"From problem to prototype" – using a service design course to bridge gaps within a university

Ingela Wahlgren, SLU University Library

The why

From the SLU library strategy:

> By 2025 the library should be "a hub for the university's work with user centred methods and will be permeated by an approach that centres the user perspective"
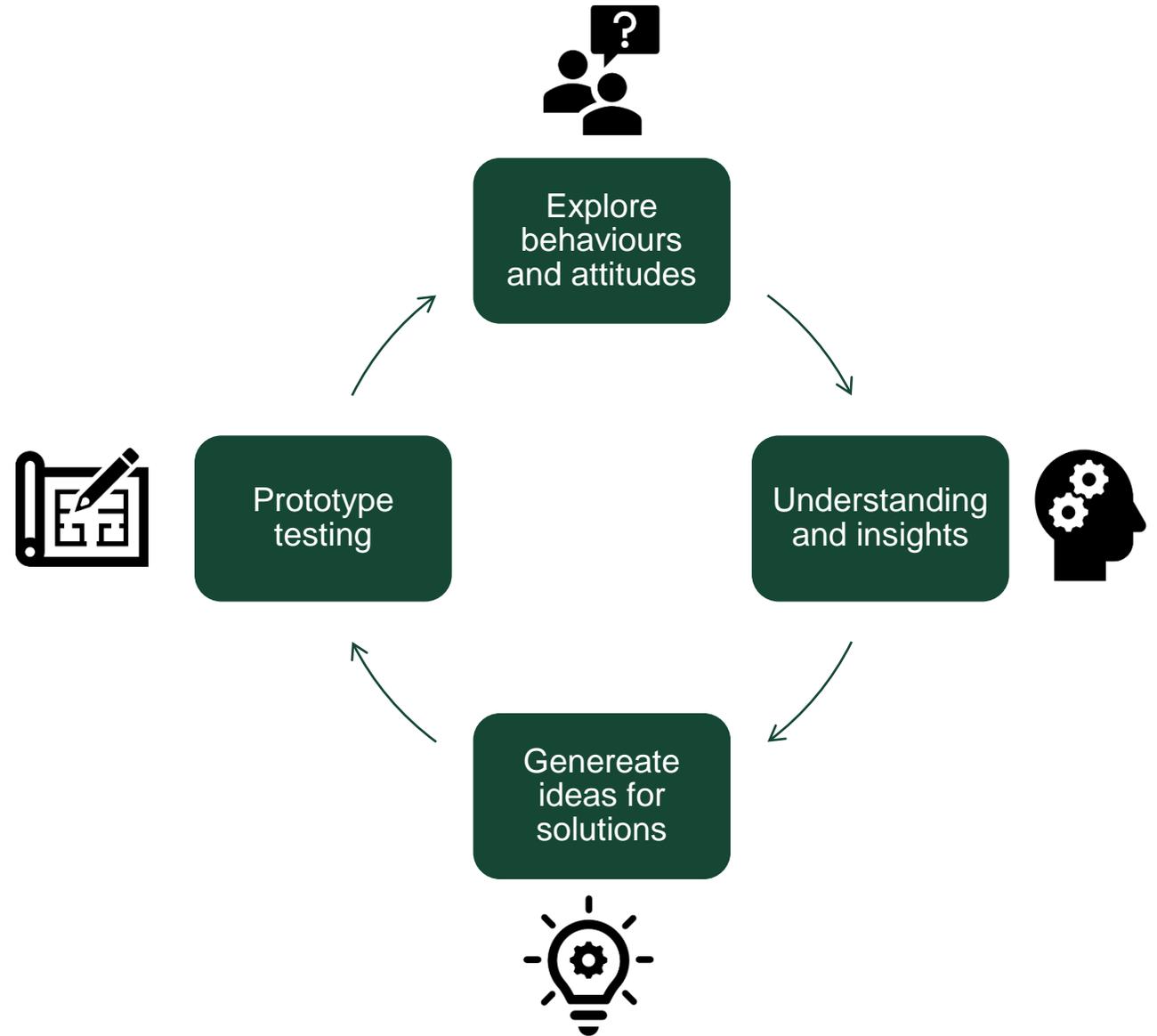
The circumstances

- Geographical gaps

- Cultural gaps

- Our resources:
  - One library org across 3 campuses
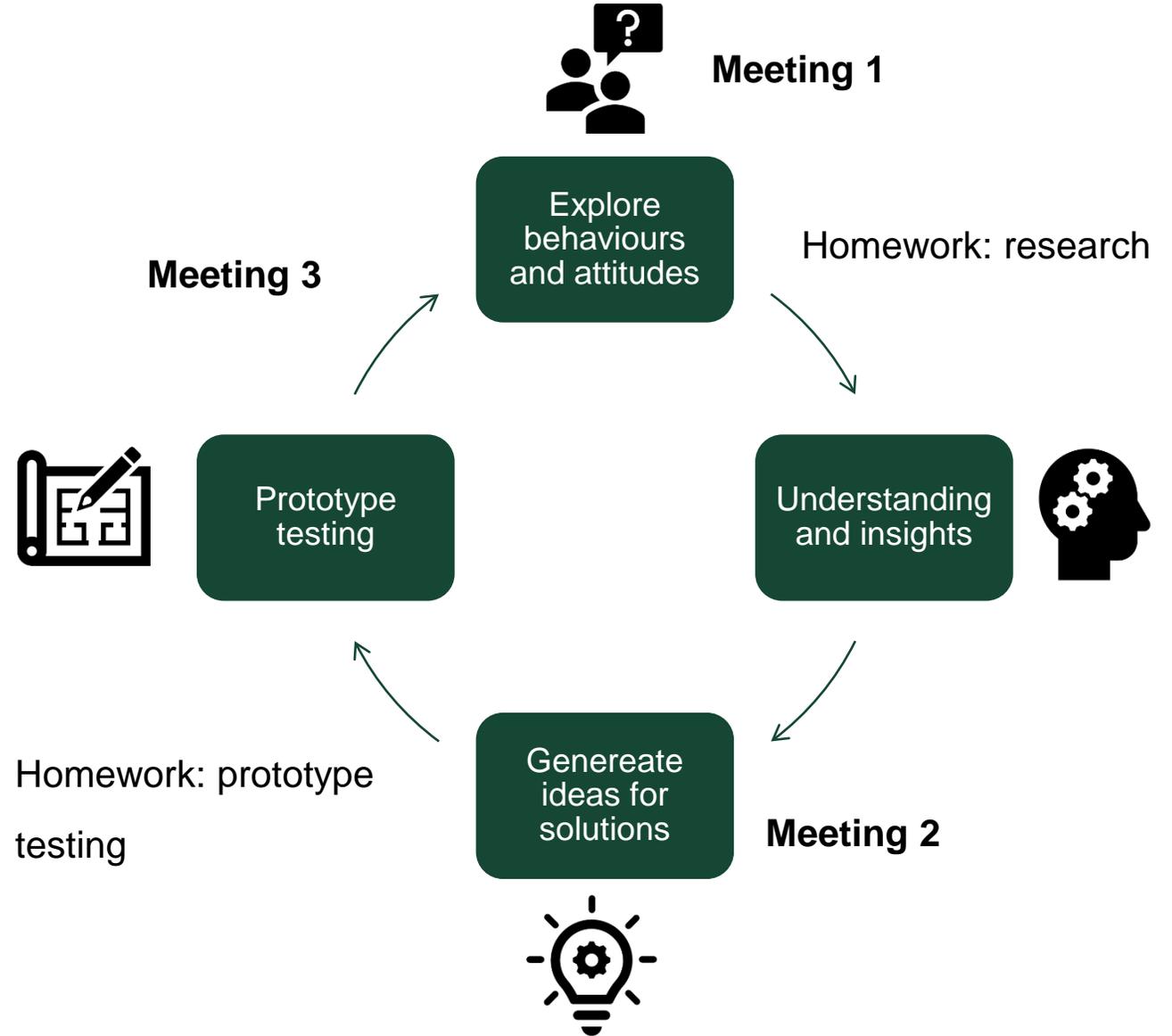 - The UX Button, 2 staff +1

The what

- A service design course
- Open to all staff
- Online, synchronous and asynchronous
- No credits, but a lovely diploma

The how

- Three course meetings, 2-3 hours, about a month a part
- Zoom and Microsoft teams
- Participants work on a case of their choosing
- Marketing: calendar event and news item on staff pages

Meeting 1

Explore behaviours and attitudes

Homework: research

Understanding and insights

Meeting 2

Genereate ideas for solutions

Homework: prototype testing

Prototype testing

Meeting 3

The results and outcomes

- 18 participants have finished the course

- Participants from many different areas: the library, communications office, communications officers and admin staff at various departments/faculties, study and career guidance…

- Overall positive testimonials

"Thanks for a great, inspiring and motivating course – SLU at its best!"

"Invaluable to get to talk to others at our uni that one wouldn't normally meet"

"There was nothing bad."

The future

- Next intake in September, first meeting in October

- Improvements:
  - Clarify work load
  - Clarify what happens at each meeting and where we are in the service design process
  - Adjust number of participants to a slight "over capacity" level, to compensate for drop-outs
  - Reserved seats for prioritised groups

The advice

- Start small and go big later

- It is almost impossible to over explain

- Help participants choose smallish cases

- Be active in the course platform (MS teams)
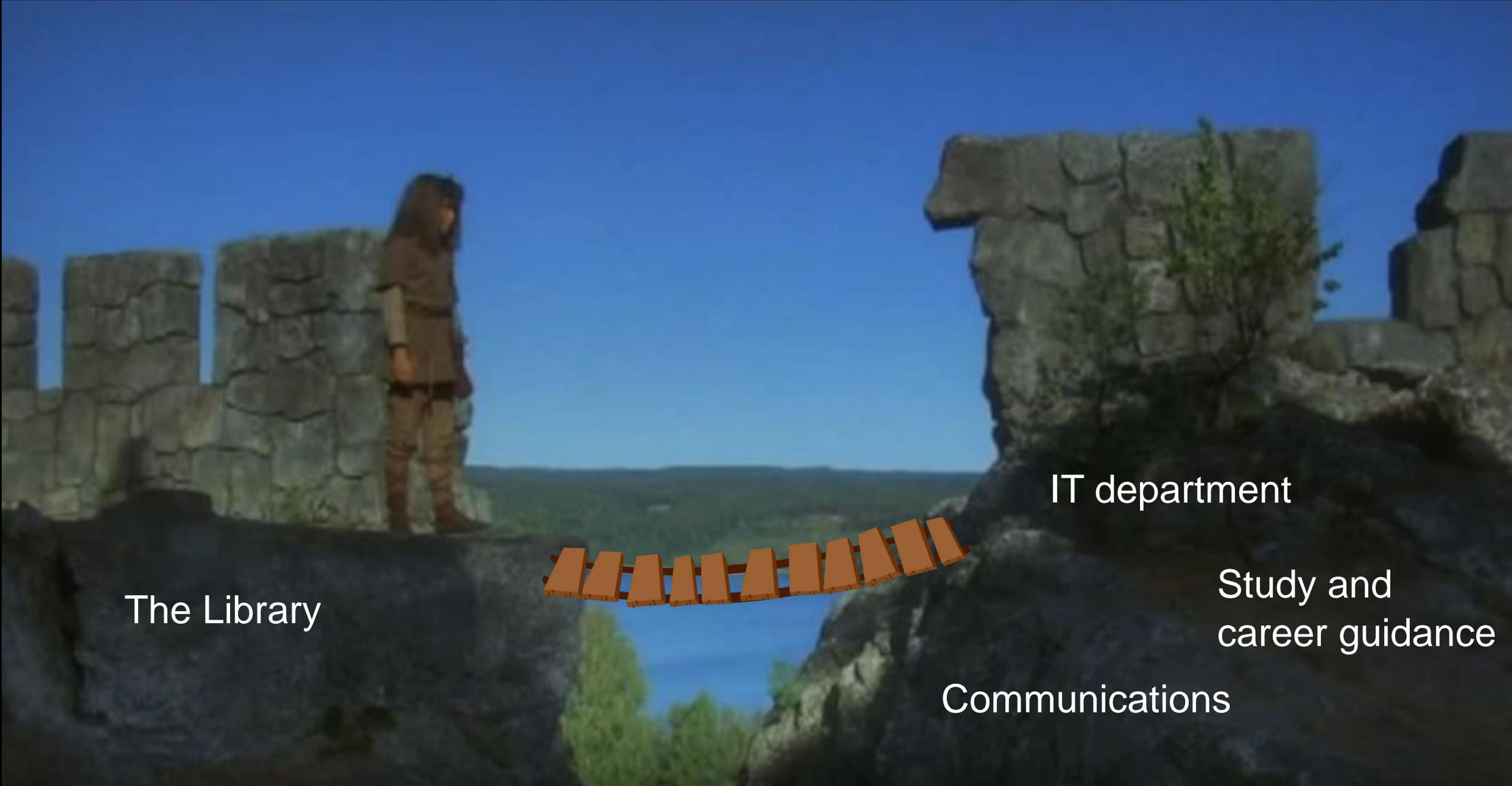
The Library

IT department

Study and
career guidance

Communications

Thanks! Any questions?

CONTACT ME!

Ingela Wahlgren

Ingela.wahlgren@slu.se

@ingyplingy