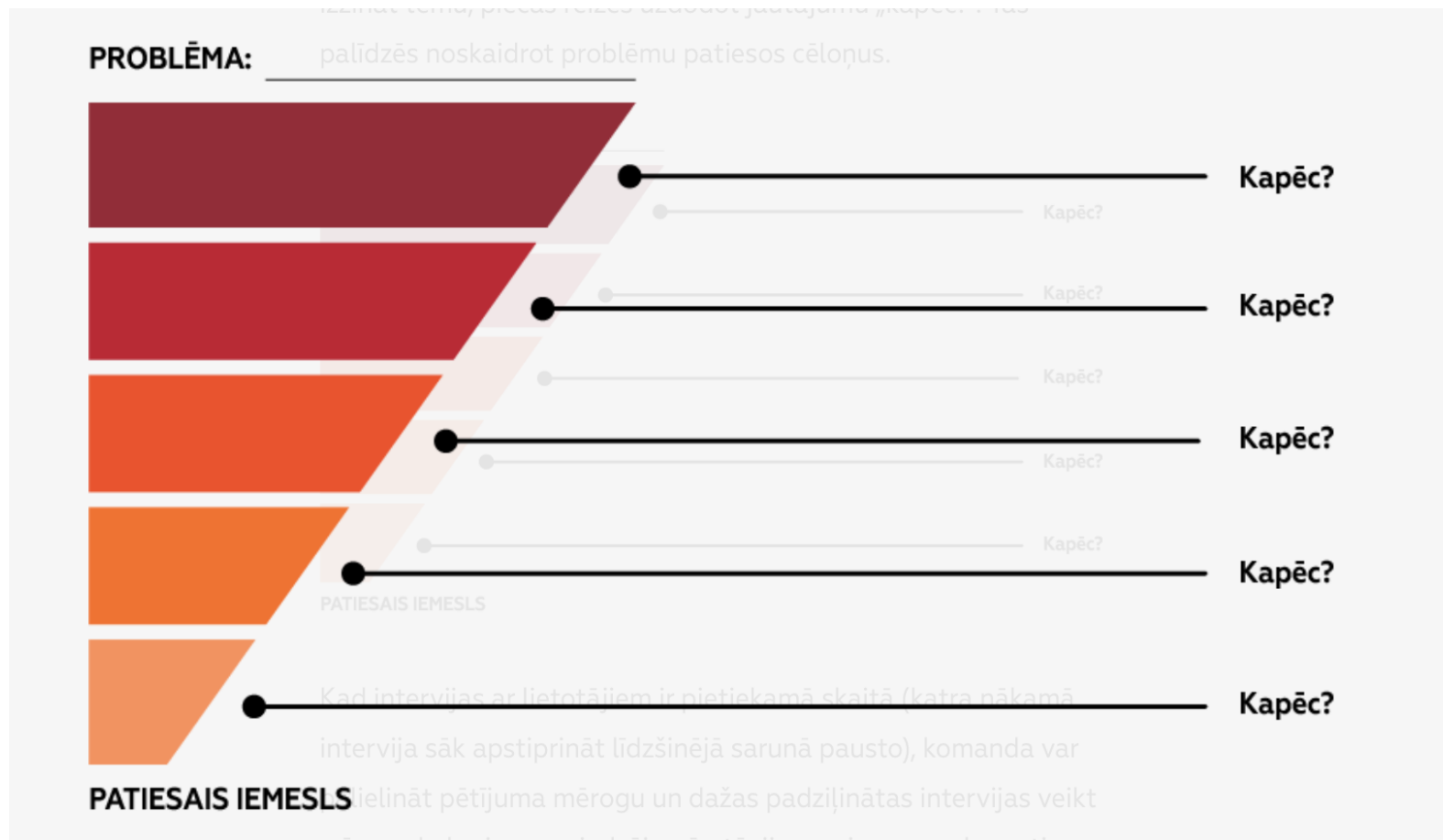
Testēšana

Avots:
Start Design

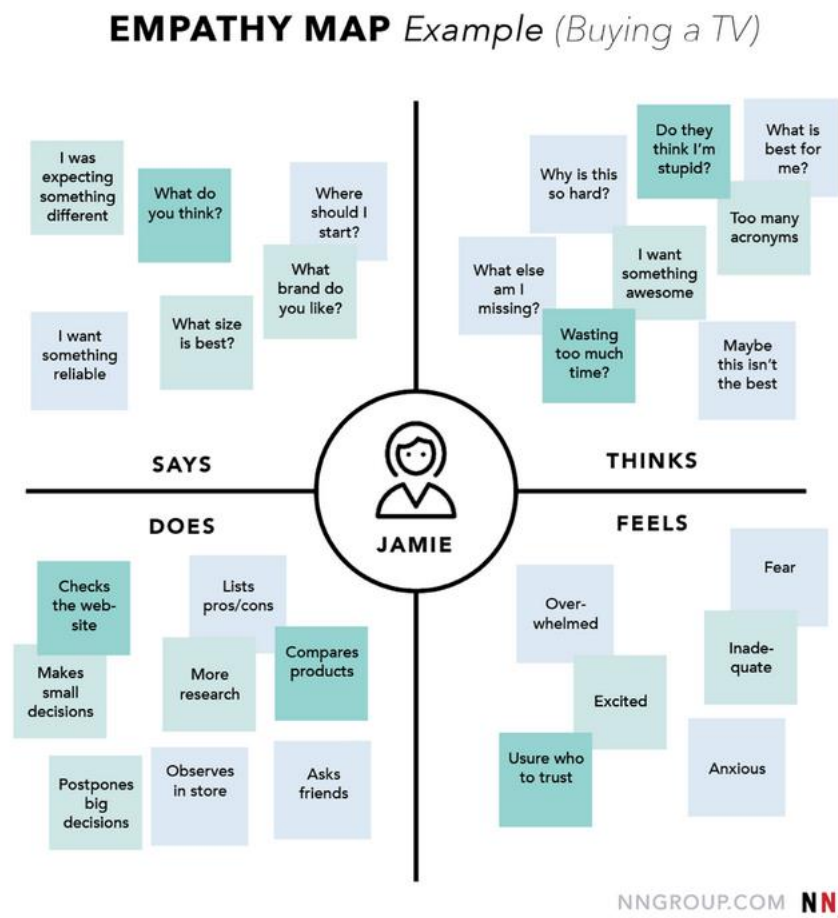
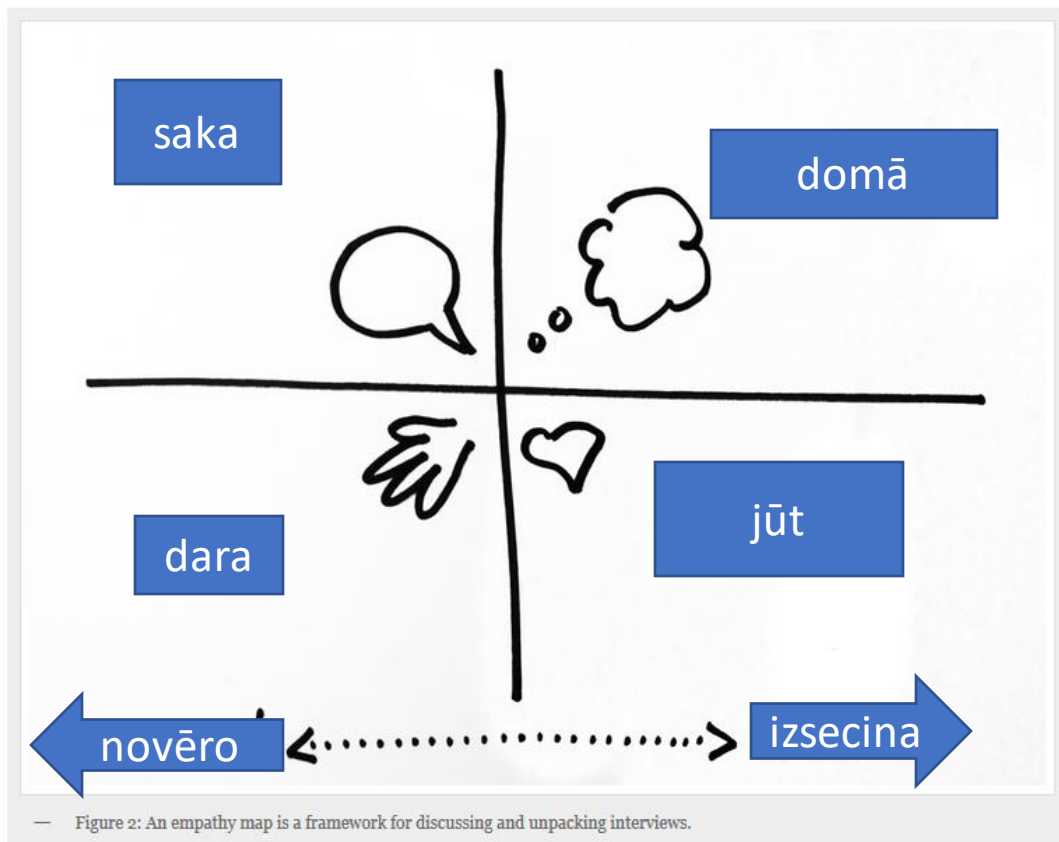


DD darbarīki

Iejušanās: intervijas (pieci kāpēc)



Iejušanās: empātijas karte



Iedziļināšanās: lietotāja profils

	Īss apraksts: Patīk mežs un jūra, jo nomierina. Patīk filmas un grāmatas, kuras liek vēl ilgāku laiku domāt par redzēto vai lasīto. Uzskata, ka jaunu zināšanu un prasmju apguve ir kā jaunas teritorijas / ēkas apguve, kas gan ļauj pārredzēt “visu laukumu”, gan nodrošina iespēju brīvi un ātri pārvietoties pa dažādiem koridoriem un mazākām istabām, un pats būtiskākais - rada drošības sajūtu.
Vārds: Baiba	Citāts: <i>Kā es varu to risināt?</i>
Nodarbošanās: asoc.prof. Latvijas Universitātē Sociālo zinātņu fakultātē Informācijas un bibliotēku studiju nodaļā	
Demogrāfiskie dati: Sieviete Vecuma grupā 50+	

PROFILS

Reālistiska bilde: 	Īss apraksts par lietotāju:
Vārds:	Citāts:
Nodarbošanās:	Mērķi un motivācija (saistībā ar dizaina problēmu):
Demogrāfiskie dati:	Attieksme un uzskati (saistībā ar dizaina problēmu):

User research: Airbnb for the Chinese market

 **Jessie Chen** Jul 22, 2016 · 10 min read



Photo illustration by Lisa Larson-Walker. [Photo by Sean Pavone/Shutterstock.](#)

Jessie Chen
Product designer @
Autodesk San Francisco.

Follow

 1.1K  14 

house. On the bright side, they enjoy traveling and often use Airbnb instead of hotels.



Caroline Tian
Ecommerce Operation Supervisor
Shanghai, China | 28 year old

Caroline Tian was born and raised in Shanghai, China. She is a strategist in the digital marketing field. In 2010, she moved to San Francisco to study at the Academy of Art University, and obtained her MFA in Fashion Merchandising in 2013. She has worked for multiple e-commerce and fashion startups in Silicon Valley and in 2014 she founded AccentSF.com, an online fashion accessory boutique in San Francisco.

"I enjoy traveling. I was using booking.com before I started using Airbnb. I like the experience with Airbnb so far and will continue using it when I travel abroad. I still choose to stay at hotels when I travel within China as Airbnb isn't that popular locally yet."

"I wish I could be a local Airbnb host in China. I live with my parents in Shanghai, and they thought it was absurd when I proposed the idea of renting out the house or some rooms to strangers. I'd totally do it though if I had my own house."

Persona #2 (host and guest)

Westernized, own a house/apartment

They have a stable job with good income and are able to afford a house or an apartment in a first or second tier city in China. They have a western mindset and are willing to rent out their own house/apartment to strangers. They are both Airbnb hosts in their local cities, and Airbnb guests when they travel.



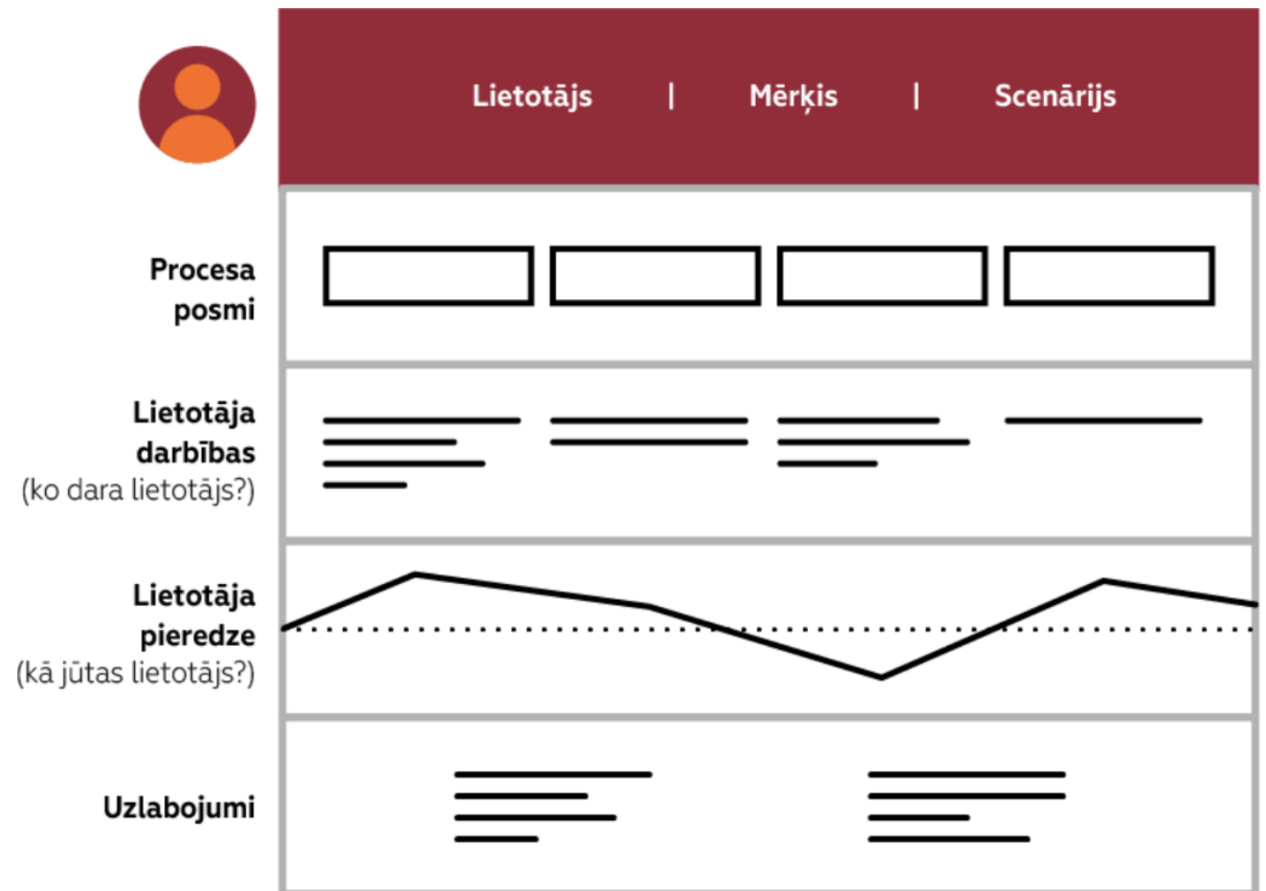
Phil Huang
Co-founder & CCO of Engyne.net
Beijing, China | 38 year old

Phil was born and raised in Shenzhen, China, and graduated from Purdue University with dual degrees in Economics and Computer Science. Later he studied Electronics and Communications Engineering at Tsinghua University.

He worked at Microsoft (both in the US and China) for over 5 years as a program manager, and Baidu for a year as senior product manager. He is now the co-founder & CCO of Engyne.net, a web platform aimed at helping online enterprises improve conversion rates realtime.

Iedziļināšanās: lietotāja pieredzes karte

Customer Journey Mapping: Everything You Need to Know





CUSTOMER JOURNEY MAP

www.columbiaroad.com

Example of an online grocery store

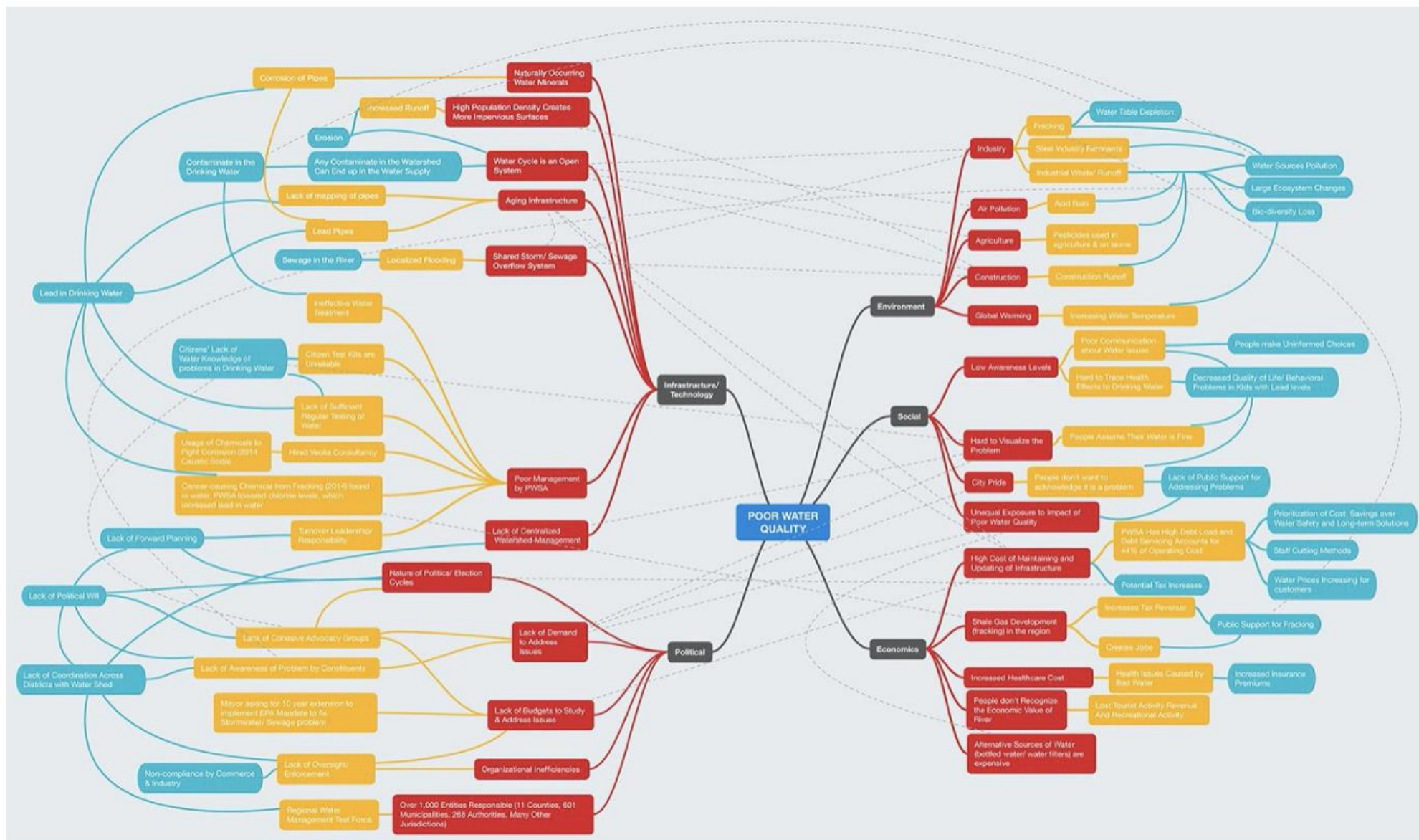
STAGE	AWARENESS	CONSIDERATION	DECISION	DELIVERY & USE	LOYALTY & ADVOCACY				
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again and/or order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive or pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have the right and good quality ingredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media		Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone call)	Phone, email, chat	Food products, packages, other materials		Word of mouth, social media
EXPERIENCE	 Interested, curious	 Requires effort but excited	 Excited	 "Payment is painful"	 Requires effort, happy when received	 Frustrated	 Satisfied	 "This is easy"	 "I have to share this"
BUSINESS GOAL	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimise the delivery window	Increase customer service satisfaction, minimise waiting time	Make products to match expectations	Increase retention rate and order value and/or frequency	Turn customers into advocates, turn negative experiences into positive
KPIs	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value and frequency	Customer satisfaction
ORGANISATIONAL ACTIVITIES	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimise grocery shopping experience	Optimise online purchase funnel, order handling	Picking & delivery	Organise customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling and/or cross-selling	Manage feedback and social media, develop sharing / inviting possibilities
RESPONSIBLE	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, warehouse, logistics	Warehouse, logistics	Customer service	Product development, purchasing	Marketing, online development	Customer service, online development
TECHNOLOGY SYSTEMS	CRM, analytics, programmatic buying platform, social media	CRM, analytics, CMS, marketing automation	CRM, analytics, CMS, ecommerce platform, PIM	CRM, analytics, CMS, ecommerce platform, PIM, inventory system, marketing automation	CRM, analytics, order & delivery system, marketing automation	CRM, analytics, help desk, ticketing system, chat	CRM, analytics, vendor management system, PIM	CRM, analytics, marketing automation, ecommerce platform	CRM, analytics, marketing automation, ecommerce platform, social media analytics

Pieredzes karte kā "stāstu dēlis" (air bnb)

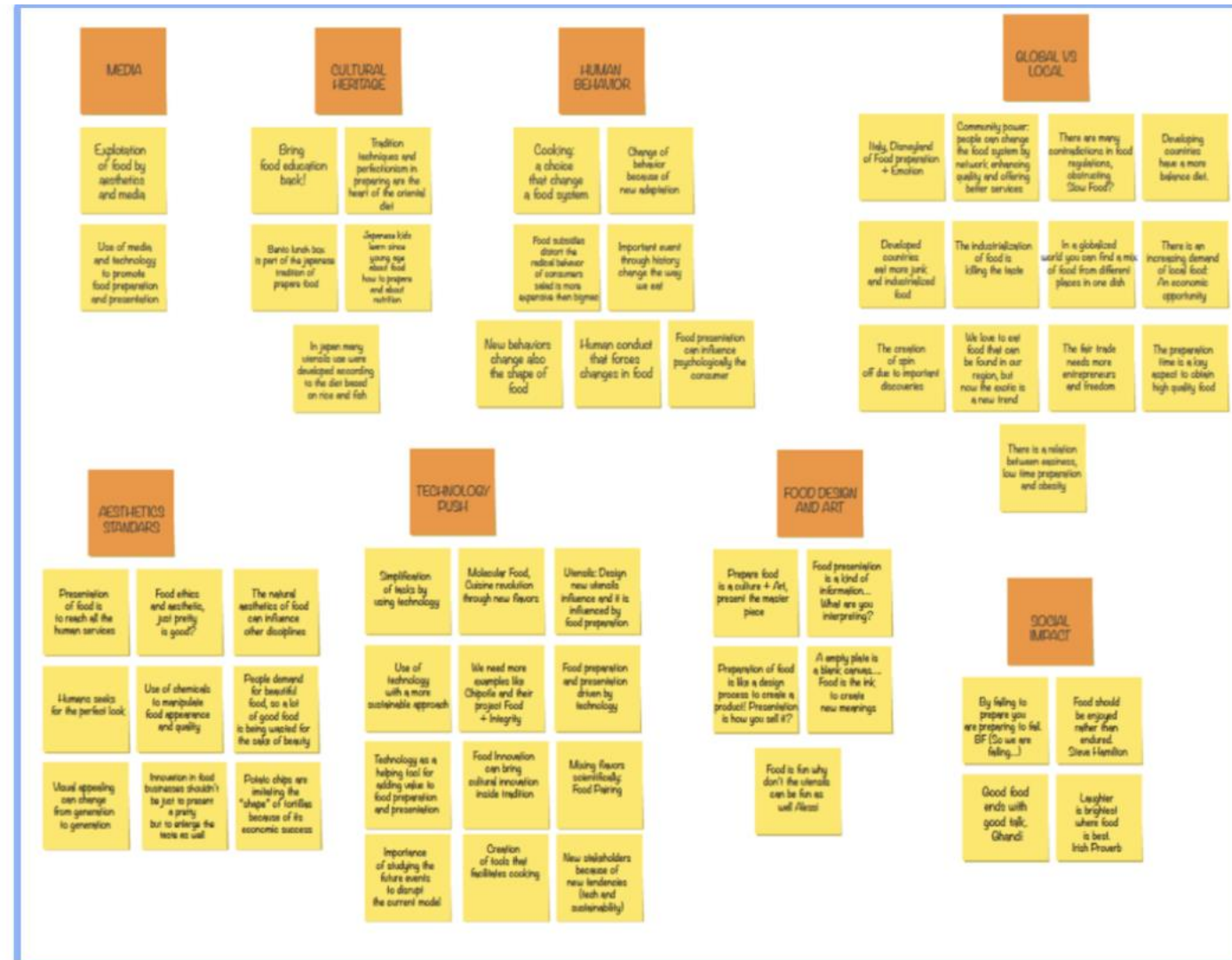


Host storyboard from Airbnb

Idejošana: domu karte



Idejošana: ideju grupēšana (affinity map)





Prototipu veidošana



Zemas precizitātes un augstas precizitātes prototips

From

To

**MAKING
PEOPLE
WANT
THINGS**

>

**MAKING
THINGS
PEOPLE
WANT**

Likt cilvēkiem gribēt / lietot
lietas (produktus / pakalpojumu)

izstrādāt produktus un
pakalpojumu,
kurus cilvēki vēlas

ROKASGRĀMATA “DIZAINA DOMĀŠANA BIZNESA IDEJU IZSTRĀDEI”

Start Design

Mācību kurss

Par projektu

Dizains & tehnoloģijas



Laipni lūgti kursā!

Šī ir iespēja tieši tev pašmācībā apgūt pasaulē tik ļoti populāro dizaina domāšanas darba metodoloģiju. Apgūsti nākotnes prasmes!



1. Dizaina domāšana

Sadaļas:

I. Kas ir dizaina domāšana?



2. Izpēte

Sadaļas:

I. Empātijas nozīme izpētē



3. Problēmas definēšana

Sadaļas:

Dizaina domāšana bibliotēkās





DOWNLOAD THE
FREE TOOLKIT

The Public Libraries in Aarhus (Denmark) and Chicago (USA), with funding from the Gates Foundation, created the Design Thinking for Libraries toolkit to introduce a way of working that will help you understand the needs of your patrons and engage your communities like never before. We understand that the challenges facing librarians are real, complex and varied. As such, they require new perspectives, new tools and new approaches. Design Thinking allows us to work together to discover what our communities want and experiment to create services, programs and processes to meet their changing needs. This toolkit serves as an introduction.



These videos and written stories from around the world offer examples of Design Thinking in libraries.



The Sulzer Regional Library in Chicago created "A Culture of Yes" when confronted with financial and staffing challenges. This mindset is an essential part of using Design Thinking and building a Culture of Innovation.



A team of librarians in Aarhus, Denmark has been working on a Design Thinking project with "non-readers" or those who don't feel confident about reading and don't think the library is for them.

IDEO

Work Journal Tools

IDEO is a global design company. We create positive impact through design.

WANT TO TALK?
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The Power and Potential of Design in a Global Crisis

Tools, actions, and inspiration for navigating a changing world

[READ MORE](#)

DESIGN THINKING FOR LIBRARIES

[TOOLKIT](#) [TRANSLATIONS](#) [TOOLS](#) [EXAMPLES](#) [ABOUT](#) [CONTACT](#)

**CHICAGO
PUBLIC
LIBRARY**

We created the Design Thinking for Libraries toolkit to introduce a way of working that will help you understand the needs of your patrons and engage your communities like never before.

The toolkit is the result of a project funded by the Global Libraries program at the Bill & Melinda Gates Foundation. IDEO led the creation of the toolkit, which was shaped largely by experiences working side by side with librarians in their professional settings over the course of 2013-2014. We partnered with Chicago Public Library in the United States and Aarhus Public Libraries in Denmark, observed over 40 librarians across 10 countries, and synthesized learnings from their initial design experiments into this toolkit.

We would like to thank the following organizations for their tireless support in the making of this toolkit:

- Bucharest Metropolitan Library
- READ Nepal
- Jamaica Library Service
- Vinnytsia Regional Universal Research Library, Ukraine
- Beyond Access, IREX



BILL & MELINDA
GATES foundation

Now a new team is expanding the resources for Design Thinking in Libraries. Team members from Chicago Public Library and Aarhus Public Libraries include Andrea Saenz, Ane Schjædt Koch, Diane Marshbank, Helene Bruhn Schwartzman, Julka Almquist, Lisbeth Merkdahl, Michelle Frisque and Sidsel Bech-Petersen. We are using human-centered design methods in our libraries, and we want to connect with you to share what we've learned and hear your stories.

With a new round of funding from the Gates Foundation, secured by the Chicago Public Library Foundation, we have the opportunity to share what we've learned so you'll be inspired to try these methods in your library, and find support when you're already using them.

This is an ongoing prototype. We invite your feedback and your stories at hello@designthinkingforlibraries.com. Your stories will inspire others to change libraries for the better. Let's keep iterating, sharing and learning together.

**CHICAGO
PUBLIC
LIBRARY
FOUNDATION**
DEDICATED TO THE CURIOUS

programmu
/ pasākumu
pilnveidei

pakalpojumu
izstrādei

telpu
iekārtošanai

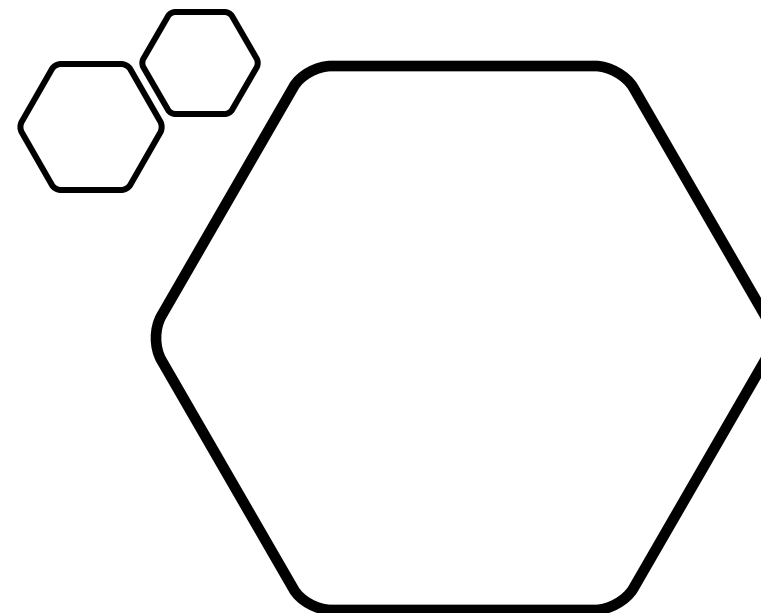
citas
aktivitātes

Dizaina
domāšanas
lietojums
bibliotēkās

Dizaina domāšanas lietojums

Programmu / pasākumu pilnveidošanai

- *Kā mēs varētu uzlabot lasīšanu bērnu vidū digitālajā laikmetā?*
- *Kā mēs varētu iesaistīt visus ģimenes locekļus bibliotēkas aktivitātēs?*



Dizaina domāšanas lietojums

Telpu iekārtojumam

*Kā mēs varētu pārkārtot bibliotēkas abonementa zonu,
lai tā kļūtu par vietu, kur cilvēki justos vairāk gaidīti?*

*Kā mēs varētu pārkārtot lasītāvu, lai bibliotēkas
lietotāji justos komfortabli un vēlētos tur pavadīt vairāk
laika?*



Dizaina domāšanas lietojums

Pakalpojumu izstrādei

Kā mēs varētu izveidot lietotājiem draudzīgu bibliotēkas mājaslapu, kas tiktu intensīvi izmantota?

Kā mēs varētu uzlabot to, ka lietotāji atgriež bibliotēkā paņemtās grāmatas laicīgi?

Kā mēs varētu uzlabot bibliotēkas kataloga saskarni, lai to būtu vieglāk lietot?



Dizaina domāšanas lietojums

Citas aktivitātes (sistēmiskas u.tml.)

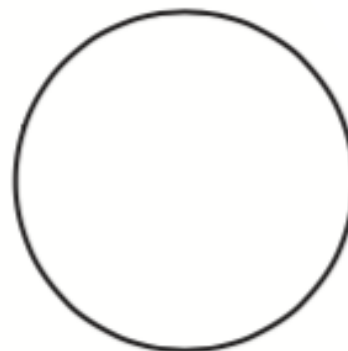
Kā mēs varētu izveidot produktīvas un abpusēji izdevīgas attiecības ar vietējām skolām un citām mācību iestādēm pilsētā?

Kā mēs varētu piedāvāt kafijas pakalpojumu sadarbībā ar vietējo kafejnīcu?

PAZĪSTI SAVU KOMANDU

KOMANDA / VĒRTĪBAS

Kādas ir Jūsu komandas
vērtības un kas tās
nosaka?



KOMANDAS BIEDRI

Pastāsti par sevi, kādu lomu uzņemsies
komandas darbā, Tavas vērtības,
prasmes un kompetences.



ŠĶĒRŠĻI

Kas varētu traucēt komandai veiksmīgi
sadarboties, sekmīgi strādāt un sasniegt.
Kā risināsit sarežģījumus,
ja tādi radīsies
komandas darbā.



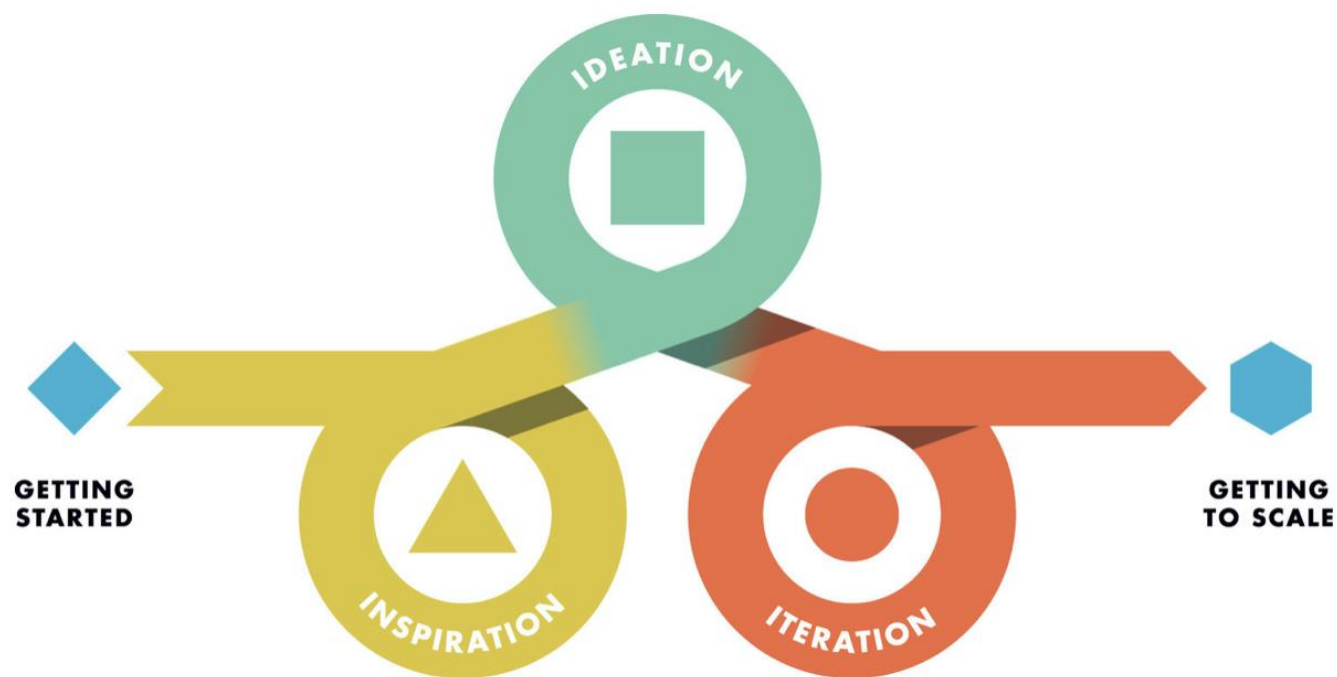
ENERĢIJAS AVOTS

Kas komandai radīs enerģiju
panākt labu rezultātu (piem.,
komandas vakariņas reizi nedēļā)

Dizaina izaicinājuma
komandas izveide, lomu
sadalījums

Procesa īstenošana

- Iedvesmošanās
- Idejošana
- Ieviešana



ledvesmošanās

izaicinājuma
formulējums

novērošana

intervijas

analogu
meklēšana

Lietotāju profili

LISA SILVER



Age: 55
Location: Maplewood, NJ

Lisa earned a Master's degree in English literature at NYU before entering a career in magazine publishing. Now after 30 years she has just been laid off due to industry down-sizing. Her husband continues to work as a teacher, and now that her children are independent adults she has fewer financial responsibilities, but she can't afford to retire yet (nor does she want to). She has decided to pursue freelance editorial work through her large professional network. She is excited about starting a new phase of her professional life which is more self-directed, to work at home.

Balancing freelance work with meaningful volunteer work, Lisa will continue to attend cultural events and do some cycling trips in Europe with her husband, if they can afford it.

Lisa acquired technical skills as required for her job, and can edit manuscripts electronically, but she prefers print books and newspapers to electronic versions. She follows social media only to stay in touch with her two children's lives, and she keeps up with family and former colleagues in regular google video hangouts.

INTERESTS

- ✓ Reading biography, contemporary fiction
- ✓ English crossword puzzles
- ✓ Writing fiction of her own
- ✓ Cycling and pilates

GOALS

- ✓ Update her resume and do a lot of networking in order to maximize her freelance work potential as soon as possible.
- ✓ Become engaged in cultural events in her local community, now that she is working from home and will want some social interaction to replace that of her previous office job.
- ✓ Find meaningful volunteer work to serve the community.

"I don't have a lot of free time, but I enjoy pursuing varied interests, even though I am now on a reduced budget."

Cecelia Foster



"I'm busy basically all the time, between work and school."

Age: 29
Work: Graduate student & part-time nanny.
Location: Bay Ridge, Brooklyn

Tech Skills
Novice Master

Digital Research Skills
Novice Master

Bio

Cecelia moved from Ann Arbor, Michigan to New York to study industrial design at The New School. She is pursuing a career as a kitchen appliance designer, and is currently working as a nanny part time. Cecelia is tech savvy and comfortable working across multiple devices and platforms. As a designer, she values and has a keen eye for aesthetics.

Future Game Plan

1. Graduate with her MFA in industrial design.
2. Obtain a position as a designer with a home appliance company such as KitchenAid, Electrolux, Bosch, or Samsung.
3. Continue self-education with digital resources and industry journals.

Website Needs

Ease of navigation

Veracity of information

Aesthetics

Preferred Study Spots

The New School Library (List Center)

Her apartment (Bay Ridge)

Court Street Grocers (Carroll Gardens)



Viktoria Leonhardt

Age: 34
Birthday: March 22nd 1982
Profession: Detective
Language: German, English
Status: Single
Interests: Martial arts, German literature



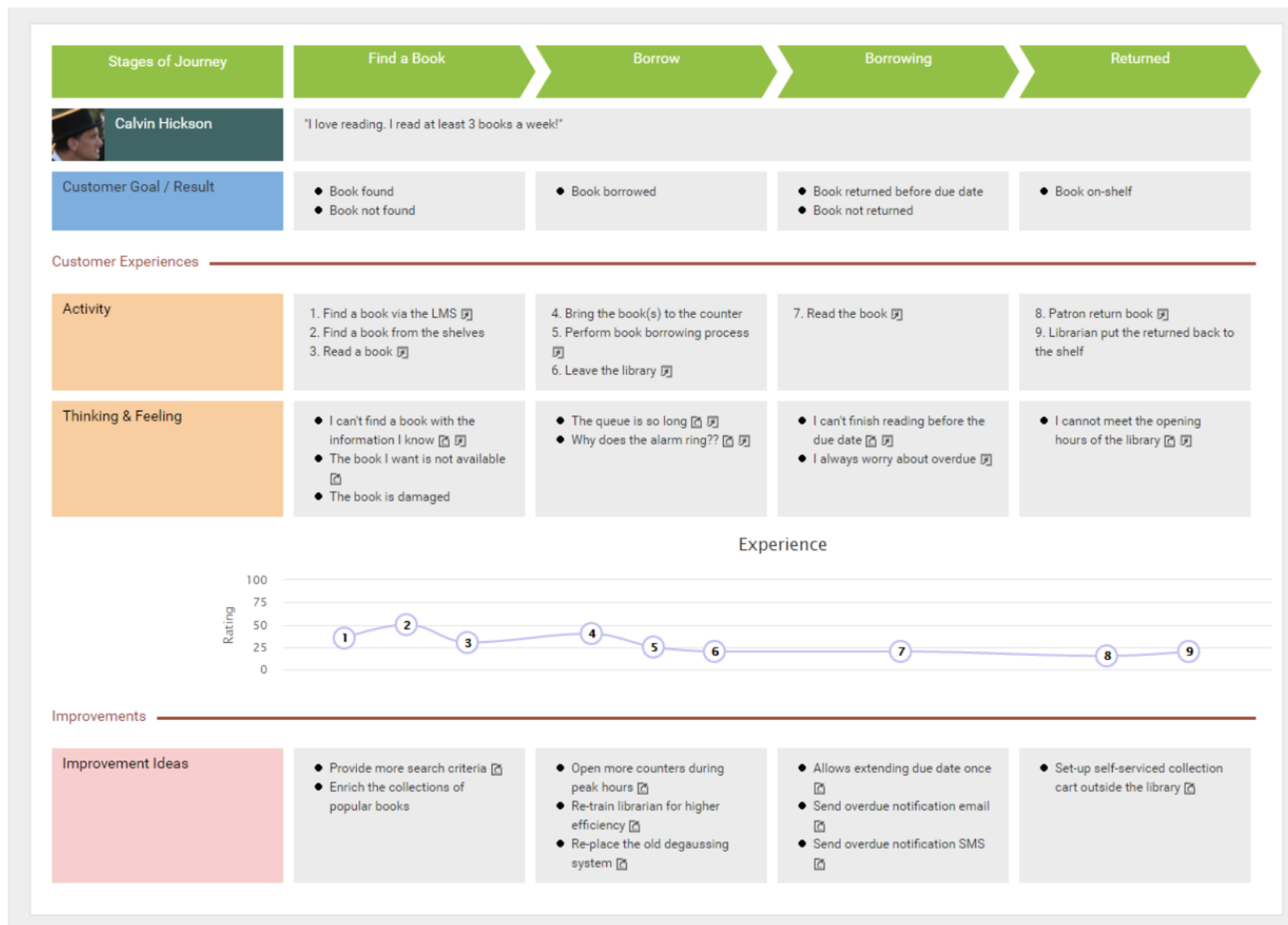
"I was constantly amazed by how many people talked me into arresting them."



Viktoria was born in Munich, Germany before her family moved to New York City when she was teenager. Detective is always her dream job. To fulfilled her dream, She later joined NYPD police academy and finished with an impressive grade. She joined NYPD as an officer. With her outstanding performance, she was later promoted to be detective in Crime Scene Unit, Detective Bureau.

She has strong passion in martial arts, and has excellent hand-to-hand combat skill. She is also a very attentive and detail-oriented person, which really suits her job. Even though she is single and shows no interest in having any romantic relationship, she adopted a young girl named Sasha whose parents were murdered and raises her as her own.

Lietotāja pieredzes karte



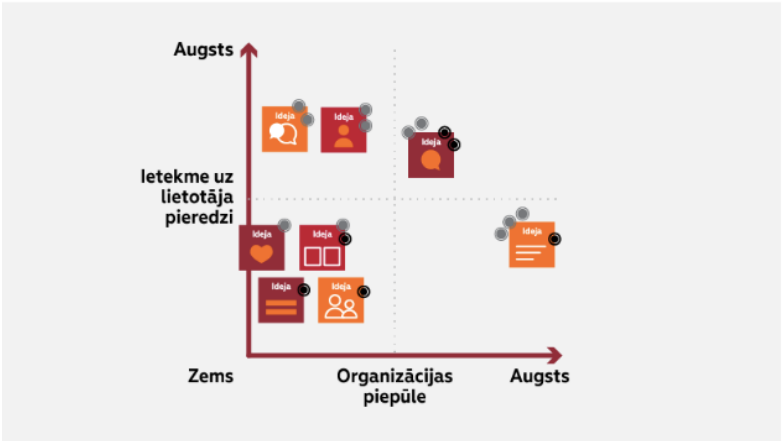
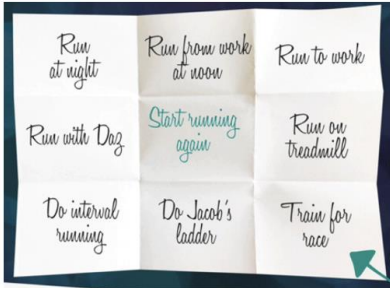
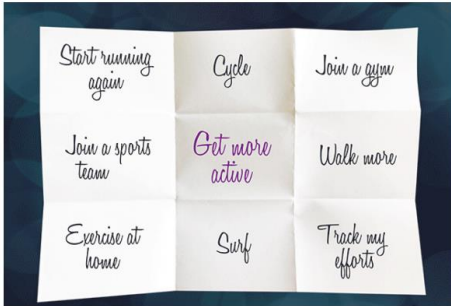
Idejošana

ideju
ģenerēšana

ideju
grupēšana

idejas/
ideju
izvēle

Lotosa zieds



Ieviešana

prototipēšana

prototipu
testēšana

izstrāde

komunikācija



MIR bibliotēka

Mūsu emuārā atradīsiet mācību materiālus un darbseminārus bibliotēkām, MIR modeli (t.i. multikulturālas bibliotēka modeli, kas ir radoša un savā darbībā iekļauj dažādus inovatīvus pakalpojumus) un citus materiālus, kuri ir radīti un darīti pieejami projekta "Izglītotāji un inovatori bibliotēkās" ietvaros.

[Par projektu](#)[MIR modelis](#)[Ziņojums "Apmācību eksperimenti bibliotēkās"](#)[Materiāli un darbsemināri](#)[Kontakti](#)

Materiāli un darbsemināri

Projektā izstrādātie mācību materiāli un darbsemināri ir brīvi pieejami izmantošanai. To mērķis ir veicināt motivāciju paaugstināt kvalifikāciju un īstenot dažādas apmācību aktivitātes pieaugušajiem. Bibliotēku un vietējo kultūras iestāžu lietotāji ar inovatīvā mācību piedāvājuma palīdzību varēs attīstīt jaunas, radošas un uzņēmējdarbību orientētas prasmes un multikulturālas un sociālas kompetences. Tiks veicināta arī pilsoniskā iesaiste vietējās kopienās.

Šeit vienkopus atradīsiet visus projektā sagatavotos **mācību materiālus** un **darbseminārus**. Zemāk varat iepazīties ar katru no materiāliem atsevišķi.

Lai veicas!

Radošums

Mācību materiāli

- **Radošums – kas tas ir un kā būt radošam** - materiāls, kurā skaidrots, kas ir radošums, radoša personība un kā veicināt radošo domāšanu.

- **Radošuma veicināšana bibliotēkā** - materiāls, kurā izklāstīts, kāpēc bibliotēkas darbiniekiem vajadzētu attīstīt radošumu, ko tas dotu bibliotēkai, kā arī - kā apmācīt bibliotēkas lietotājus radošumam.

- **Dizaina domāšana bibliotēkā** - materiāls iepazīstina ar jēdzienu "dizaina domašana" un šī domāšanas veida pielietojumu bibliotēku darbā, īpaši inovatīvu pakalpojumu izveidē.

- **Meistarotāji vietas izveide bibliotēkā** - materiāls iepazīstina ar meistarotāji vietas jēdzienu, un skaidro, kā to īsteno bibliotēkās.



RADOŠUMS

PROJEKTA „IZGLĪTOTĀJI UN INOVATORI BIBLIOTĒKĀS” (DIDEL)
mācību materiālu komplekts

RADOŠUMS – TĒMA NR. 3

Dizaina domāšana bibliotēkā

Kopsavilkums:

Šajā materiālā skaidrots, kas ir dizaina domāšana un kā šis jēdziens attīstās. Aprakstīti dažādi dizaina domāšanas modeļi un kā tos iespējams izmantot jaunu pakalpojumu izveidošanai bibliotēkā.

Materiāls ieteicams bibliotēku vadītājiem un bibliotekāriem, kas interesējas par dizaina domāšanu kā radošas problēmu risināšanas metodi.

Šī tēma palīdzēs apgūt:

- Kas ir dizaina domāšana un kāpēc tā ir svarīga sociālajās inovācijās;
- Kas ir atšķirīgā (citādā) domāšana un kas ir plūstošā domāšana;
- Dizaina domāšanas posmi un dažādi modeļi;
- Kā attīstīt un izmantot dizaina domāšanas metodoloģiju bibliotēkās.

Kas ir dizaina domāšana?

Dizaina domāšana ir radošs problēmrisināšanas process, kas cilvēkiem palīdz rast jēgpilnus risinājumus un attīstīt inovācijas. Dizaina domāšanas būtība slēpjas spējā paskatīties uz situāciju no kāda cita cilvēka skatupunkta un pārbaudīt, kā risinājums varētu darboties.

Tāpēc būtiska dizaina domāšanas prasme ir **empātija**: spēja izprast citu cilvēku sajūtas un vajadzības. Globālā dizaina un inovāciju uzņēmuma IDEO dibinātājs un vadītājs Deivids Kīlijs (David Kelley) norāda, ka būtiska dizaina domāšanā ir “vajadzību atrašana”, kas nozīmē “tādu cilvēcisku vajadzību identificēšanu, ar kurām ir vērts strādāt un tad veikt problēmrisināšanu”.

Meklēt šajā emuārā

- [Strona główna](#)

Par mani

MIR bibliotēka[Apskatīt manu pilno profilu](#)

Ziņošana par pārkāpumu

Iezīmes

- [DIDEL](#)
- [konference](#)
- [Radošums](#)

Emuāra arhīvs

[novembris 2018 \(2\)](#)[augusts 2018 \(2\)](#)[jūlijs 2018 \(1\)](#)



Paldies par
uzmanību!