

Inventing the Future: Applying **Design Thinking** to NextGen Online Program Development

Lisa Becksford and Stefanie Metko
Newman Library | [Virginia Tech](#)



#nextgenlibvt

Takeaways

1. You'll learn the basics of design thinking and how it applies to libraries
2. You'll hear our story of applying design thinking to program and unit development
3. You'll have a chance to brainstorm how design thinking can be applied in your library

Culture of Change at Virginia Tech

- ▶ Public land-grant research university in Blacksburg, VA
- ▶ Approximately 32,600 total students¹
 - ▷ About 2000 fully online students
- ▶ The library and on-campus students vs. online students
- ▶ Changes at the university
 - ▷ New provost and president
 - ▷ Recent changes at VT Libraries - spaces, staff
 - ▷ Visionaries for OL program
- ▶ Online learning at VT - decentralized
- ▶ New library faculty hired to support online learning
- ▶ Need for a model to help us accomplish goals

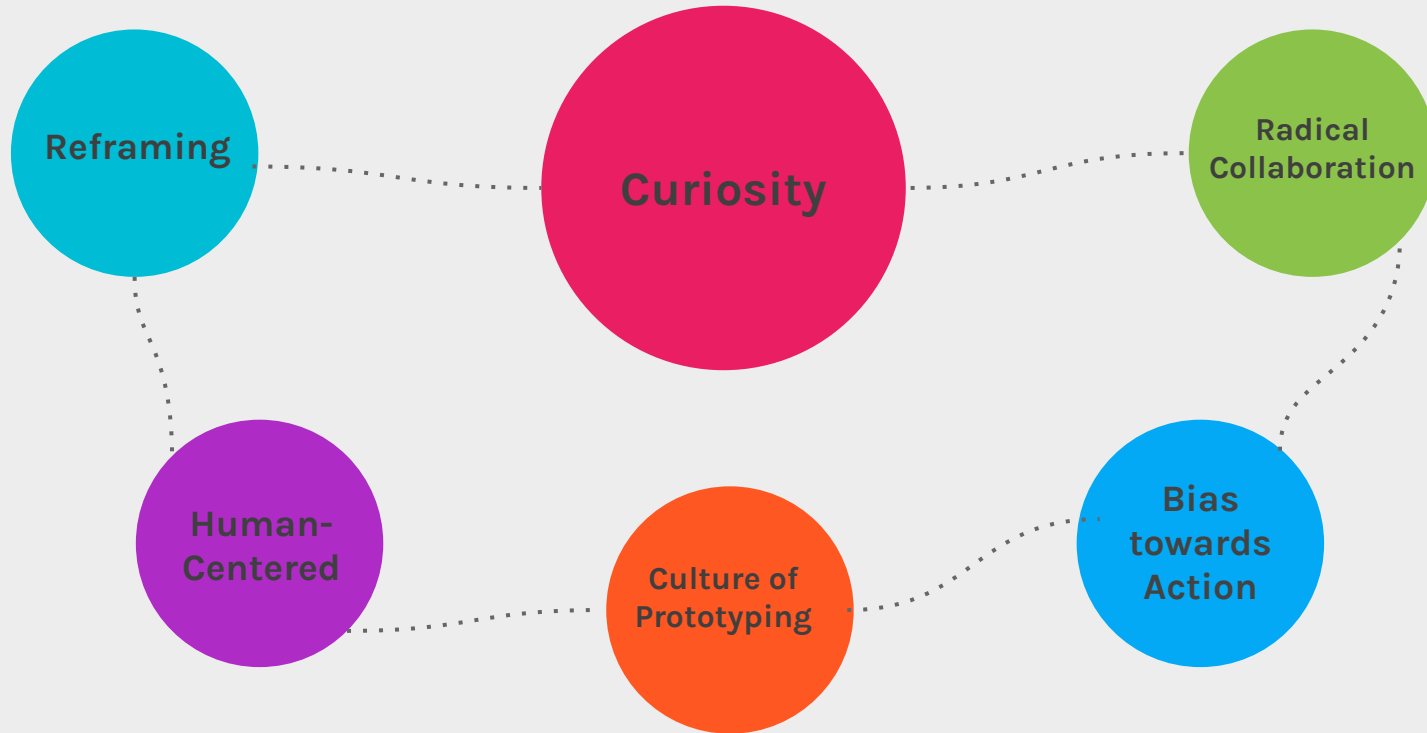
1. Virginia Tech. (2016). *Factbook: About the university*. Retrieved from <http://www.vt.edu/about/factbook.html>

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Design Thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for ... success.

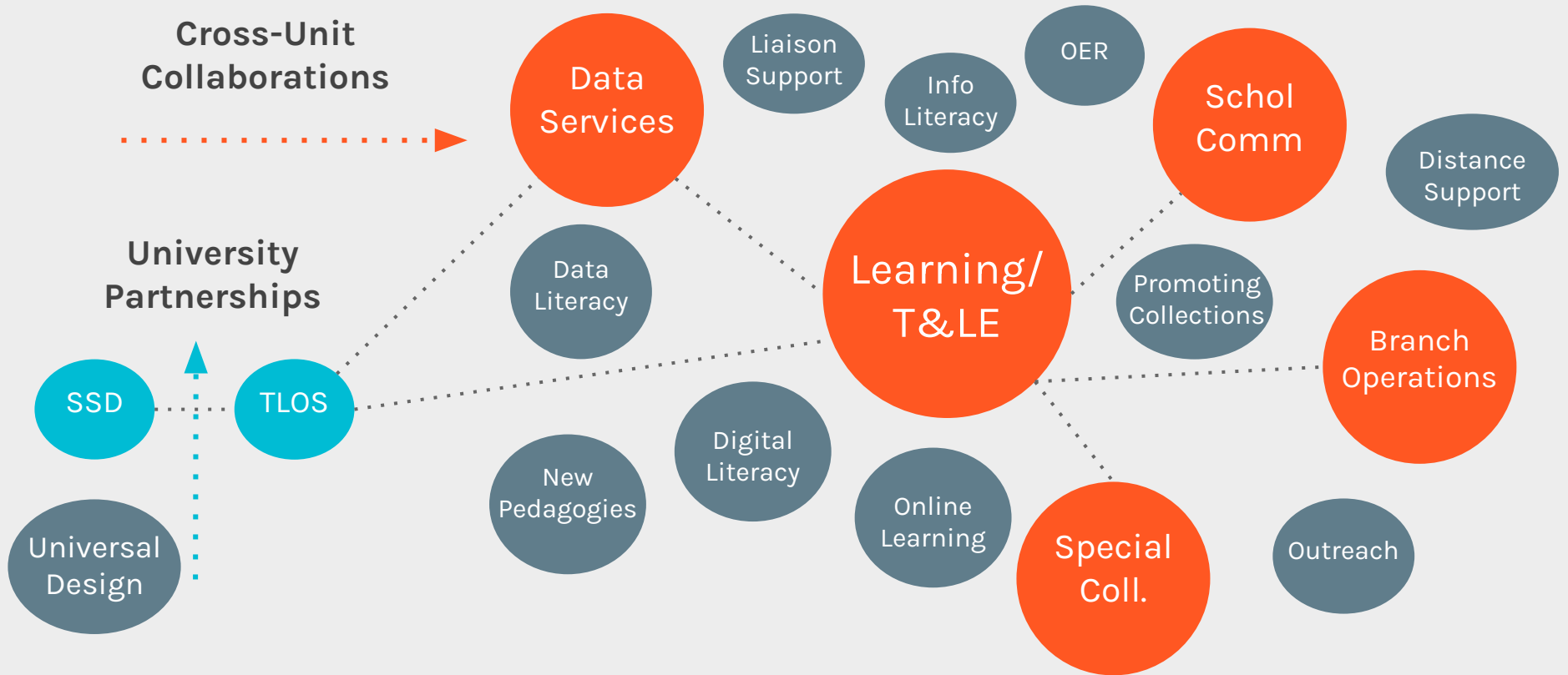
- Tim Brown, President/CEO, IDEO¹

DESIGN THINKING MINDSET¹



1. Adapted from Hasso Platner Institute of Design at Stanford (2016). Our point of view. Retrieved from <https://dschool.stanford.edu/our-point-of-view/>

RADICAL COLLABORATION MODEL¹



1. Adapted from Hasso Platner Institute of Design at Stanford (2016). Our point of view. Retrieved from <https://dschool.stanford.edu/our-point-of-view/>

1.

EMPATHIZE 

UNDERSTAND YOUR
COMMUNITY

2.

DEFINE 

WHAT ARE THE
CHALLENGES AND
OPPORTUNITIES?

3.

IDEATE 

BRAINSTORM IDEAS
AND SOLUTIONS

4.

PROTOTYPE 

DESIGN AND
EXPERIMENT

5.

TEST



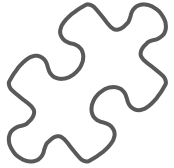
CONTINUOUS IMPROVEMENT¹

1. Hasso Platner Institute of Design at Stanford (2016). Our point of view. Retrieved from <https://dschool.stanford.edu/our-point-of-view/>



EMPATHIZE

- ▶ Discovering our context through needs assessment



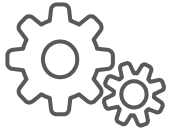
DEFINE

- ▶ Decentralized online learning
- ▶ Need for spaces to support online learning
- ▶ Need for expertise to create learning objects



IDEATE

- ▶ Our process/brainstorming
- ▶ Team dynamics
- ▶ Project management through Basecamp



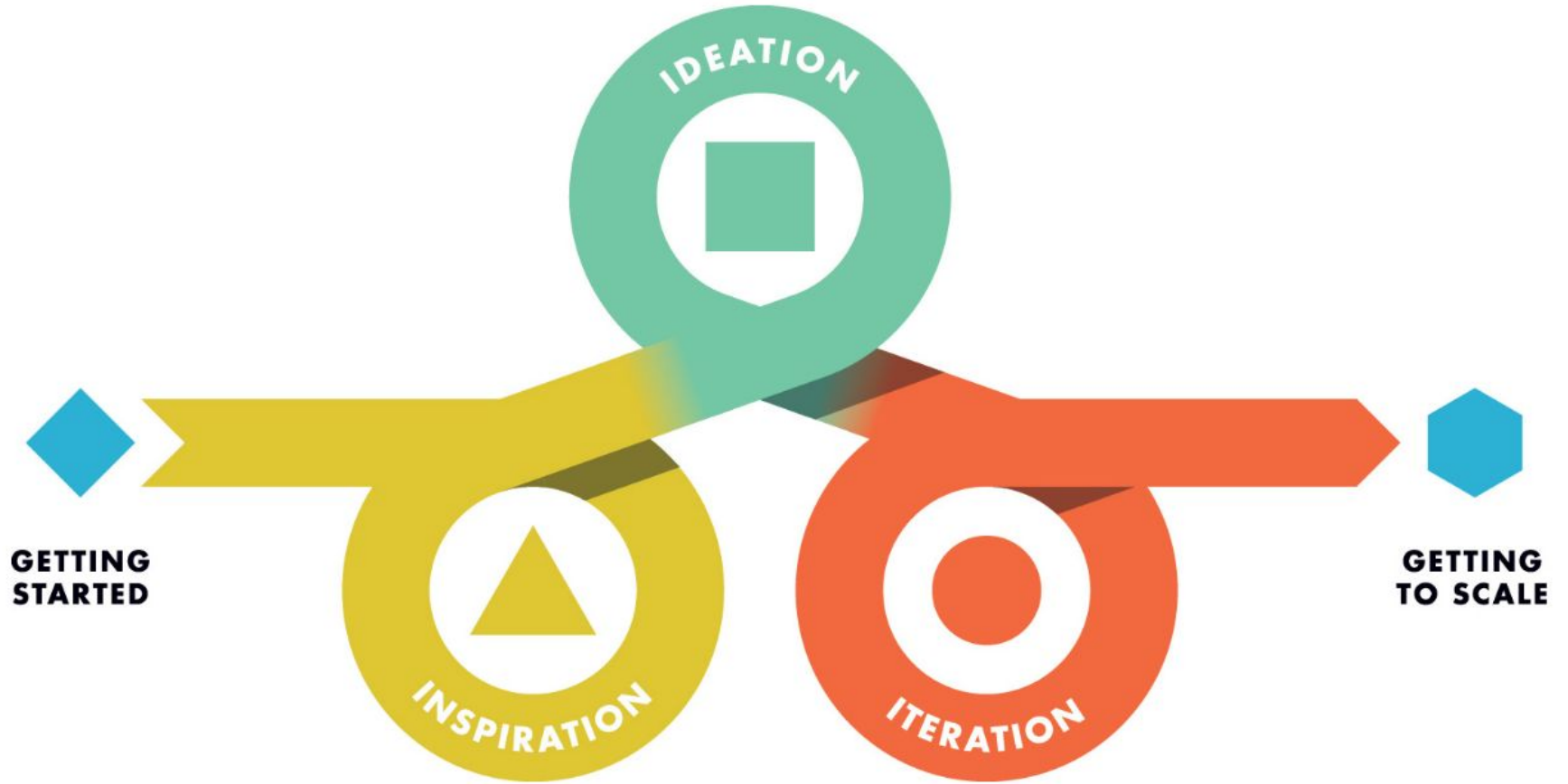
PROTOTYPE

- ▶ Odyssey
- ▶ [Learning Design Studio](#)
- ▶ Learning object creation



TEST

- ▶ What we're doing now
- ▶ Future plans
- ▶ Odyssey, [Learning Design Studio](#), [learning object creation](#)





TRY THIS

- ▶ Think of a challenge facing your institution or program. How could design thinking help solve this problem?
- ▶ Jot down some notes or ideas.
 - ▷ Empathize: What does your community need?
 - ▷ Define: What are the challenges you're facing?
 - ▷ Ideate: What are some solutions?
- ▶ When you're ready, turn to someone near you and share what you wrote down.

REFERENCES

Hasso Platner Institute of Design at Stanford (2016). An introduction to design thinking: Process Guide. Retrieved from <https://dschool.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf?sessionID=9435c2b6ec2fd3386cee3ca7946c8a5290fb90bb>

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QUESTIONS?

Continue the conversation:

Lisa Becksford

lisab5@vt.edu

@liblisa42

Stefanie Metko

smetko77@vt.edu

@stefmetko

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CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#)