



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!

I D E O





FIRST EDITION



FIRST EDITION / TWO THOUSAND FIFTEEN

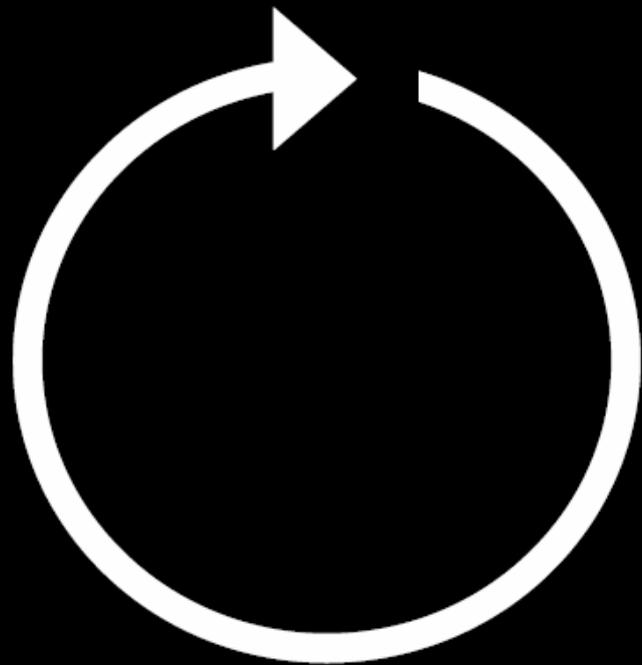
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LEARN ABOUT
THE WORLD



MAKE THE
IDEAS REAL

HAVE
SOME IDEAS

LEARN ABOUT THE WORLD

Observe behavior

Document

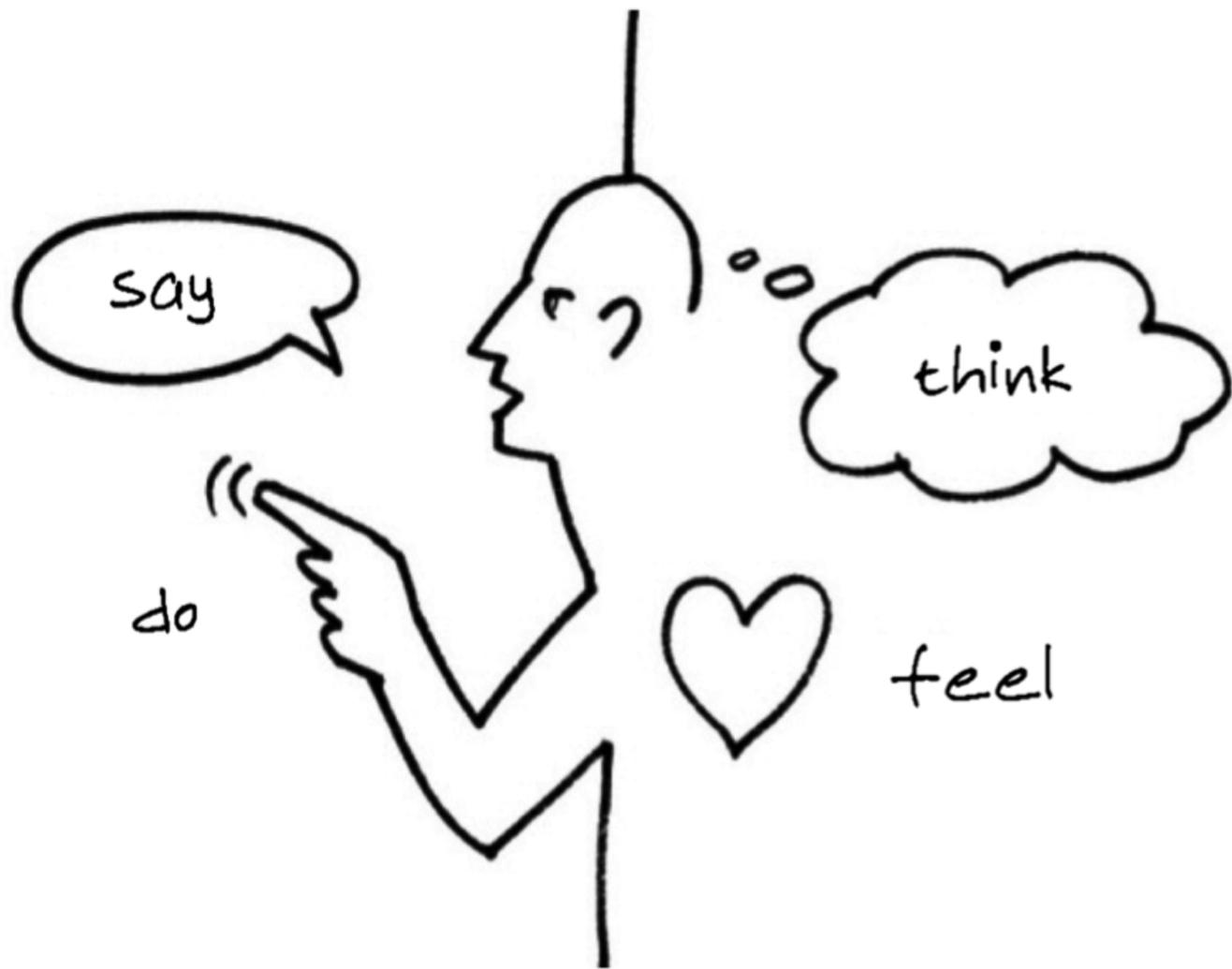
Ask: why?

Develop empathy









HAVE SOME IDEAS

Brainstorm

To have a good idea, first have a lot of ideas!

MAKE THE IDEAS REAL

Prototype early!



FORÅRSJÖ
FRA BIBLIOTEKET

Om samarbetspartners
Om samarbetspartners
Om samarbetspartners
Om samarbetspartners

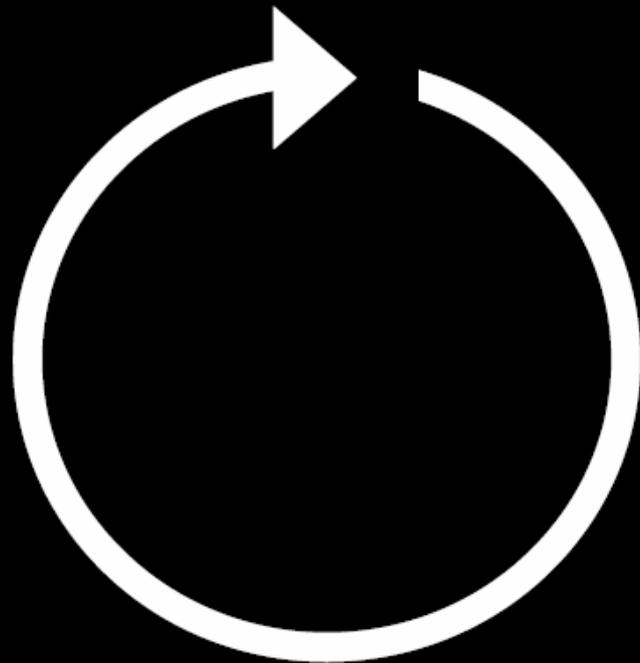


**SKAL DU I GANG MED EN
STØRRE OPGAVE?**

**LÅN EN BIBLIOTEKAR TIL
45 MINUTTERS PERSONLIG
BETJENING**

DU BESTILLER LIGE HER =)

LEARN ABOUT
THE WORLD

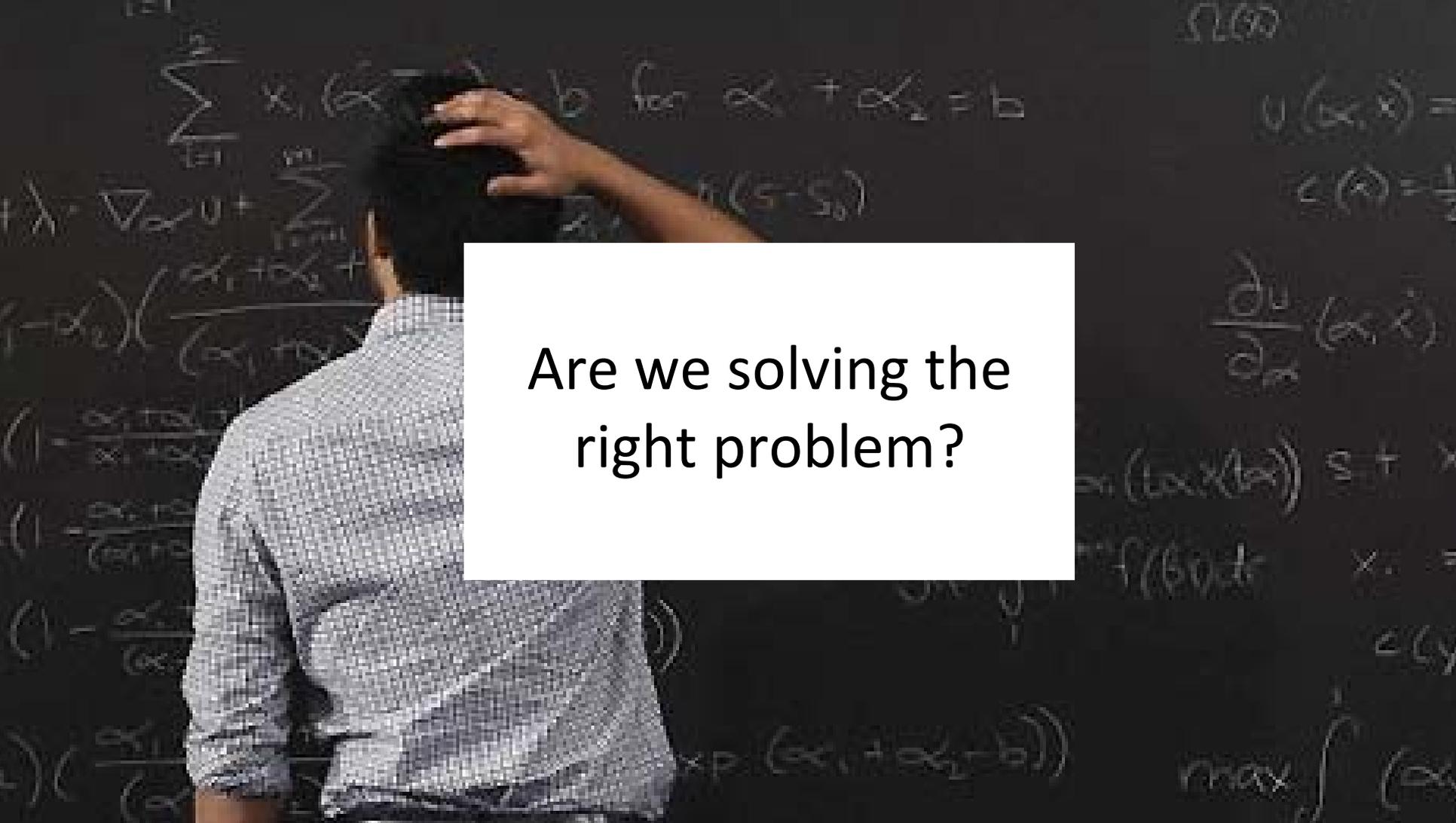


MAKE THE
IDEAS REAL

HAVE
SOME IDEAS

LESSONS

LEARNED



Are we solving the
right problem?



Behaviors

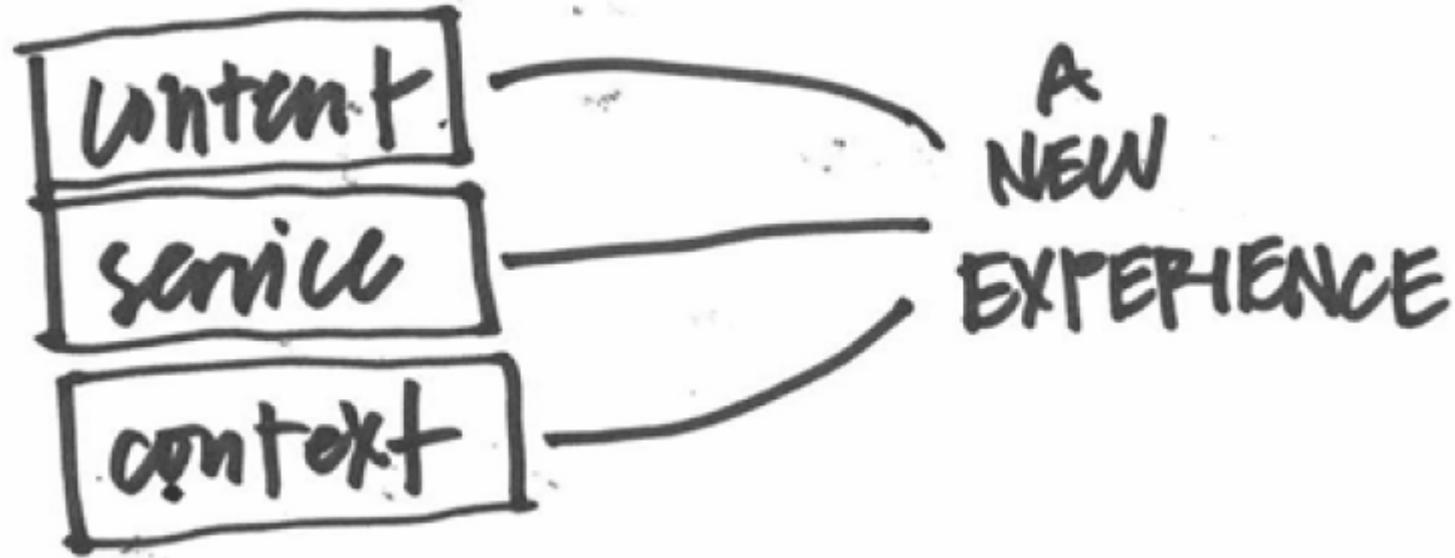
habits
routines
identity
journeys
patterns
rituals

Demographics

neighborhoods
ethnicities
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

