

# Trust the Process

Re-Envisioning Library Organizations  
through User-Centered Practice

CI

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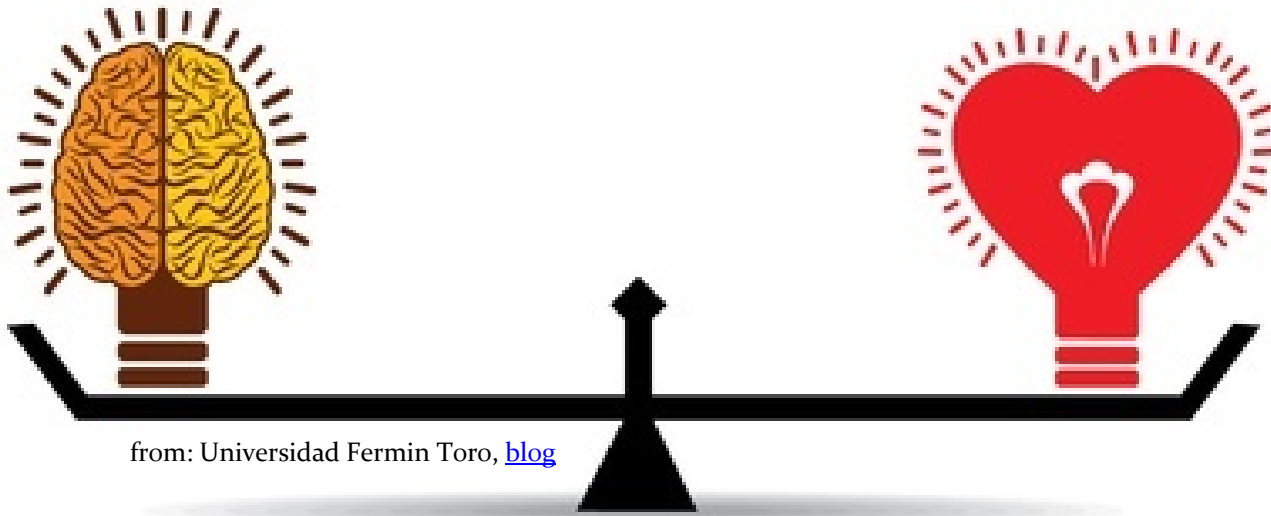
HV

2

Identity

Organizational Culture

The Past

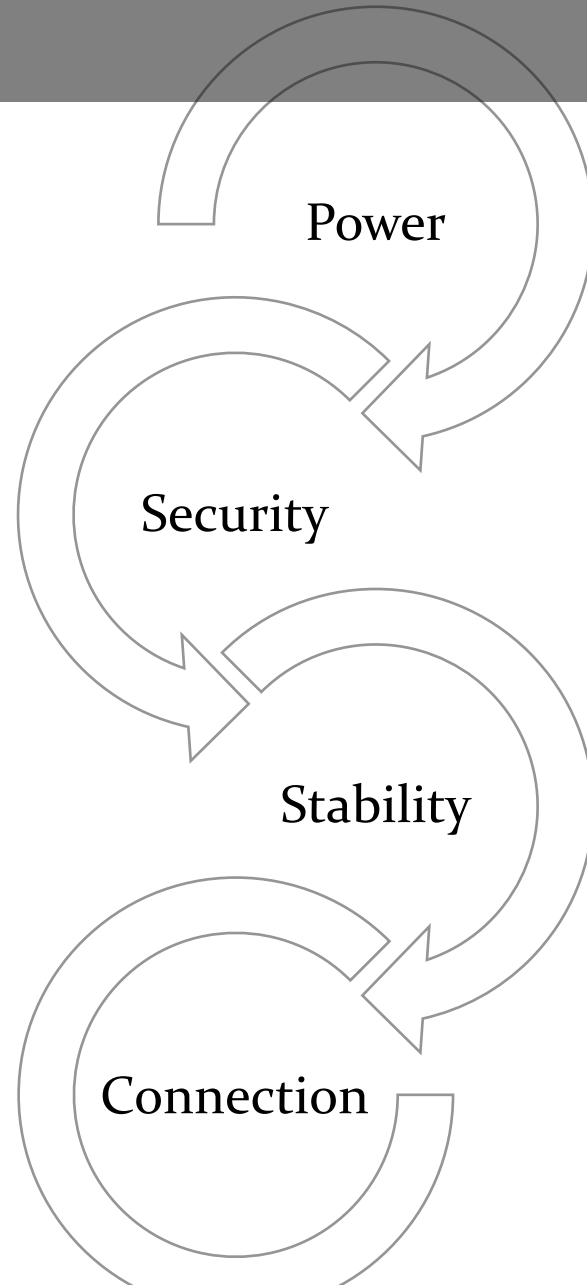


from: Universidad Fermin Toro, [blog](#)

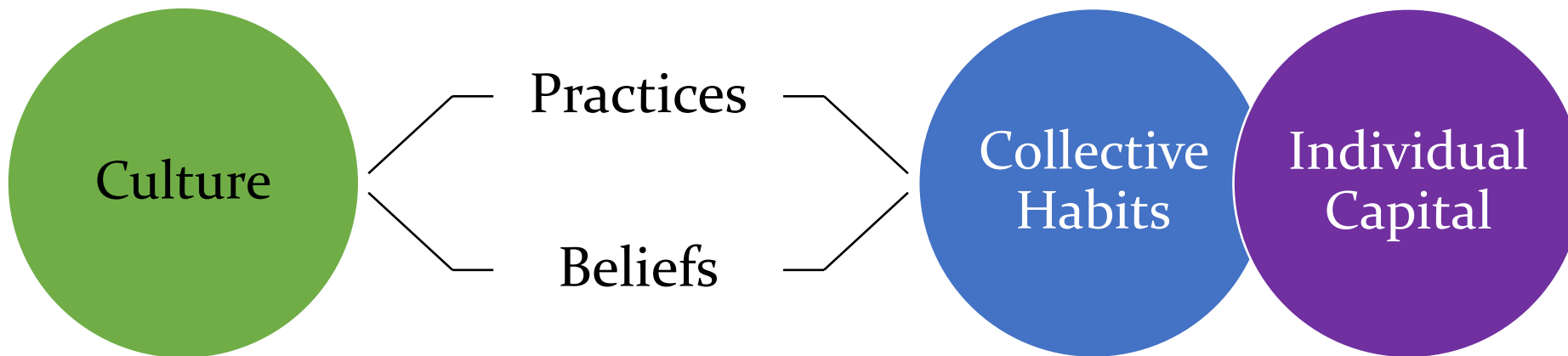
Tolle. (2006). *A new earth: awakening to your life's purpose*. Plume.



# Identity



# Organizations



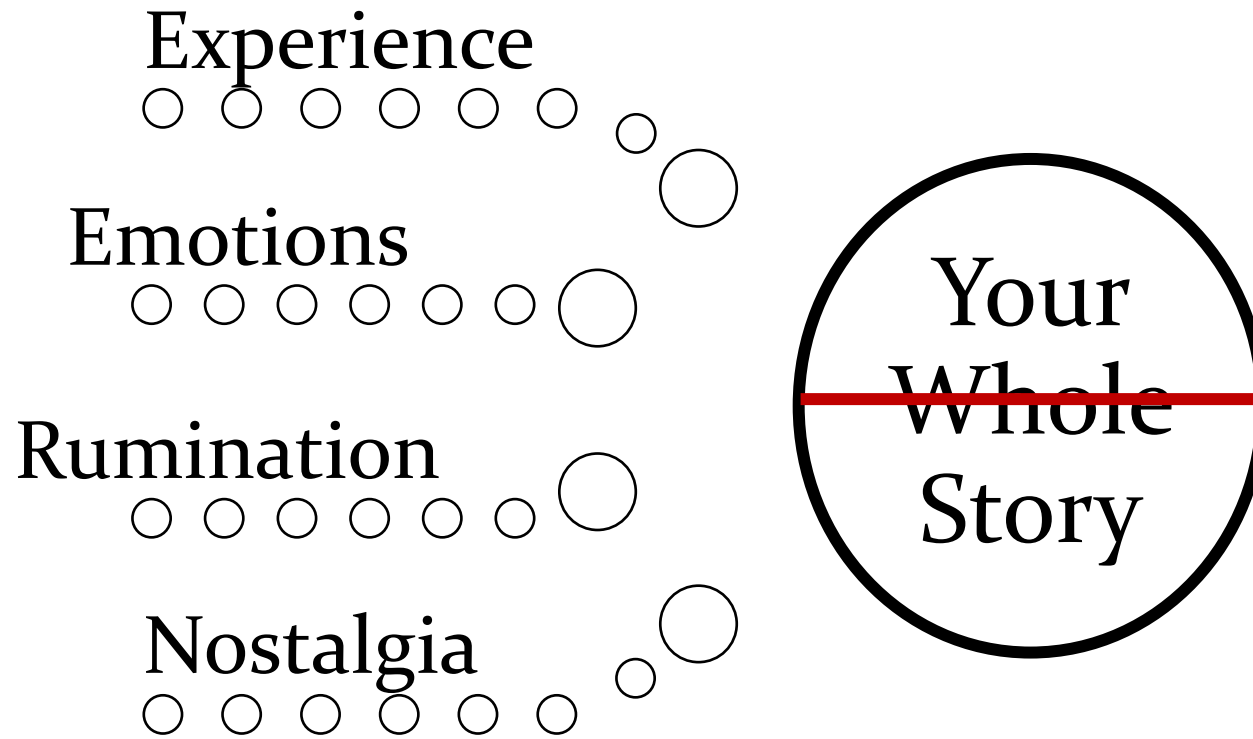


We already tried...  
We used to...  
I don't know how to...  
It's not my job to...  
I don't have time for...  
Why would we...





# The Past



What are libraries if they are  
\*not\* defined by our  
identities, organizations,  
and prior experience?

User-Centered

# P e r s o n a s

Personal

Social

Positional

Organizational

Institutional

Professional

Identity

Personas

Fluid

Discovery

Contestable

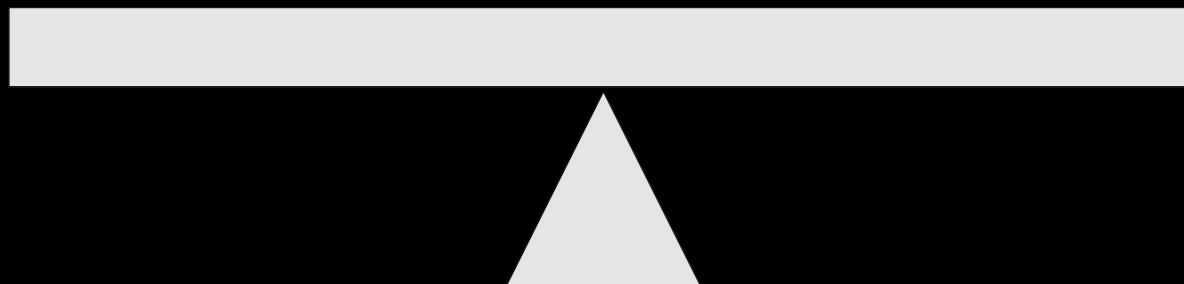
Ambiguity

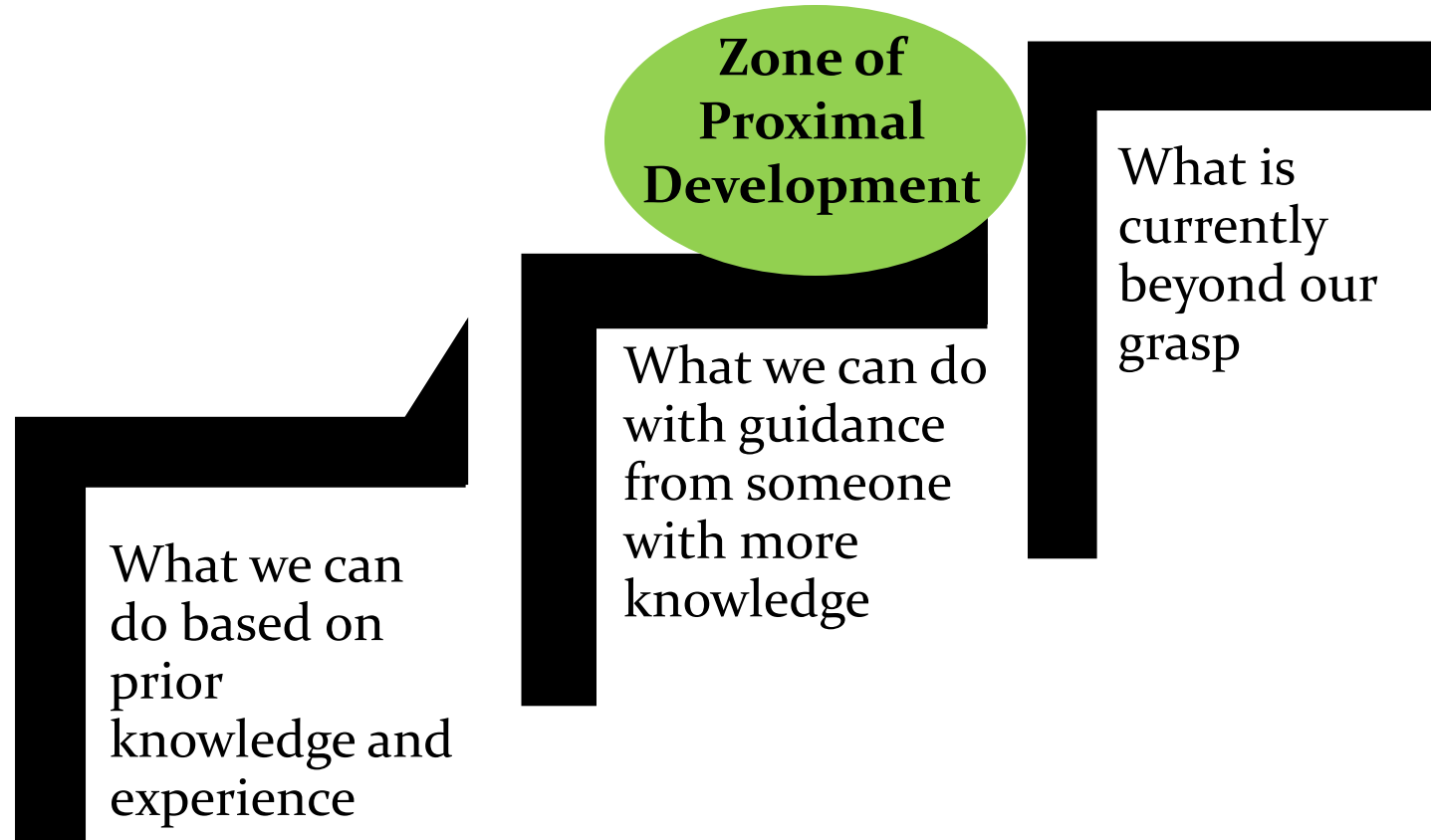
Negotiable

Liminality

Contextual

Self-Discovery





thank you, Lev Vygotsky





Play with possibility  
& curiosity



How might we...?

What if we...?

Can you imagine if...?

Should we learn about...?

Have you ever heard of...?

What does our data tell us about...?

# E t h n o g r a p h y

Collective inquiry

Close observations

Complex processes

Evolving narratives

Deep understanding





Inquiry



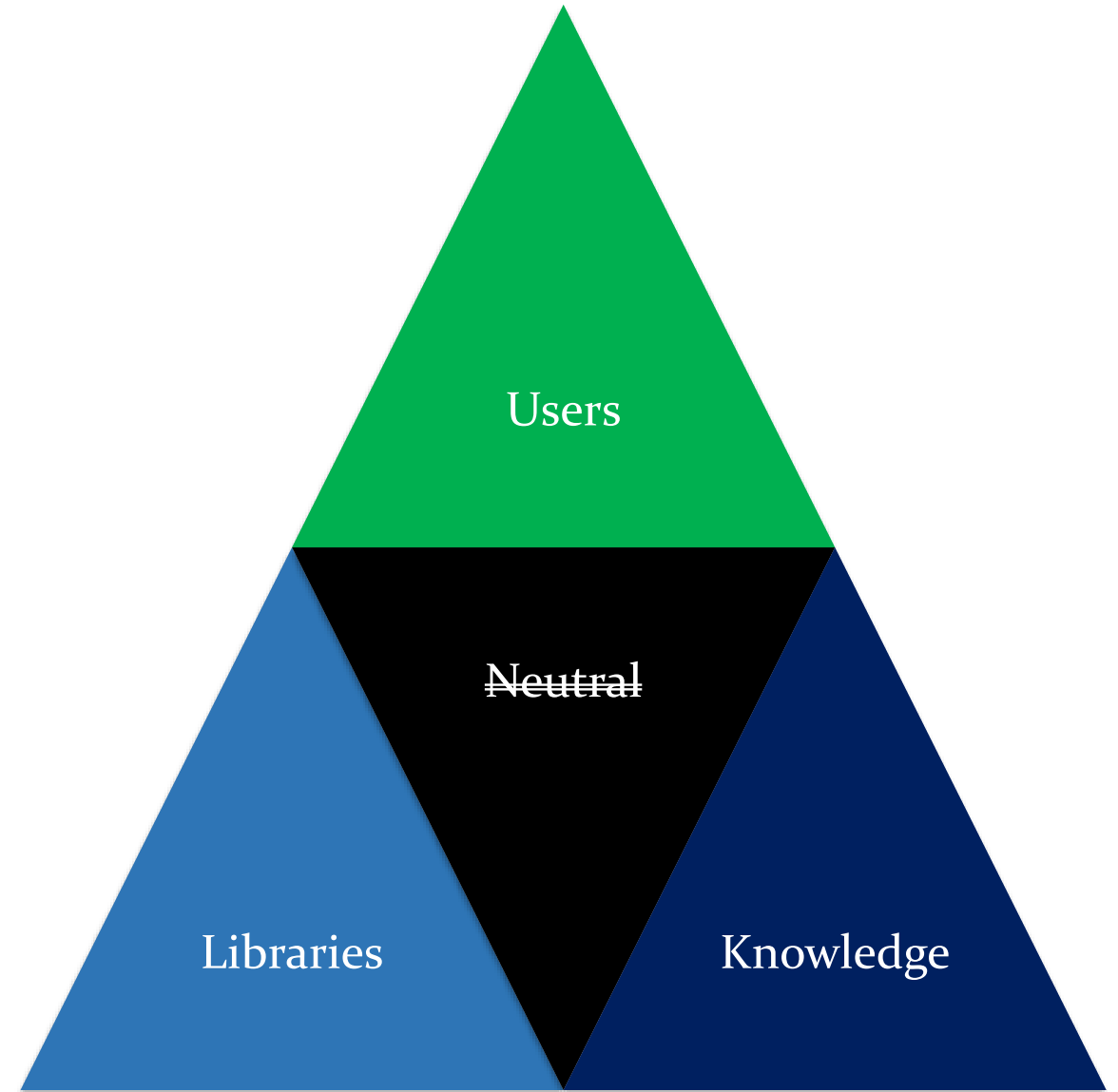
Evidence



Impact



Authenticity  
+  
Empowerment  
=  
Agency



Prologue

Past

Present

Evolving Narratives

Adichie, C. (2009). The danger of a single story. *TED Talk*.



# D e s i g n

Iterative

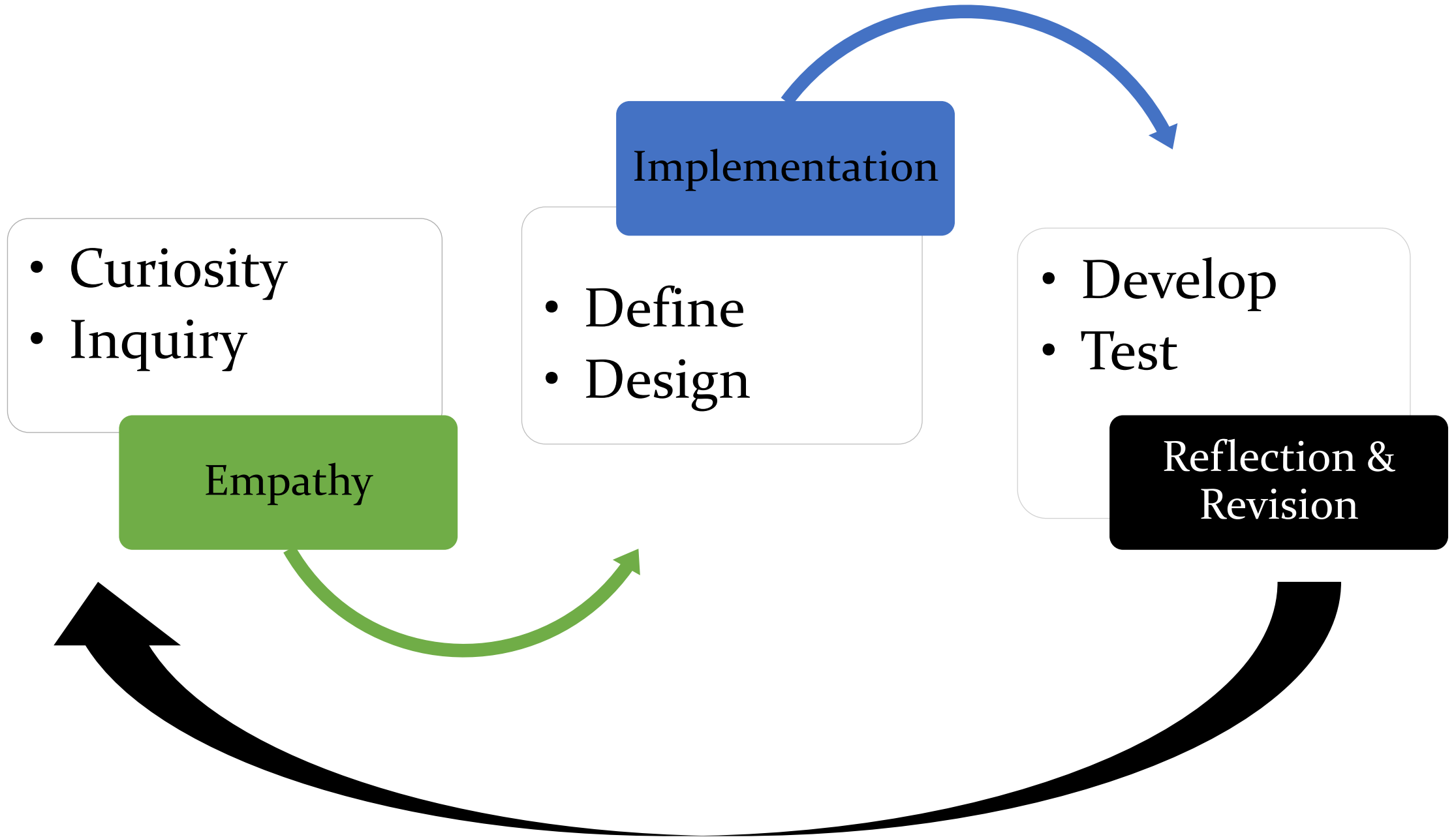
Collective

Innovative

Empathetic

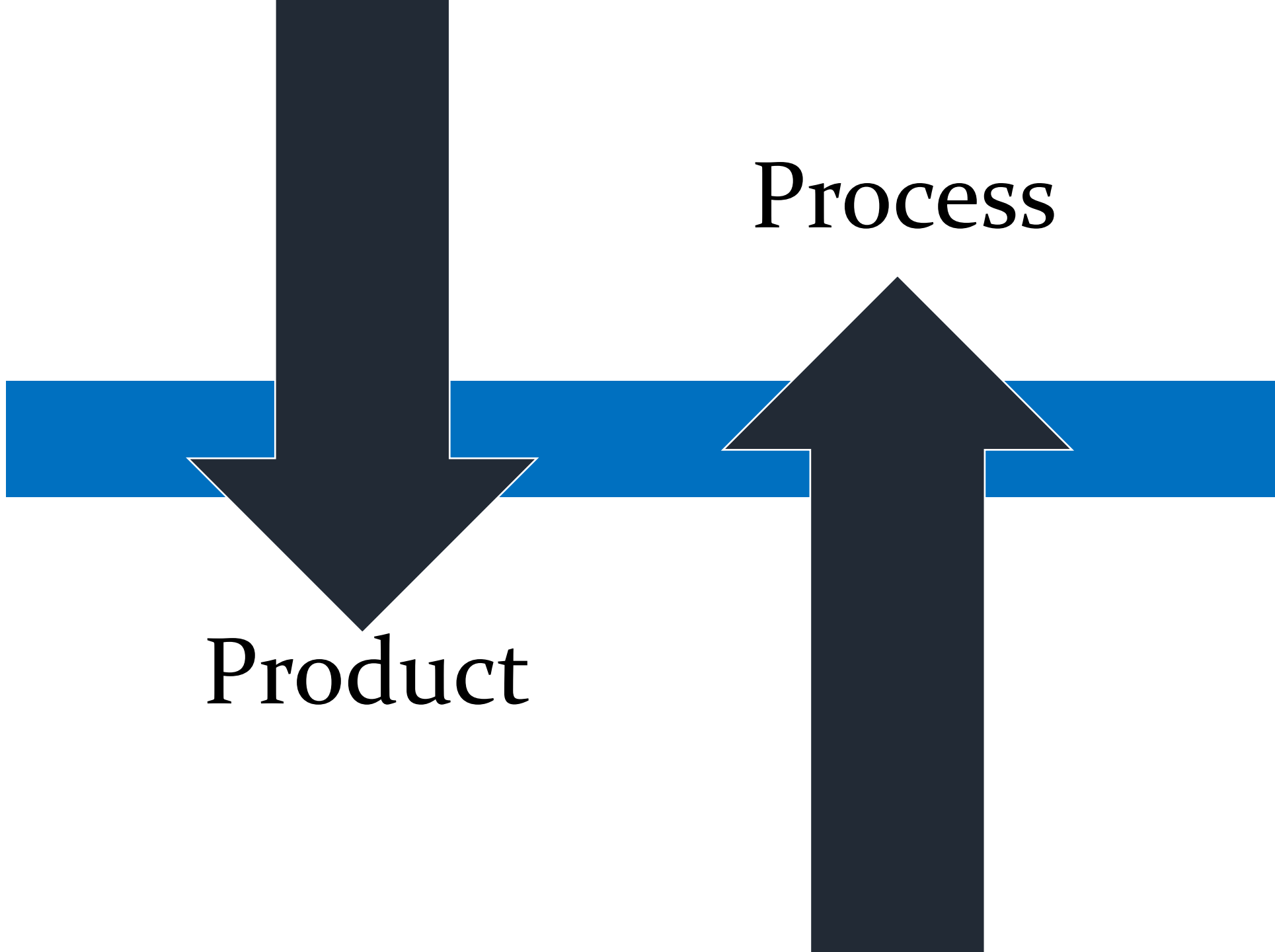
Reward / Risk

Success / Failure



Process

Product



CHANGING  
PLACE  
CHANGING  
TIME

CHANGING

THOUGHTS  
CHANGING  
FUTURE<sup>®</sup>

## Personas

- Re-envision identities
- Identify new roles
- Uncover strengths
- Make sense through play
- Reach the ZPD

## Design Methods

- Develop empathy for each other and learn about each other
- Reflect and reinterpret prior experience
- Practice iteration
- Take risks and expect failure
- View the system as a set of intrinsically interrelated parts

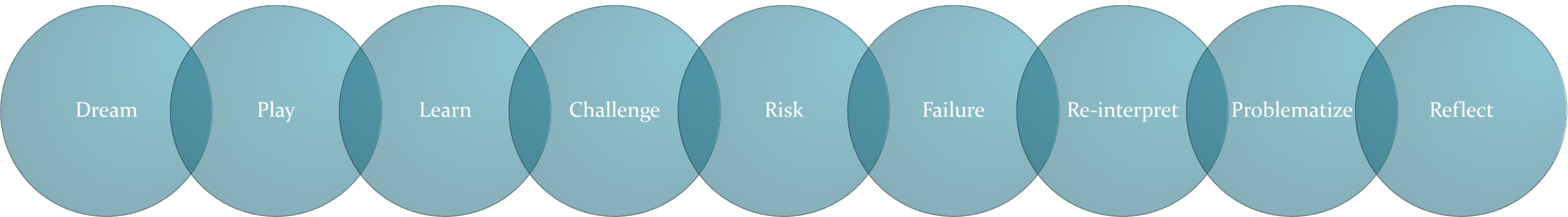
## Ethnographic Principles

- Multiple stories define our collective role and purpose
- Adapt intentions, values, and culture through shared inquiry
- Co-create a sense of inclusiveness through journey or scenario mapping

# UX Practices for Organizational Change



What do UX-based approaches require of us?





Thank  
You

Q&A

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