



Cloud-based Library, Information, and KM/Knowledge Services Solutions

Transforming Libraries

**Knowledge Services:
Managing the User Experience**

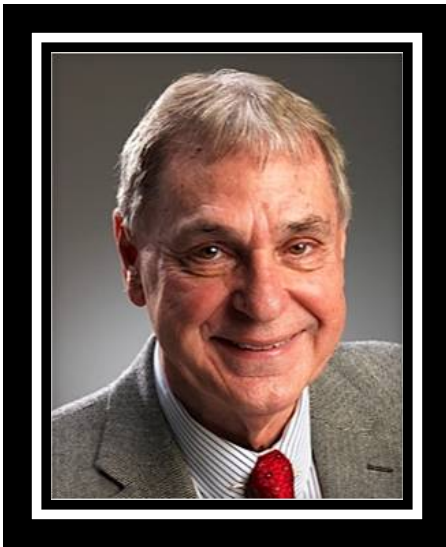
May 14, 2014
11.00am PST/2.00pm EST



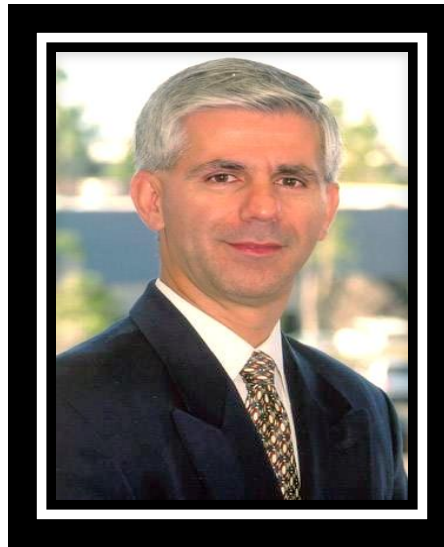
Cloud-based Library, Information, and KM/Knowledge Services Solutions

Transforming Libraries

Today's Presenters



Guy St. Clair



Tony Saadat



Maria Phipps



Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – asks:

- 1. Are user needs clearly established in the organization where you are employed?*
- 2. What is the role of customer service/user impact surveys in measuring the user experience?*
- 3. How does your professional expertise and experience impact the user experience in the specialized library?*



Transforming Libraries

“Our goal at Soutron Global is to partner with our clients to manage the library transformation by introducing the best technology in the most cost effective manner.....”

We have created a collaborative culture that is differentiated and unique.....”

Tony Saadat



**Transforming Libraries into
Digital Information Resource Centers**

**Knowledge Services:
Managing the User Experience**

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

Lecturer and Subject Matter Expert
M.S. In Information and Knowledge Strategy Program
Columbia University

Consulting Specialist for Knowledge Services
Soutron Global



Cloud-based Library, Information, and KM/Knowledge Services Solutions

Transforming Libraries

Knowledge Services: Managing the User Experience

The User Experience (UX)

The idea of user experience as a management methodology comes from our attempt to connect what we offer to the overall experience and satisfaction of the user.

“Experiences are events that engage individuals in a personal way” ... and while the service-delivery provider moves out of the picture once the experience occurs, “the value of the experience lingers.”

Pine and Gilmore *The Experience Economy*

Specialist Librarian
+
Customer Satisfaction
=
UX?



Transforming Libraries

Knowledge Services: Managing the User Experience

The User Experience (UX)? What Does it Mean?

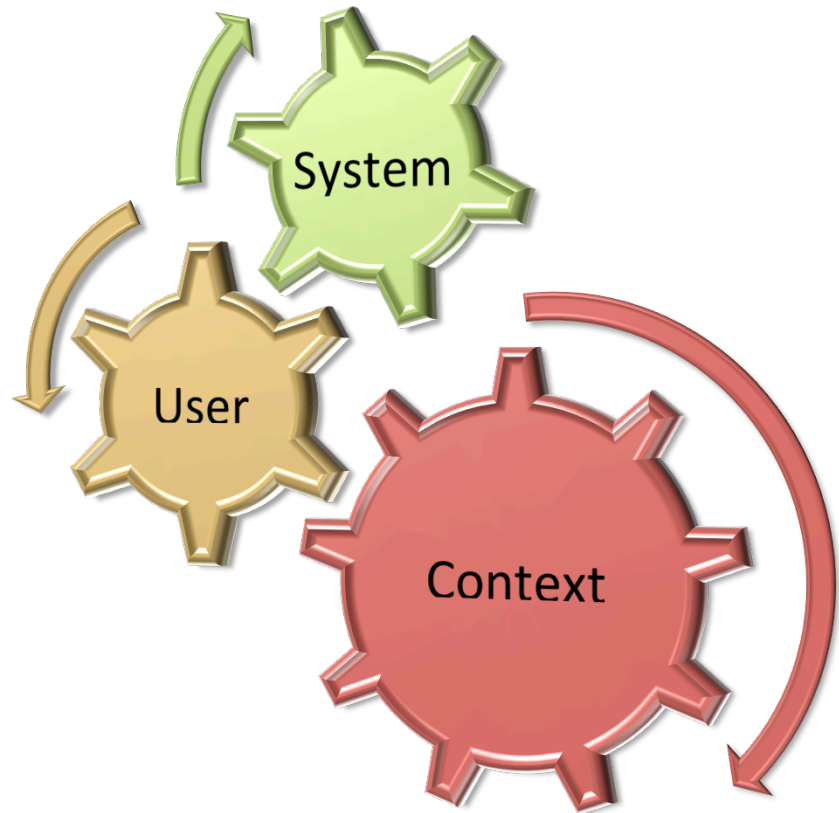
Yes, there's even an ISO definition.... ISO 9241-210

- "a person's perceptions and responses that result from the use or anticipated use of a product, system or service."
- Relates to all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use...



From the ISO

The three critical factors that influence the user experience



The User Experience (UX)

Guy's Version—

Closely akin to customer service but more driven by user expectations



Transforming Libraries

Knowledge Services: Managing the User Experience

What we want to know:

1. *Are user needs clearly established in the organization where you are employed?*

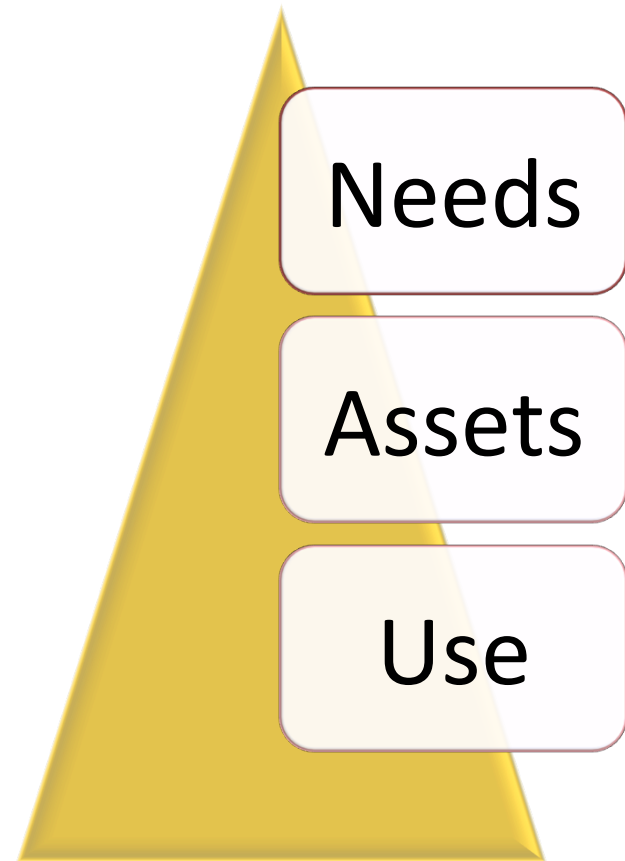
The specialized library is the “system” of the ISO definition, relating to the enterprise-wide development, sharing, and use of knowledge within the larger organization (“KD/KS/KU”).

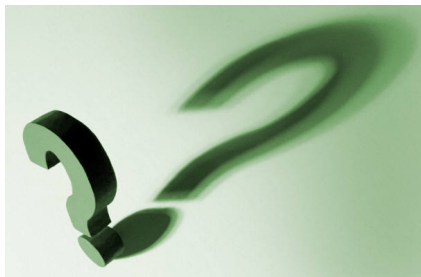


How Do We “Establish” / Determine User Needs?

We ask, combining the methodologies of:

- ❑ the standard **needs analysis** (asking what knowledge resources and services people require to do their work)
- ❑ the **information audit** (which determines how knowledge assets are actually used)
- ❑ the **knowledge audit** (which looks at knowledge assets, how they are produced, and by whom)





POLL

Polling Question # 1: Has the organization where you are employed conducted a formal needs assessment, information audit, or knowledge audit within the past five years?

- Yes
- No
- Don't know

Transforming Libraries

Knowledge Services: Managing the User Experience

What we want to know:

2. *What is the role of customer service/user impact surveys in measuring the user experience?*

As strategic knowledge professionals (since the content we deal with is limited to that which is strategic to our organizations), we use our findings from the surveys to strengthen performance when we know the organizational objectives, and to help define new objectives and the strategies to pursue them.



Transforming Libraries

Knowledge Services: Managing the User Experience

What we want to know:

2. *What is the role of customer service/user impact surveys in measuring the user experience?*

We connect knowledge services/specialized librarianship with the new discipline of “services science”: melding technology with an understanding of business processes and organization...



Transforming Libraries

Knowledge Services: Managing the User Experience

The Specialist Librarian as Knowledge Strategist

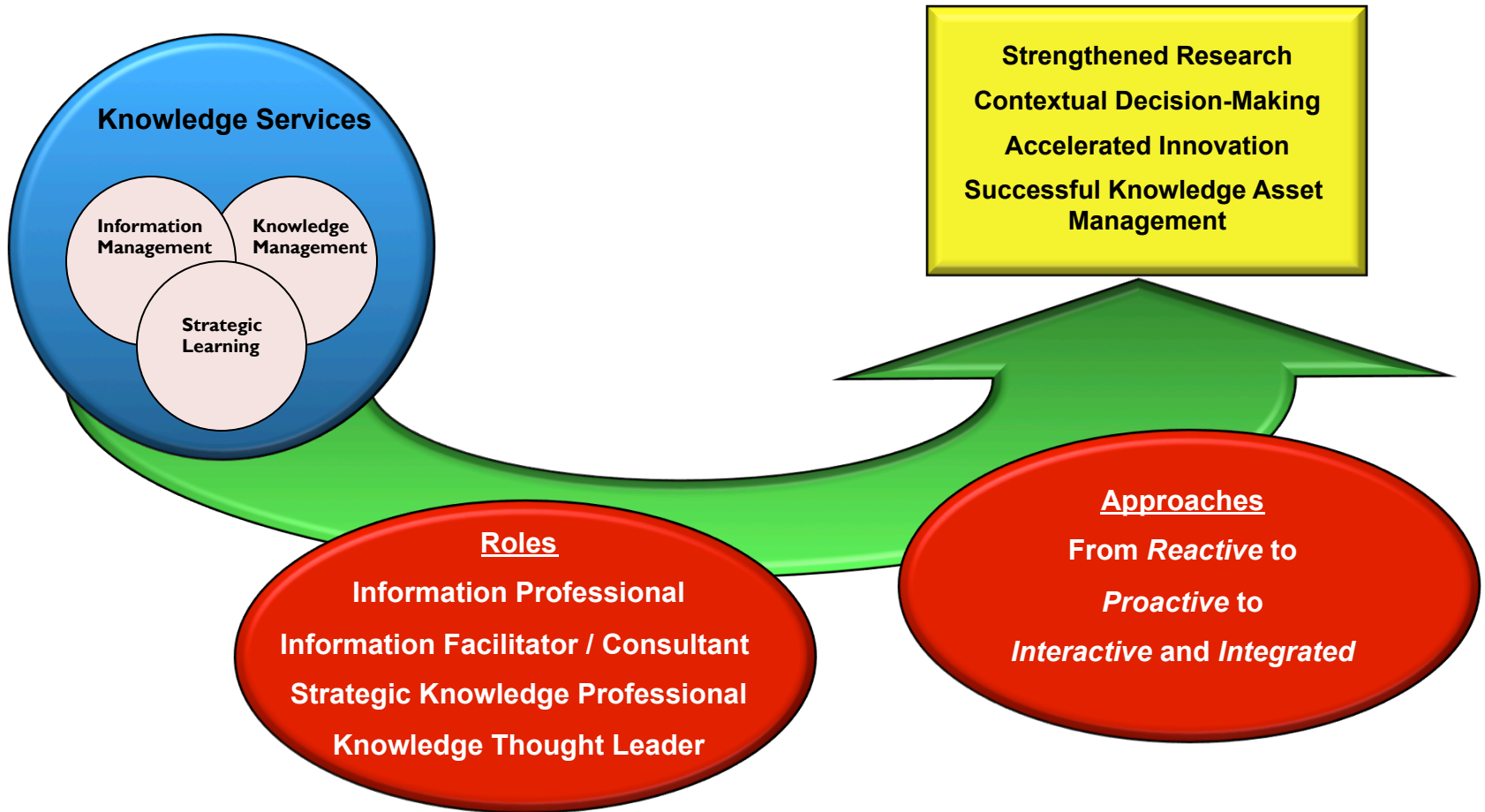
“As companies build more efficient IT systems, streamline operations, and embrace the Internet through wholesale changes in business processes, a huge opportunity exists.... This is the seedbed for a new discipline that industry and academia are coming to call ‘services science’ ...



“The new discipline “brings together work in computer science, operations research, industrial engineering, management science, and social and legal sciences, in order to develop the skills required in a service-led economy.”

—Paul Horn “The New Discipline of Service Science” *Business Week* January 21, 2005

Knowledge Services



Transforming Libraries

Knowledge Services: Managing the User Experience

Integration/Interactive Role of Knowledge Services

The specialist librarian/strategic knowledge professional: knowledge value becomes the vehicle—the structure—through which you work as the enterprise-wide knowledge authority, becoming the knowledge thought leader for the entire company.

Value Creation—the fundamental keystone of our competitive economy.

-Tim Powell

Transforming Libraries

Knowledge Services: Managing the User Experience

What Do We Get from the Audit?

You can learn to do things *more effectively*, or *more efficiently*, or—this is what we aim for—*both*. We call this ***operational excellence***, or “doing things right.”

There is another powerful way: ***strategic relevance***, or “doing the right things”...bringing knowledge strategy into alignment with the organization management strategy.”

—Tim Powell
*The Knowledge Value Chain
Handbook, April, 2014*



“Management is doing things right; leadership is doing the right things.” Peter F. Drucker: *The Essential Drucker: Management, the Individual, and Society*

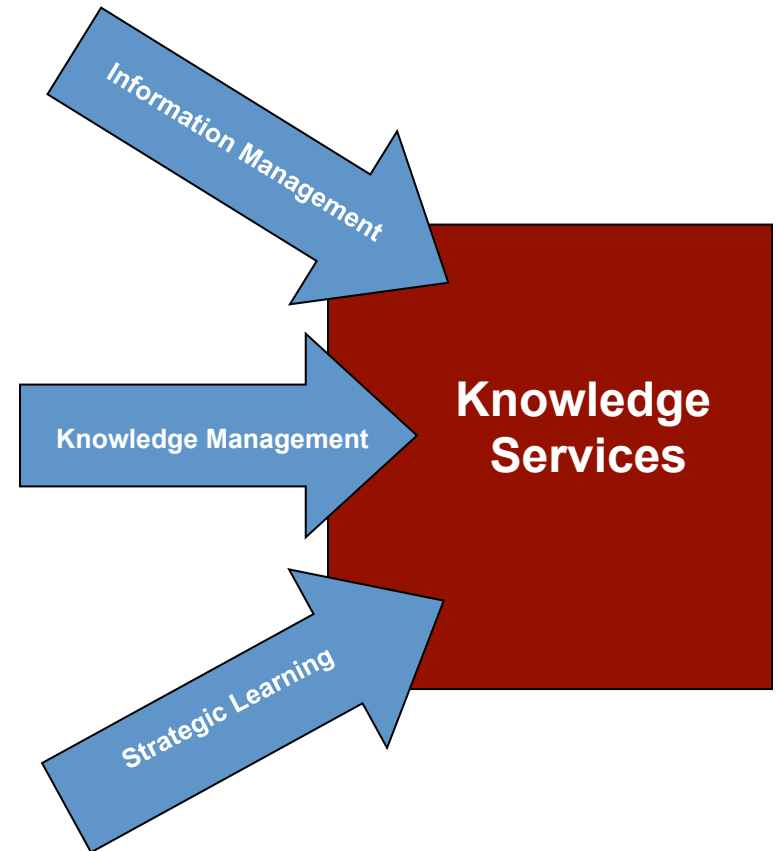
Transforming Libraries

Knowledge Services: Managing the User Experience

What we want to know:

3. *How does your professional expertise and experience impact the user experience in the specialized library?*

Using findings from our knowledge audits and our interactions with users, we are positioned to identify cross-departmental roles for the larger organization, with respect to information management, knowledge management, and strategy learning.



Managing User Experience in the Specialized Library

- *Define the most appropriate user experience, from the user's perspective*
- *Drive development of user experience through market segmentation*
- *Determine “touch points” with clients and users*
- *Engineer common experience across user groups and markets*
- *Build a management structure for the user experience*
- *Ensure that the user experience mission is communicated by key management leaders*
- *Measure and communicate results by using metrics that match user and management expectations (and align with other organizational and departmental business units).*

—William Gribbons

Director, Human Factors and Information Design Programs

Bentley University, Waltham MA

Managing User Experience in the Specialized Library

Four “first steps” for the Specialist Librarian/Knowledge Strategist:

- 1. Define and re-define core values*
- 2. Identify elements of experience that support values*
- 3. Segment the market by user demographics and characteristics*
- 4. Consider all touch points and how the library space/services might incorporate different functions into it “library” framework (as an inter-departmental writing center, for example, or as a central focus for corporate or organizational research).*

—William Gribbons

*Director, Human Factors and Information Design Programs
Bentley University, Waltham MA*



POLL

Polling Question # 2: Based on all you've heard today, how would you evaluate the UX in your specialized library?

- High
- Average but could be better
- Not so good
- No opinion

Transforming Libraries

Knowledge Services: Managing the User Experience

Did We Answer the Questions?

- 1. If user needs are clearly established in the organization where you are employed, do you feel you now have enough information to begin learning how they can be addressed?*
- 2. You've now thought about the customer service/user impact surveys you use for measuring the user experience. Are you prepared to re-open the subject and get better information about how your users experience your specialized library and its services?*
- 3. What's your conclusion: Does your professional expertise and experience impact the user experience in the specialized library?*



Cloud-based Library, Information, and Knowledge Management Solutions

COMING JUNE 10, 2014

AT THE SLA ANNUAL CONFERENCE

VANCOUVER BC CANADA:

SLA PAST PRESIDENTS DEB HUNT AND GUY ST. CLAIR IN DISCUSSION

TRANSFORMING LIBRARIES:

THE *NEW* KNOWLEDGE SERVICES - FROM COLLECTIONS TO CONNECTIONS

Talking Points for June 10:

- 1. Do other business units/departments in your organization collect and deliver information to users? If so, do you have a relationship with the managers of those units?*
- 2. Are you responsible for the company's knowledge assets? Or closely connected with the people responsible?*
- 3. With respect to the ILS or other information management system used in the business unit where you work, what are your expectations?*

Perhaps of Interest

THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture
(SLA Annual Conference, Vancouver, British Columbia June 6, 2014)
- KMKS101 Fundamentals of KM and Knowledge Services
(SLA Annual Conference, Vancouver, British Columbia June 7, 2014)
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use
(online August 11-27, 2014)
- KMKS101 Fundamentals of KM and Knowledge Services
(online September 8-24, 2014)
- KMKS105 Change Management and Change Implementation in the Knowledge Domain (online October 14-29, 2014)
- KMKS104 Networking and Social Media: Technology-Enabled Knowledge Sharing (online February 9-25, 2015)
- KMKS106 Critical Success Factors: Measuring Knowledge Services
(online April 6-22, 2015)

Contact: http://www.sla.org/learn/certificate-programs/cert_knowledge_mgmt/

Contact information

Guy St. Clair

President and Knowledge

Services Evangelist

SMR International

www.smr-knowledge.com

10 Park Avenue (Suite 4-F)

New York NY 10016 USA

+1 212.683.6285

guystclair@smr-knowledge.com

Tony Saadat

President and CEO

Soutron Global

1653 Aryana Dr.

Encinitas, CA 92024

+1 760.870.4243 X123

tsaadat@soutronglobal.com



Cloud-based Library, Information, and KM/Knowledge Services Solutions



Cloud-based Library, Information, and KM/Knowledge Services Solutions

Thank you



Tony Saadat

CEO Soutron Global

tsaadat@soutronglobal.com



Maria Phipps

Library Consultant Soutron Global

mphipps@soutronglobal.com

Follow Us



<http://www.linkedin.com/company/soutron-global>



<https://twitter.com/SoutronGlobal>