




Realities – Digital Worlds

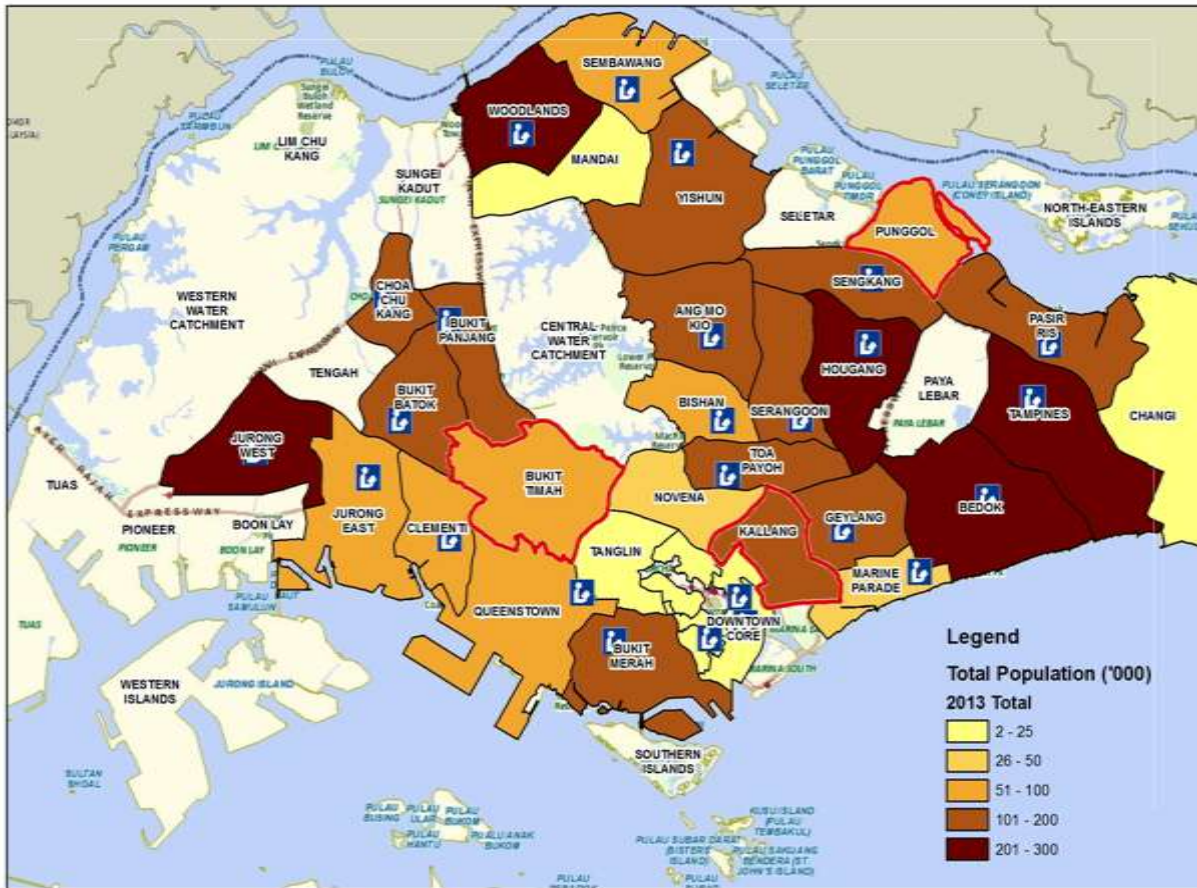
“Library Without Staff”

Stanley Tan

National Library Board (Singapore)

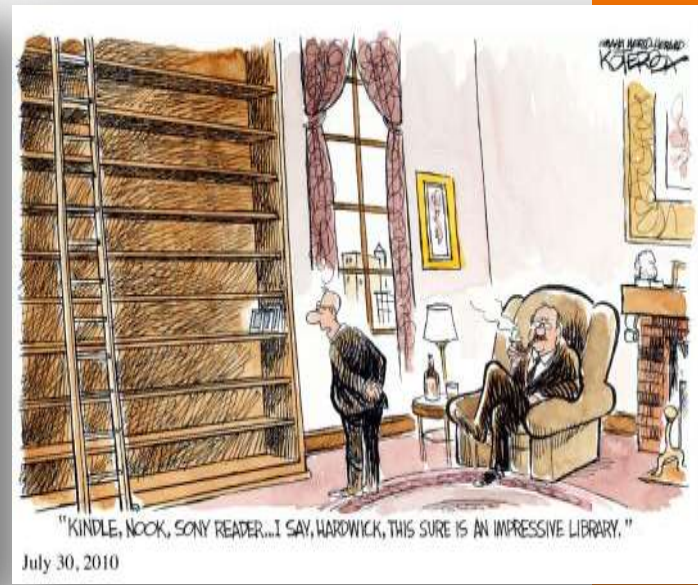
Stanley_tan@nlb.gov.sg





- 5 Regions
- 26 Public Libraries
- 3 Mobile Libraries
- 33.7M Loans
- 23.8 M Visitors
- 4.40 / 5 Customer Satisfaction

PUBLIC LIBRARY NETWORK SINGAPORE



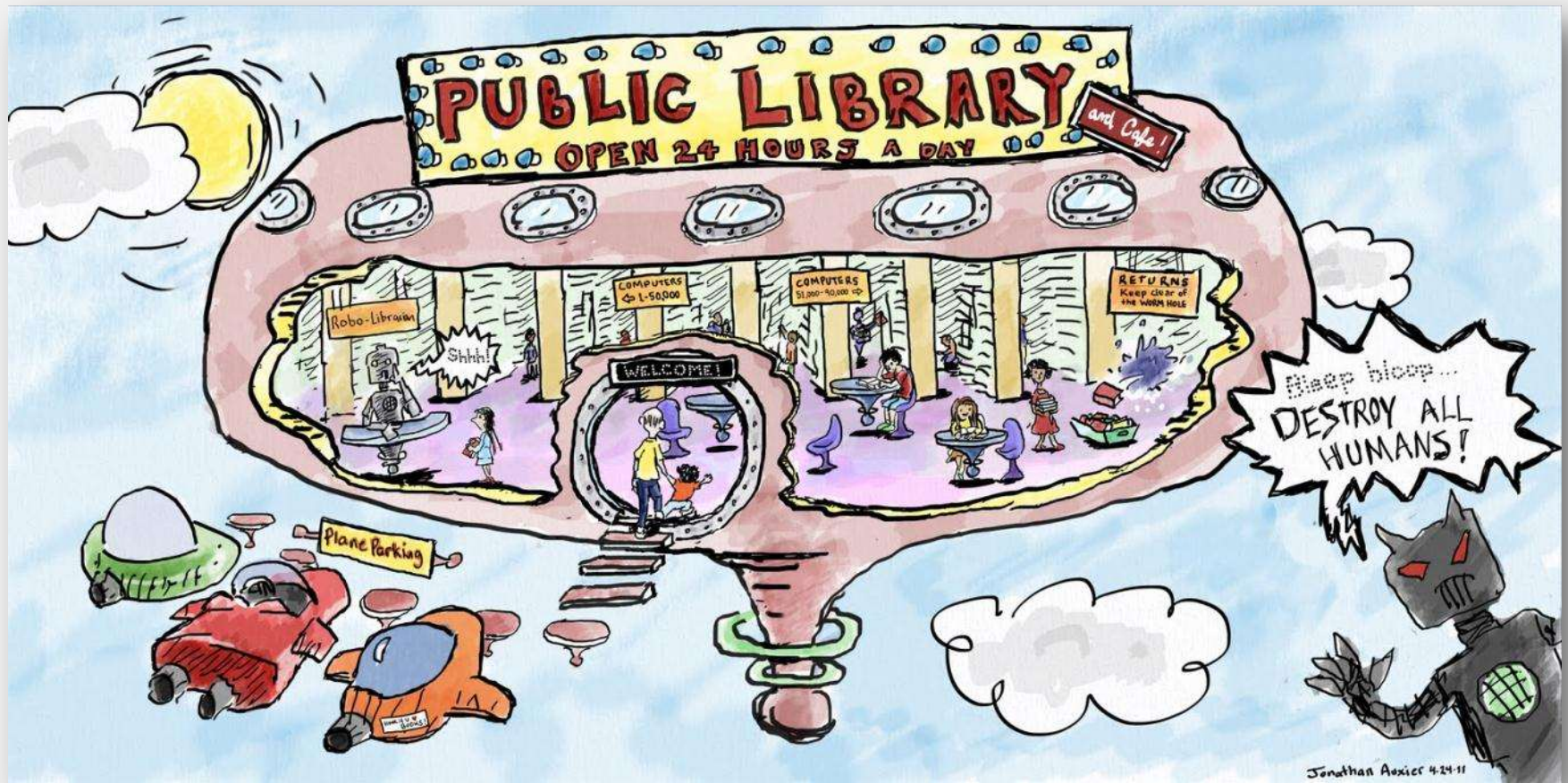
What this is NOT about . . .

LIBRARY “WITHOUT STAFF”

Physical Libraries No Longer being relevant . . .

Librarians Disappearing from the face of the earth . . .

Books becoming ALL ones & zeros altogether . . .



Journey of Transforming Service Model

“Faceless” to Human Less

Crossing Boundaries of Service Model to create New Experiences

Challenge limits of Human X Technology X Environment

Design of experience influence engagement in Digital Literacy



Seng Kang Public Library

Service Automation



library@Chinatown

Environment Shaping



library@Orchard

Behaviour Shaping



2002

2013

2014

“Staff Less” Journey

Small-sized Shopping Mall libraries - 1,000sqm to 2,200 sqm

Visitorship ranging – 1,300/day to 3,300/day

Staff Numbers – 11 (Seng Kang) | 0 (Chinatown) | 9 (Orchard)



Issues Faced:

- User profiles **unaccustomed** to self-help model & new technology
 - **Digital devices** were not intuitive / user-friendly
 - **Human Touch** preferred: Concierge were overwhelmed
- **Lacked user engagement** prior to implementation.
- Customer Service Counter reinstated

“Faceless” Library (2002)

Piloted in 2002 at Seng Kang Public Library

- Automation of basic services to facilitate **User Autonomy**
 - “Cybarian” | e-Kiosk | RFID Book Borrowing Stations
- Human Concierge that provided Security & Back-up Customer Support

Observations:

- **Greater user-acceptance** of self-help technologies
- Volunteers facilitated **peer-to-peer learning** of digital services
- Informed **design of experience** can **shape user behaviours and attitude** to accept a “staffless” service environment



“Staffless” Library (2013)

- Informed selection & placement of digital services with **study of expected user profiles**: Neighbourhood (Browsing); PMETs (Quick Borrowing/Browsing); Weekend Families (Reading)
- Engagement of **User-Community to Volunteer**
- Further enhanced basic services & introduction of new e-services



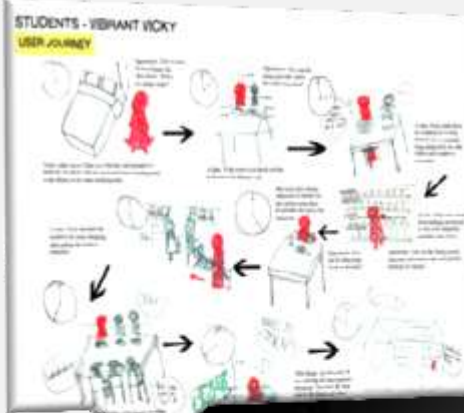
“Human Less” Experience (2014)

- **Deliberate design** of experience to **Frame User Mindset** at the outset
 - To **transit our users** to an almost self-reliant environment
- Applied design-thinking practices to **study, understand & collaborate** with our users to gain acceptance & maintain good user-orientation

Patron Journeys

Patron Profiles

Patron - Environment Survey



STUDENTS - VIBRANT VICKY

Personal Life

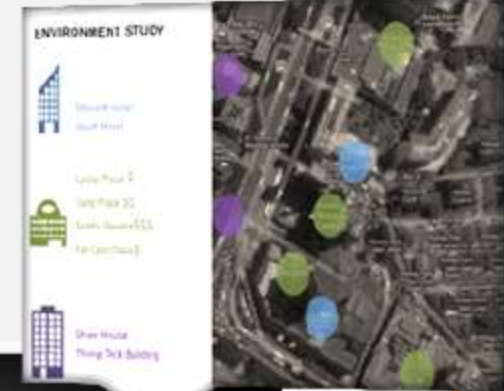
- Female
- 19 years old
- Student
- Single
- From London
- Studying for a degree in Business
- Works part-time at a cafe
- Likes to travel, read, listen to music

Personality

- Creative
- Organised
- Friendly
- Curious
- Independent
- Team player
- Hardworking
- Responsible
- Reliable
- Open-minded
- Adaptable
- Resilient
- Confident
- Assertive
- Proactive
- Goal-oriented
- Detail-oriented
- Self-motivated
- Hardworking
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Challenge Question

How do we design the Library experience to be hip, convenient and attractive enough?

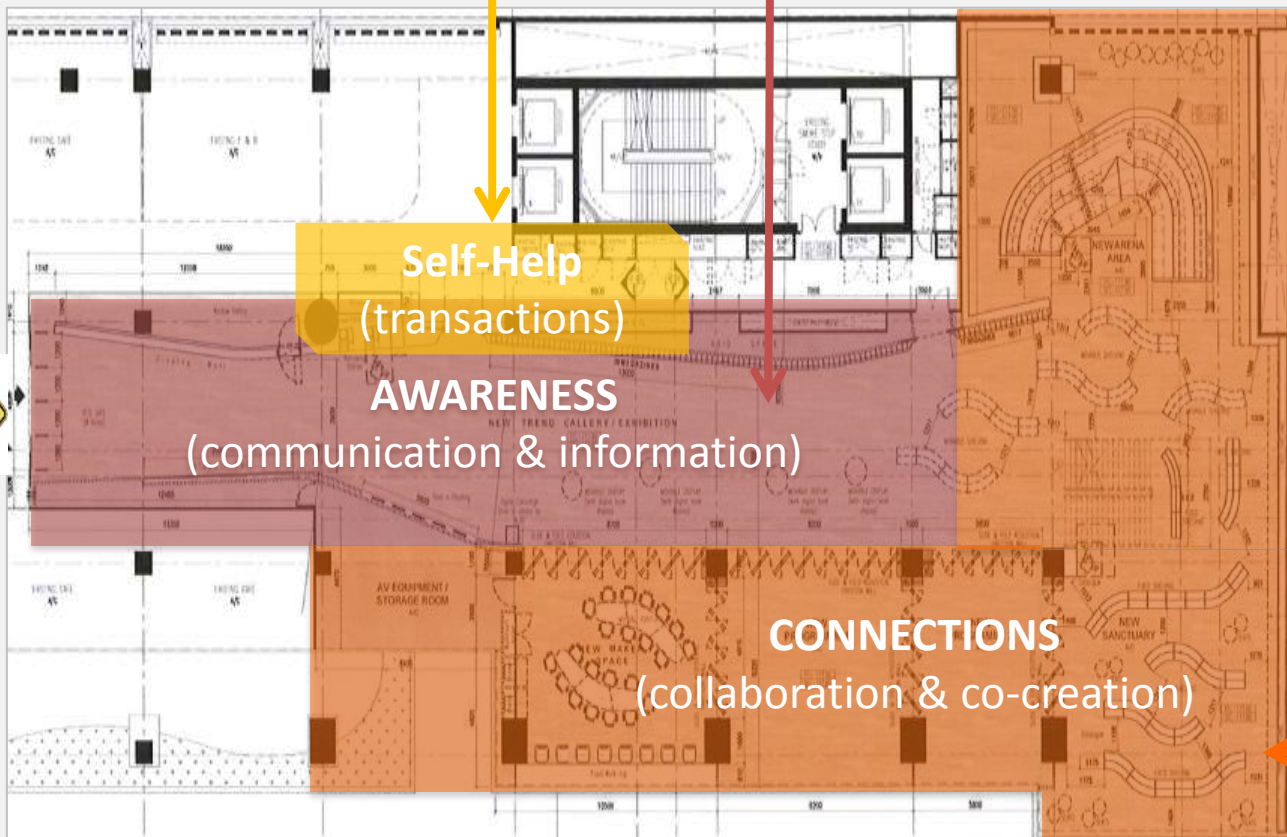


Key Finding: Main profile of users preferred **BYOD** & **receptive of digital** = Anchor on Digital; Relevant Supporting Infrastructure; Design to Bridge

- e-transaction
- reservation lockers
- borrowing stations

- Video Wall
- Quick Reads
- Digital Concierge

- Collaborative Space
- Integrated E-book Displays
- Digital Catalogues



Designing “Digital Environment”

- **Conditioning** to Digital based services
- **Orientate** with easy to use digital support & familiar services
- **Pique interest** with variety of digital content to help them ease in



A Video Wall that **signals** the predominantly Digital-based services of the library

Serves as **main information source** for latest service/content updates

Digital Concierge

Easing Users into New Environment

- Information point to **support users' autonomous discovery** of the library, aid navigation, and provide ability to contact staff for more assistance



Quick Reads

- ❑ Quick browsing stations for users, featuring **curated** eBooks and digital content
- ❑ **Promotes** our collection of eBooks and **directs** users to download platform on their own device



Reservation Lockers

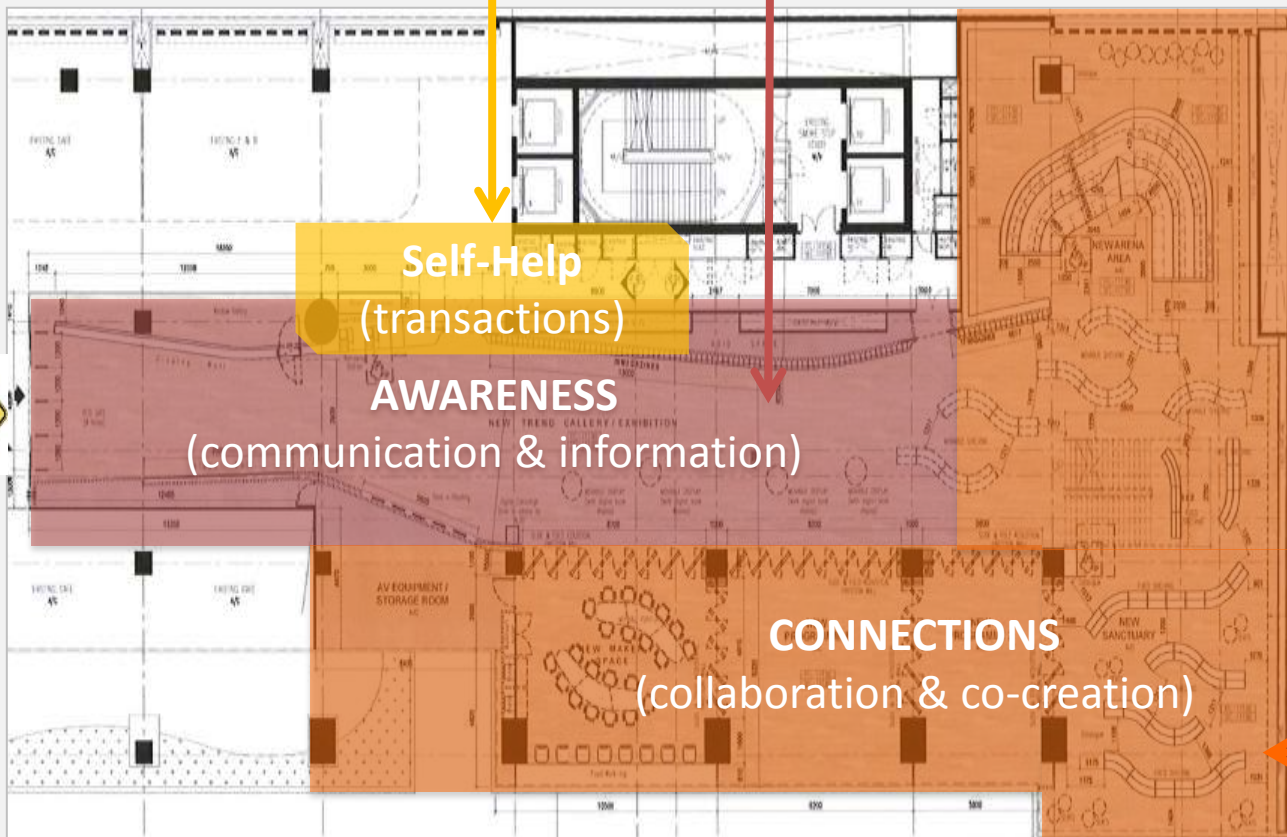
From Counter Collection to **24Hr Automated** Reservation Lockers



- e-transaction
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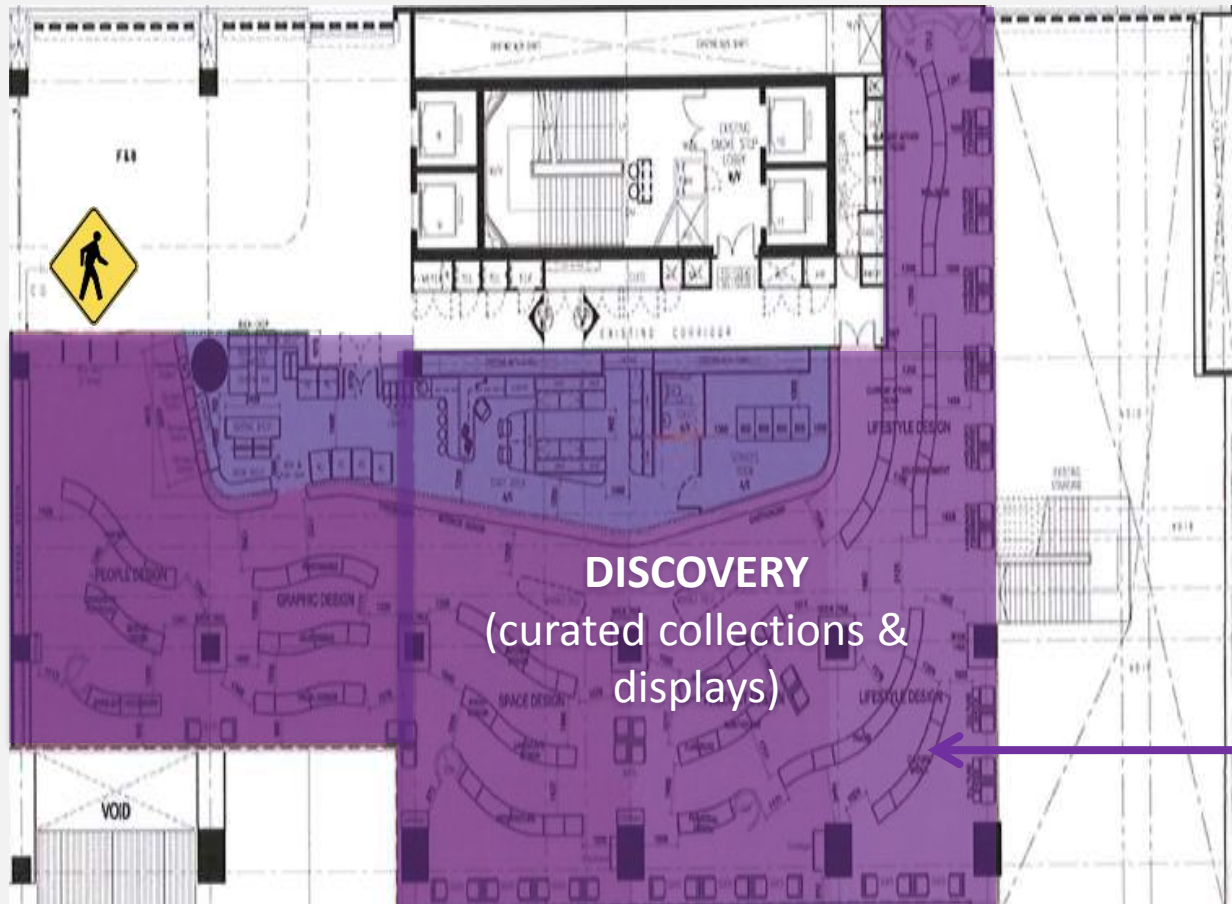
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KINECT INTERACTIVE SHARING

- Inspire **sharing and co-creation** of content amongst users.





- Interactive e-Book Trees
- Intuitive Way-Finding

DISCOVERY
(curated collections & displays)

Designing “Digital Environment”

- **Bridge** users’ Digital Literacy through digital content promotion
- **Observe** behaviours and provide Just-in-time assistance
- **Wide** range of engagement touch-points dispersed throughout library

Intuitive Way-Finding

Collection Clusters

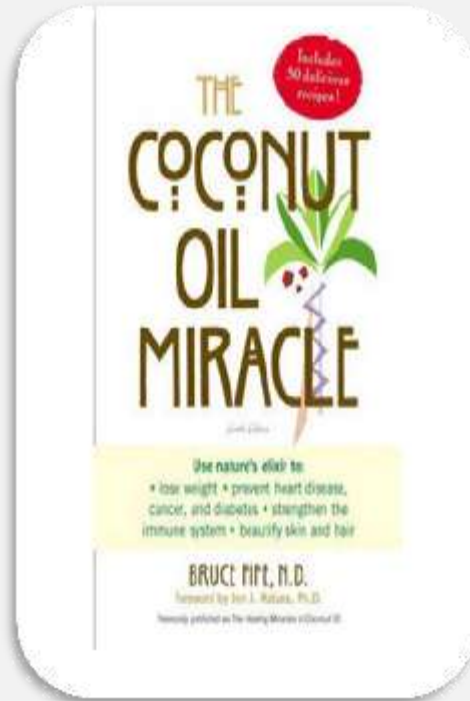


Formats

Books. Magazines. Audio-Visuals.

Intuitive Way-Finding: 3-Way Navigation Hybrid Spine Labels

DEWEY
(now)



Title
The Coconut Oil Miracle

Author
Bruce Fife

Call No.
English 615.3245 FIF - [HEA]

HYBRID
(new)



Cluster Icon:
Lifestyle Design

Subject Category

DDC


Intuitive Way-Finding: 3-Way Navigation

Refining the Catalogue Search tool

Previous Record | Next Record

Cannot find what you are looking for? Recommend a title to us.

Additional information for this title



Title: 101 living rooms : stylish room solutions / Julie Savill.
Creator: Savill, Julie
Good Homes Magazine
Publisher: London : BBC Worldwide, 2002.
Physical Description: 224 p. : 16 cm.
Notes: At head of title: Good Homes Magazine.
Identifier: (ISBN) 0563534389(PBK.)
National Bibliographic No: GBA2-W8423
Language: English
Other Title(s): Hundred and one living rooms
One hundred and one living rooms
Subjects: Living rooms
Interior decoration
Reviews: No reviews available as yet.
BRN: 11634141

Holdings:

Library	Location	Call Number	Status/Desc
Central Public Library	Adult Lending	English 747.75 SAV -[HOM]	Available
Central Public Library	Adult Lending	English 747.75 SAV -[HOM]	Available
Jurong Regional Library	Adult Lending	English 747.75 SAV -[HOM]	Available
Woodlands Regional Library	Adult Lending	English 747.75 SAV -[HOM]	Available

Similar Searches

Format

- Books, Manuscripts
- Computer Files, Websites
- Journals, Magazines
- Sound Recordings
- Visual Materials

Audience

- Adult
- Children

Fiction/Non-Fiction

- Non-Fiction

Language

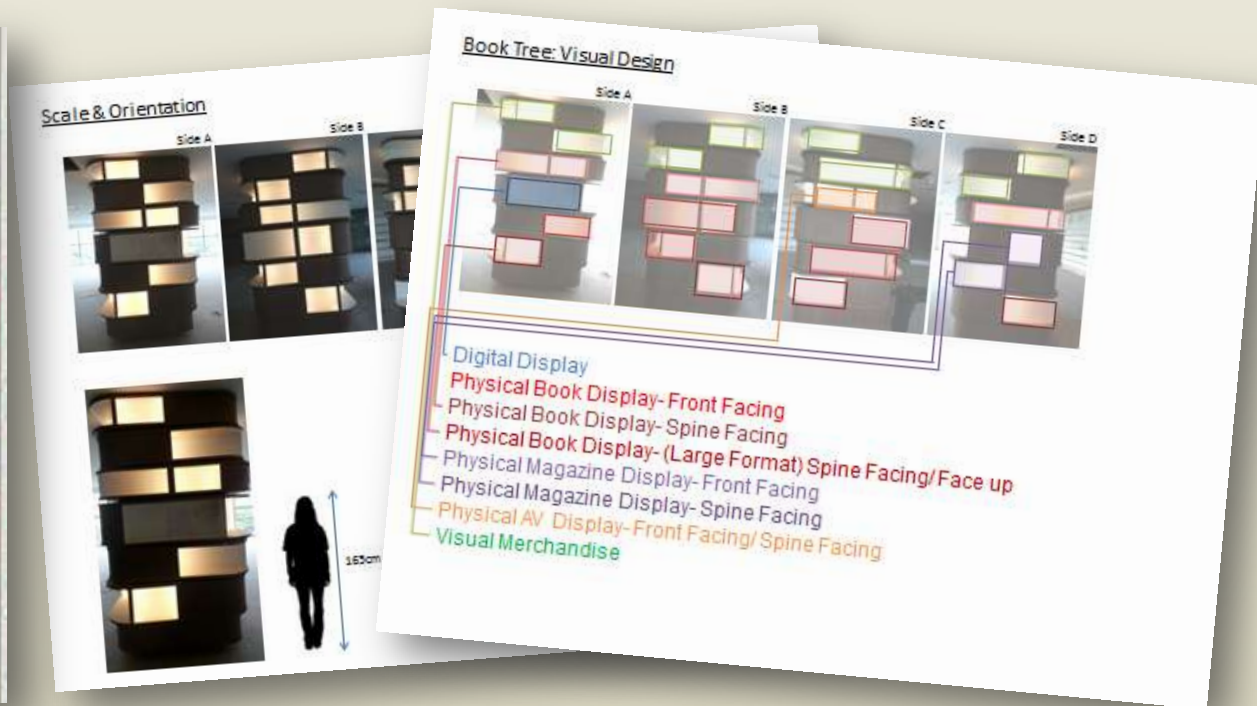
- Chinese
- Dutch
- English

library@orchard SPACE DESIGN [Interior] English 747.75 SAV Available

Scroll to Top

Book Trees

- ❑ **Digital book display** located at the Book Trees at library@orchard
- ❑ Allows librarians to highlight and **curate** thematic information that **complements** the library's collection





National Library Board
Singapore



THEME OF
THE MONTH



THEME
HIGHLIGHTS



LIBRARIAN'S
CHOICE



RECOMMEND
A BOOK



READER
RECOMMENDATIONS

THEME
LYRICAL,
INDUSTRIAL
DESIGN



[+ Read More](#)

LYRICAL, INDUSTRIAL DESIGN

Featuring
The Bouroullec Brothers



Image Credit: The Bouroullec Brothers

☐ Allows **librarians and public** to **recommend** reads according to topic



Mobile & Interactive Services



Our journey so far... since its launch in Sep 2104, NLB's mobile app had >23,000 downloads in the first 3 months.



89 likes
bitezine Officially available for borrowing in #Singapore! Drop by the new lush Library@Orchard to browse or borrow



14 likes
uneminette I can't get enough of graphic novels!!! The new library@orchard is beyond amazing. Their collection makes me wanna camp there for days. Since I can't, maxing

Journey Beyond The Library ...

- **Mobile** Borrowing Application
- **Activate** Online Community
- **Personalising** Experience

Push of Personalised Content



Our journey so far... 1 in 4 users who access NLB mobile catalogue also check out the titles recommended.



Talk & exhibition on Photography



Books on photography

Three **Simple** Points ...

WHAT HAVE WE LEARNT...

Readiness of Human Condition

Technology – Both an Enabler and Limiter

Human X Technology X Environment

Three **Simple** Points ...

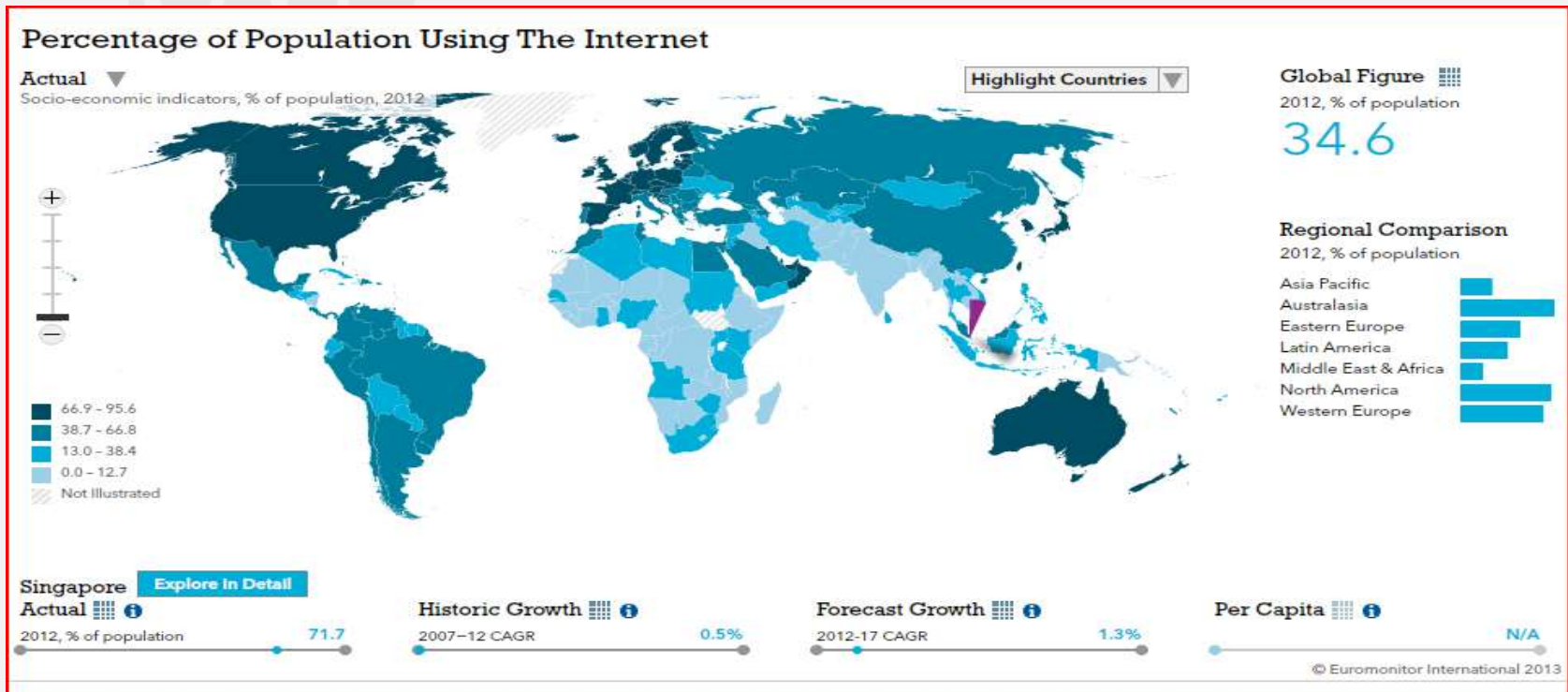
WHAT HAVE WE LEARNT...

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But...**Pervasiveness** of Internet, Mobile devices & familiarity to digital content consumption **made Digital Lifestyle more Relevant**



WHAT CHANGED?

Readiness of Users

Back in 2002, consumers were less accustomed to digital service provision and devices

Attitude towards technology and self-help digital service **a limiter**

But...**Pervasiveness** of Internet, Mobile devices & familiarity to digital content consumption **made Digital Lifestyle more Relevant**



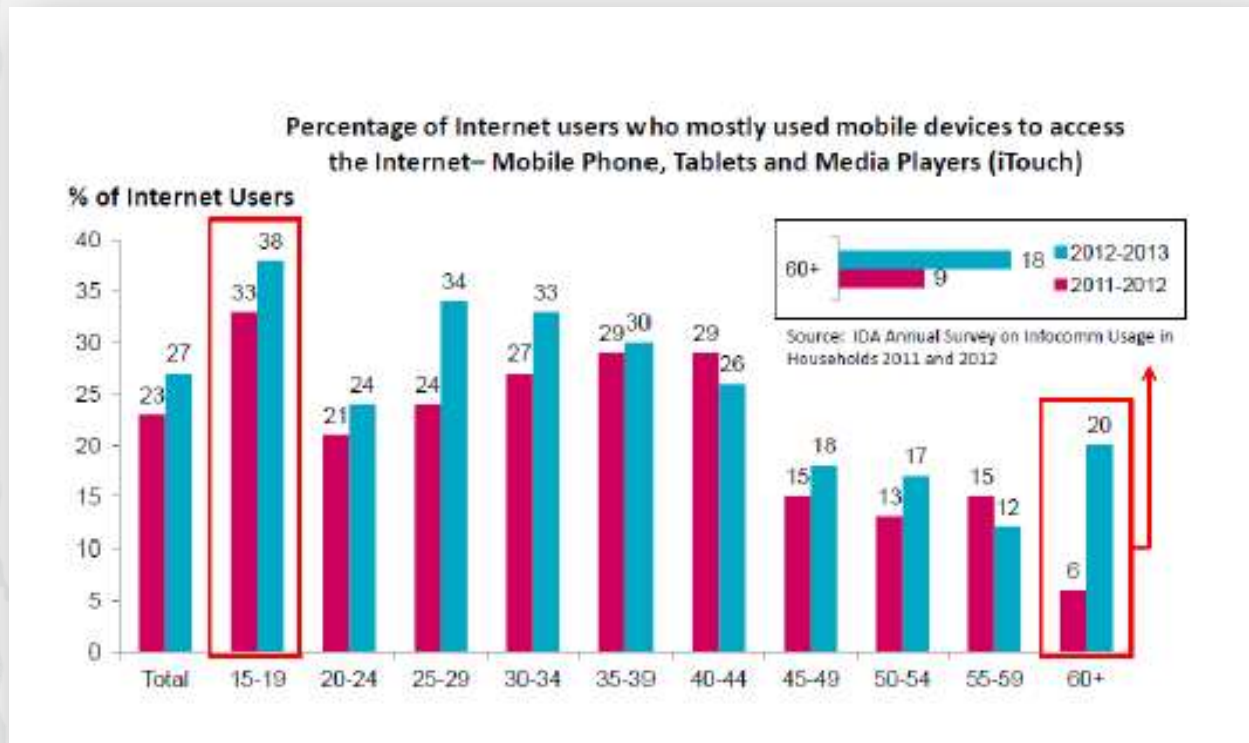
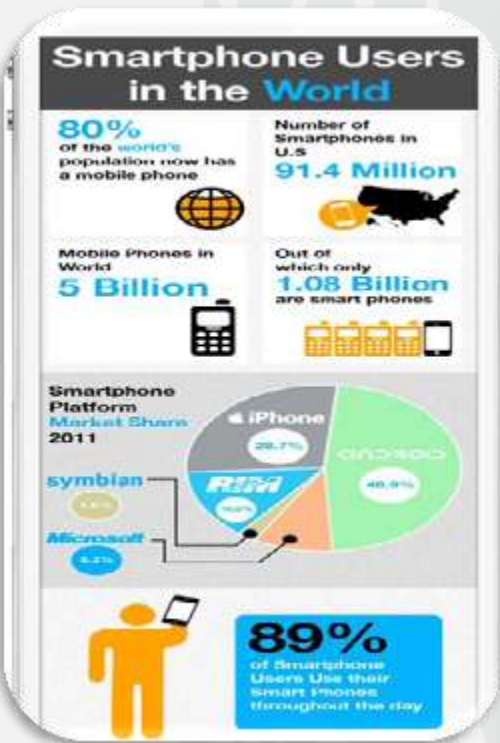
WHAT CHANGED?

Readiness of Consumers

Back in 2002, consumers were less accustomed to digital service provision and devices

Attitude towards technology and self-help digital service **a limiter**

Singaporean digital consumers have **strong motivation** to purchase latest technologies that eases **access to digital media**



WHAT CHANGED?

Relevance of Digital Lifestyle – Growing reliance on smart digital devices

23% of digital consumers **owned a tablet** & **70%** use a **smartphone**

Internet penetration highest amongst youth (97% of 15 to 19 year old) and tapers off to 33 percent for 50+

Shape & understand consumer behaviours & attitudes on the outset with user-engagement & co-creation



WHAT ELSE CHANGED...

Readiness of Consumers

Process of **gaining user-acceptance** took centre-place in development of library@orchard

Design-thinking **consultation & prototyping** with users

Three **Simple** Points ...

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products **eServices**

QuickReads:
1,687 views

Library Guide (aka Digital Concierge): Usage
(23 Oct – 5 Nov 2014)

Total No. of VideoCalls Received by Contact Centre	
OCPL DC 1	16 calls
OCPL DC 2	18 calls
Total	34

Details of Equiries Received	
Type of enquiries	No. of calls
Circulations Policies and Procedures	3
Online Resources and myLibrary ID	3
Check Library Account	2
Location of Collection	18
Blank call (including testing)	8
Total	34

No. of times each tab/function is clicked.

[*Videohelp* refers to the no. of times a video call is triggered, not the actual no. of calls that go through to Contact Centre.]

Tab/Function	Information	Map	FAQ	Feedback	Videohelp
Orchard Public Library - DC Kiosk 1 (Level 3)	206	583	382	106	71
Orchard Public Library - DC Kiosk 2 (Level 4)	167	791	460	81	81
Total	373	1374	842	187	152

Digital Feedback / Ratings Given via DC		
Question	Rating	Count
How do you find the environment (layout, noise, level, etc) of this library?	1 star	1
	2 stars	1
	5 stars	3
	6 stars	4
How do you rate the collection of this library?	1 star	1
	2 stars	1
	4 stars	1
	5 stars	2
	6 stars	4
How do you rate the services and facilities of this library?	1 star	1
	2 stars	1
	5 stars	3
	6 stars	4

*Please see next slide for specific feedback by customers.

products

Reservations

Reservation Locker: Usage
(23 Oct – 5 Nov 2014)

Date	Self-Collect items by Customers
23 Oct (Thu)	2 (Demo)
27 Oct (Mon)	3
28 Oct (Tue)	9
29 Oct (Wed)	11
30-Oct (Thu)	5
31-Oct (Fri)	11
1-Nov (Sat)	8
2-Nov (Sun)	5
3-Nov (Mon)	7
4 Nov (Tue)	8
5 Nov (Wed)	4
Total	71 (excl. Demo)

Total No. of Reserved Items: 136

Total No. of Staff-Assisted Items: 2



19 likes 1w
breadcrumbs Love the collection lockers for reserved books at Library@Orchard, #orchardpl @publiclibrarysg mrsergul Yay! Long-awaited!



29 likes 1w
breadcrumbs Scan your card and the locker that lights up will have your reserved book! @publiclibrarysg #orchardpl

place

Most Popular/Photographed Features



101 likes 3d
jh_gohh Library@Orchard returns with a new design concept after a seven-year wait. 🤔
#OrchardPI #librarysg



412 likes 1w
lkkben Contribute my shot to the "most instagram-ed" place in Singapore for this month



340 likes 1w
mai.rzwr Suddenly everyone love this library. This is because Design is for Everyone.



68 likes 2w
o_o_stanchee_o_o Well Organised & Designed Library @ Orchard

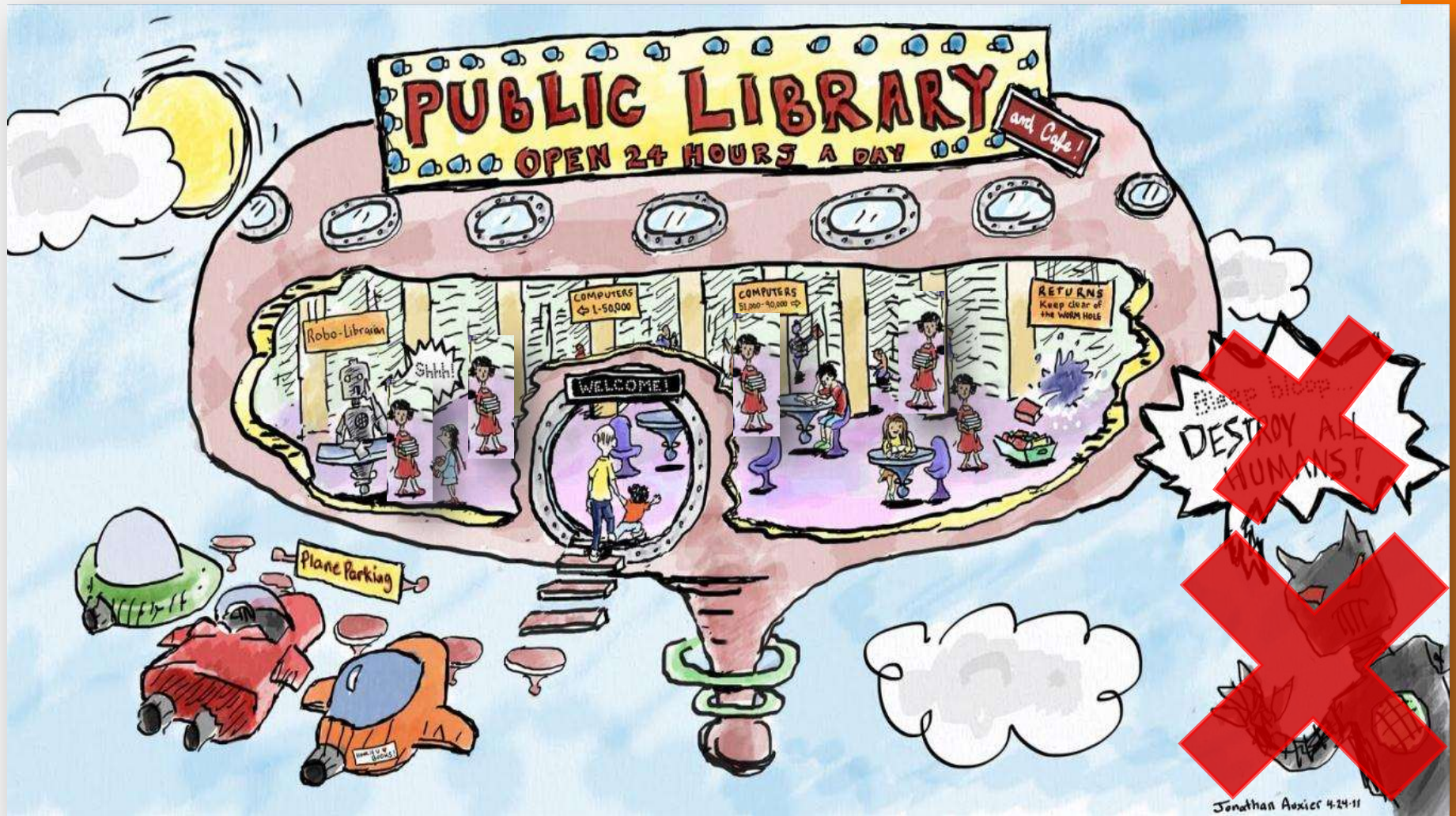
Three **Simple** Points ...

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What Did Not Change?

Human element remains important & integral to the library-going experience

Just-in-Time interventions at critical junctures of users' journey

PARADIGM SHIFT

Instead of being consolidated at a single service touch point, staff will manage and maintain a **wide range** of touch points that are **dispersed throughout the library**

- responsible for facilitating and promoting the use of these services.

Digital Services

Management of IT systems and services, training and facilitation

Community Engagement

Public interactions, volunteer management

- Managing and cultivating relationships with volunteers
- Building up relationships with general library users.

- support and publicity of programmes.
- execution of basic services such as storytelling

Programmes and Publicity

Basic programme execution, public comms, publicity

Collections and Content

Physical and digital collections; programmes

- promoting the use and discovery of the library's collections
- ensuring that they are well-maintained and well-matched to community needs.



<http://ebookfriendly.com/2013/02/18/libraries-of-the-future-cartoon/>



Dream To Reality

User-Oriented future libraries supported by **Smart digital environment** will be a reality. But **Human Touch** is still very much relevant