DESIGN THINKING
and the Future of Libraries
The overall purpose for Next Library 2013 is to inspire public libraries to new ways of thinking within re-imagination, civic engagement and collaborative innovation with the perspective of supporting equal access to technology, learning and active citizenship for all.
There are many potential futures that are being proposed.
Design thinking is about accelerating innovation to create better solutions to the challenges facing business and society.
DESIGN THINKING

Design thinking is about accelerating innovation to create better solutions to the challenges facing business and society.
EMOTIONAL INNOVATION
- BRANDS
- RELATIONSHIPS
- MARKETING

DESIGN THINKING

PEOPLE (DESIRABILITY)

BUSINESS (VIABILITY)

TECHNOLOGY (FEASIBILITY)

FUNCTIONAL INNOVATION

EXPERIENCE INNOVATION

PROCESS INNOVATION
It all starts with learning about the world.
Asking “why?”
<table>
<thead>
<tr>
<th>Amount Due</th>
<th>Amount Enclosed</th>
</tr>
</thead>
<tbody>
<tr>
<td>$27.40</td>
<td>30.00</td>
</tr>
</tbody>
</table>

BOX 997300
SACRAMENTO CA
95899-7300
Keep the Change.

An easy way to save with your check card. If you get cash or keep the change on purchases you make with a Bank of America Check Card, your cash back (up to a certain dollar amount, see our allowance) is rounded up to the nearest dollar. Keep your change, open a checking account and keep the change.

Bank of America Higher Standards
## Inpatient Satisfaction

<table>
<thead>
<tr>
<th>Question</th>
<th>Jan-March</th>
<th>April-June</th>
<th>Percentile Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses Rating</td>
<td>90.2</td>
<td>90.5</td>
<td>99</td>
</tr>
<tr>
<td>Friendliness/courtesy of nurses</td>
<td>93.1</td>
<td>93.3</td>
<td>95</td>
</tr>
<tr>
<td>Promptness response to call</td>
<td>88.3</td>
<td>88.6</td>
<td>98</td>
</tr>
<tr>
<td>Nurses’ Attitude toward personal requests</td>
<td>90.9</td>
<td>91.2</td>
<td>97</td>
</tr>
<tr>
<td>Attention to special/personal needs</td>
<td>88.9</td>
<td>89.2</td>
<td>94</td>
</tr>
<tr>
<td>Nurses kept you informed</td>
<td>88.1</td>
<td>88.1</td>
<td>92</td>
</tr>
<tr>
<td>Skill of nurses</td>
<td>92.4</td>
<td>92.8</td>
<td>99</td>
</tr>
</tbody>
</table>
EXTREME USERS
LEARN ABOUT THE WORLD

- Observe behavior
- Develop empathy
- Ask “why?”
HAVE SOME IDEAS
“To have a good idea, first have a lot of ideas”
- Linus Pauling
DIVERGE

CREATE CHOICES

MAKE CHOICES

CONVERGE
Defer judgment
One idea at a time
Stay focused on topic
Build on the ideas of others
Encourage wild ideas
Go for quantity
Visualize it
How can we raise kids' awareness of the benefits of fresh food so they can make better choices?

**Evaluate Shortlist**

In this final phase we evaluated the shortlist of 40 concepts that made it through the initial Evaluation Phase. We took the 20 concepts that received the most applause and 20 picked by Jamie and IDEO.

**Challenge Themes**

- Popeye
- Nutrition Facts
- Banana
- Betsy
Thanks to your votes, these fantastic ideas will receive funding to refresh the world!

**Recent Updates**

**Fund $250K**
**Recipient**
Develop an alternative cancer treatment that has no side...
Kanzius Cancer Research Foundation

**Fund $250K**
**Recipient**
To rebuild our grade school that was destroyed in March...
Ben-Gil Elementary Boosters

**Fund $50K**
**Recipient**
Preserve a local movie theater and revitalize our main street.
Rosedale Theatre Collective

**Fund $50K**
**Recipient**
Give Children A Smart Attack... Help our school buy Smart...
Heather Hall - Lone Star School, Sapulpa, OK

**Fund $50K**
**Recipient**
Redesign & revamp our science classrooms that were built...
Kim Wendt a teacher at Mitchell Middle School

**Fund $50K**
**Recipient**
Give 100 children with disabilities AmTryke therapeutic...
National AMBUCS, Inc.

**Fund $50K**
**Recipient**
Save one of the nation's first Cub Scout camps from being...
Anthony DiNicola

**Fund $50K**
**Recipient**
Install multiple wind turbines in the Waukee, IA School...
Waukee High School Earth Club c/o Stephanie Groathouse

**Fund $50K**
**Recipient**
Jump Start the HVYWIE & continue Nurturing our Humanity.

**Fund $50K**
**Recipient**
Engage high school teachers in teen suicide prevention

**Fund $50K**
**Recipient**
Open the KIDD'S Center for Youth Development and Performing...

**Fund $50K**
**Recipient**
Help our students learn a foreign language in an after school...
HAVE SOME IDEAS

- Curate inspiration
- Build with others
- Go for quantity
MAKE THE IDEAS REAL
Prototype to expose the flaws early.
MAKE THE IDEAS REAL

- Sketch it, build it or act it out
- Think with your hands
- Share with others
MAKE THE IDEAS REAL

LEARN ABOUT THE WORLD

HAVE SOME IDEAS
So how could we rethink the current pharmacy?
So we started asking questions.
So we went to learn about their customers.
People feel like they’re healthy
According to the AMERICAN PUBLIC HEALTH ASSOCIATION 85% of people in America state that their life is at least “somewhat healthy.” And 89% say that their eating habits are at least “somewhat healthy.”

At the same time, 67% of Americans are overweight—34% of them are obese.
People are ready when they are
Food & Recipes

Our approach to food can work for anyone, and it's easy to fit in the foods you already love. Find recipes, tips and ideas for healthy and delicious food!

The Weight Watchers food plans
There are two ways to follow
Weight Watchers — Meetings and online

Go to a meeting today: Enter ZIP Code Weight Watchers Online

Ideas for every occasion and taste.

See how WeightWatchers.com can help you to learn to cook healthier, shop smarter and eat right while losing weight.

Spring Vegetable Soup with Pesto
POINTS @ Value: 3 Servings: 8 Prep Time: 15 min Cook Time: 25 min Level of Difficulty: Easy

Get the Most
What You
Feeling satisfied with your ticket weight means...
Positive
Accepting
Neutral
Approachable
Up to my standards
Ready when I am
We began to come up with some ideas.
Pharmacists
Visualizations of Script
Records / Adherence

Health Score Awareness
(If Signed Up)

“Smart”
Recommendations
based on Meds or Purchase
History

Service
Recommendation Guide
based On Conditions
And we made it real.
IS IT A COLD OR THE FLU?

While cold symptoms can make you feel bad for a few days, flu symptoms can make you feel quite ill for a few days to a week.

COLD

Symptoms usually begin with a sore throat, which usually lasts for 3-5 days. Nasal symptoms, runny nose, and congestion follow shortly after, usually lasting for about 5 days. Fever is uncommon in adults, but may be present in children. Dehydration is a common complication of both colds and the flu, so drinking lots of fluids is important.

FLU

Symptoms include fever, chills, body aches, headache, and fatigue. These symptoms usually appear within a few days of exposure to the virus and can last up to 7 days. In addition, most people experience a cough, congestion, or a runny nose. Dehydration is common in both individuals with colds and those with the flu.
30 January 2013

Walgreens Take Care Health Systems and Community Health Network Announce Clinical Collaboration Agreement
Change and transformation are inevitable.
From 3 to 15
Public libraries have a long history and a valued purpose.
“There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.”

- Andrew Carnegie

— Andrew CARNEGIE
ONE

I knew that I was being followed long before I saw or heard my pursuer. I felt it by some instinct that by now had been sharpened by experience; a shifting of the air, a presence whose movements invisibly shadowed my own. Someone was watching me and had been for several days: from the mouths of alleyways, from behind pillars or walls, amid the crowds of people, carts and animals that thronged the narrow streets of London or out among the river traffic. At times I even sensed eyes on me in the privacy of my room at Salisbury Court, though that was surely impossible and could only have been the tricks of imagination.

It was the twenty-third day of July, 1584, and I was hurrying to deliver my new book to my printer before he left London for the rest of the summer. A merchant ship from Portugal had recently docked
MAKE THE IDEAS REAL

LEARN ABOUT THE WORLD

HAVE SOME IDEAS
“What I hear, I forget,
What I see, I remember.
What I do, I understand”

- Lao Tse