The library re-imagined

Through service design how can we improve/
recapture the customer experience of the library.

Brand Research

Product

The Wellington city library hosts an infinite supply of resources that cover every level of its building, but beyond the books is a place where **people come to feel safe** and **look for help**.

People

The library is one of the few establishments which caters to a **wide demographic**. **Young and old. Rich and poor. Students and professionals.** There is also a multitude of groups and support systems throughout the library which connect people from all walks of life. Groups will host events and hold meetings.
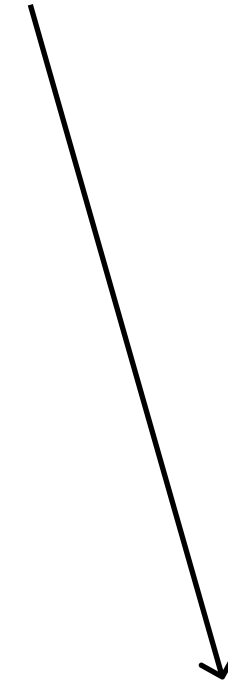
Maori rights

Unemployment

Crime and violence

Research...

Poverty

Living crisis

In 2020-2021 these were the top news stories. With the serge in covid-19, we saw an entirely different viewpoint on employment, people were being layed off even in senior persitions and graduates couldn't get their foot in the door to their dream job.

Main Oppurtunities

Mentorship: Provide people with the oppurtunity to connect beyond books and the internet

The library is filled with people from all walks of life, backgrounds and experiences. An abundance of minds together but still apart. What if we could connect these users, help them create relationships and mentorships. Let the student learn from professional or visa versa. To help users gain insight into topics they never thought possible, and gain new perspectives to take into their own lives.

Provide them with a space

Spaces are key in helping to engage people. Through shape, positioning and comfortability it will affect how the user wants to interact and behave. Currently spaces within the library clash with other spaces, it feels like group discussions can be held beside an individual who is quietly studying. By creating separate areas with specific means, will allow people to perform to their best potential.
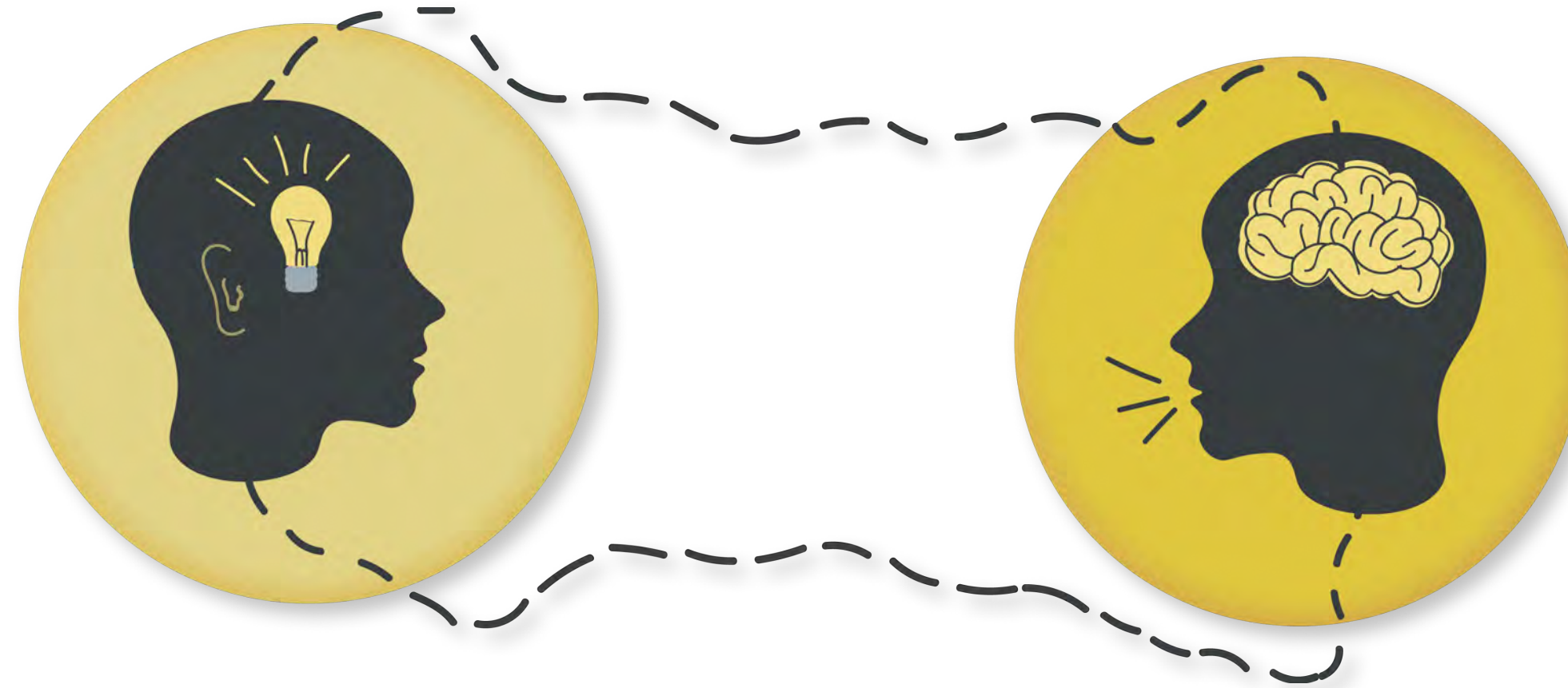
Idea...

This gave us an idea...
Could we use the physical space of the
library as a way to connect people.
Through mentoring, guidance, and leading
by the idea 'others learning from others.'

Committee Room 1
200m2

Councillors Lounge

Level 2 Plan— scale 1:400 @ A3
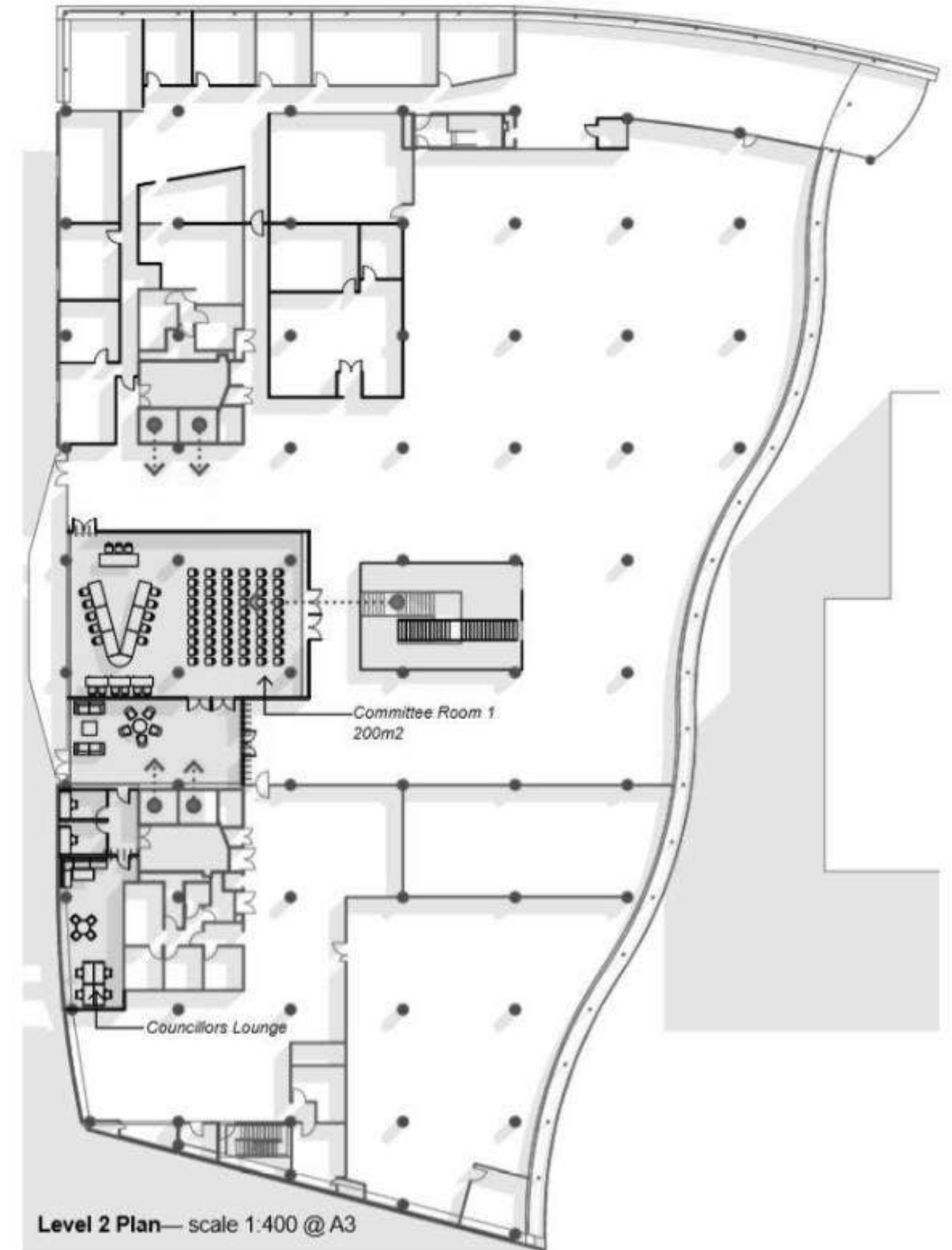
Target Audience

Learners and listeners

- Users who want to be informed and educated on new topics and ideas.

- Gain new perspectives.

Knowers and givers

- People who want to share their knowledge.

- Gain new perspectives and deeper insights.

The user will most often be both a learner and a knower

Macro Trends in mentorship

Thoughtfulness Is In - Creating connections

Service design is no longer just about the user and the product, it's about guiding them to options that will enhance their experience, opening their eyes to things they wouldn't think to do. Most importantly providing the service beyond its physical form or capability by engaging the user and letting the user see in what other ways can they use this service. In hindsight providing them with the opportunity to go further.

Creating interactive experiences

Instead of just providing space, we are seeing more business and services that **are engaging in interactive approaches** to help in **relationship building** and collaborative thinking. From speakers to activities, they create a physical face to face/ human to human environments.

"a creative process that includes auditory, visual and collaborative elements, best supported with active learning spaces that allow easy movement and reconfiguration without interruption."

Final concept
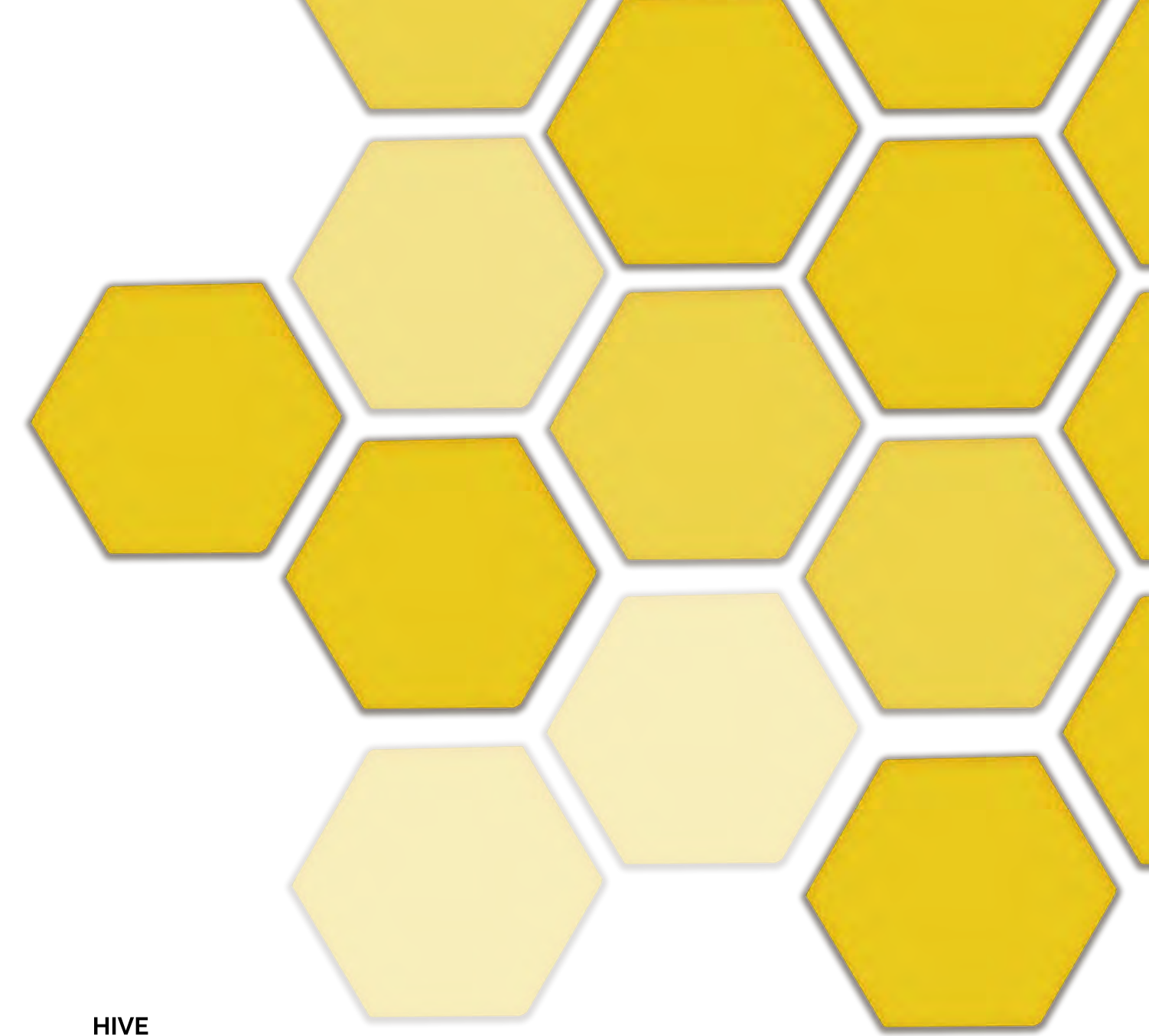
HIVE

Provide citizens with the opportunity to learn new things and gain new perspectives.
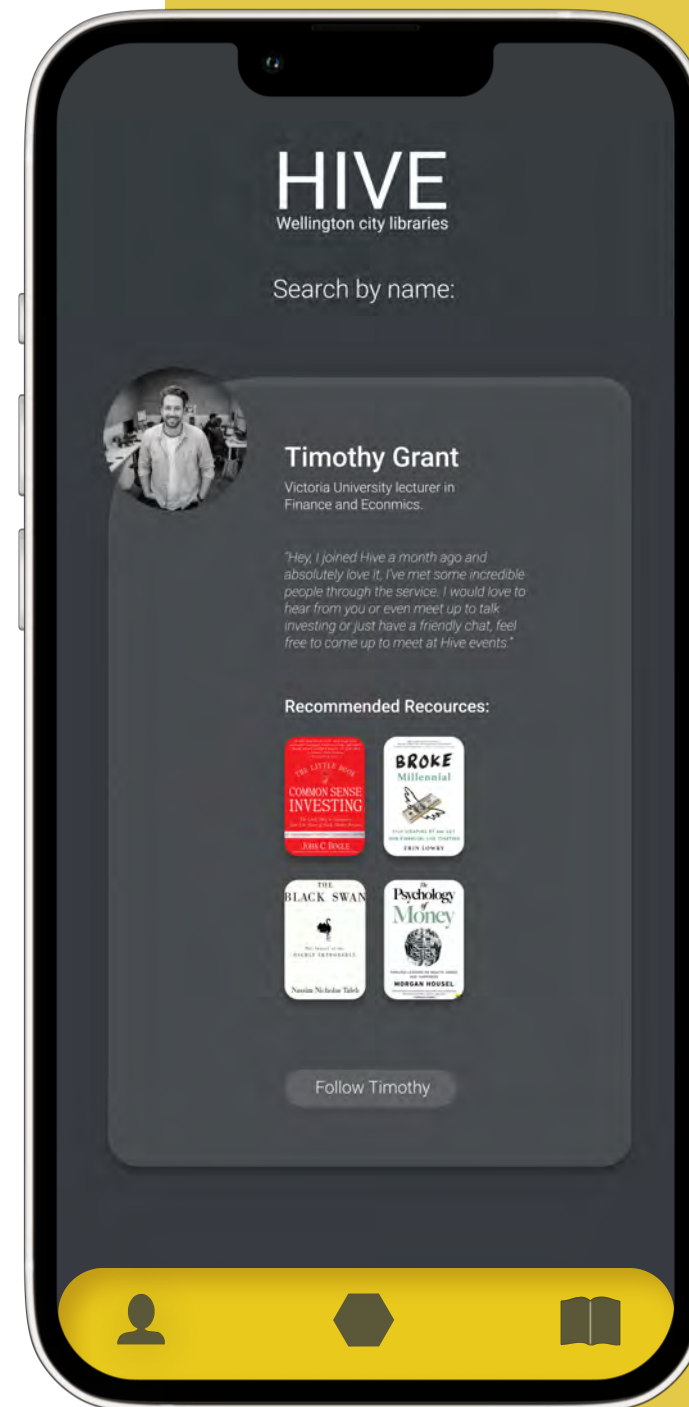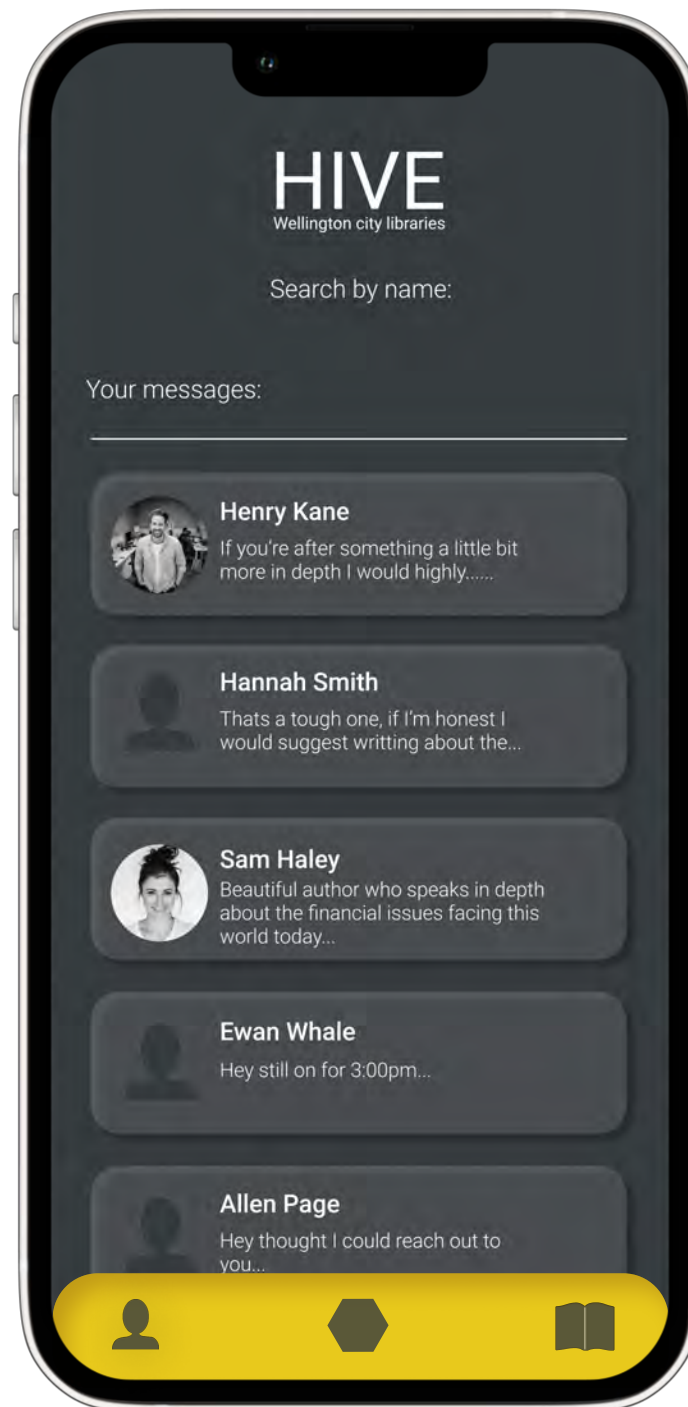
The aim is to create connections between the citizens within our community.

Utilize the skills and knowledge of these individuals and create a society where people can learn from each other.

Like a colloneey where each member works together to create a stronger community, Hive aims to do the same.
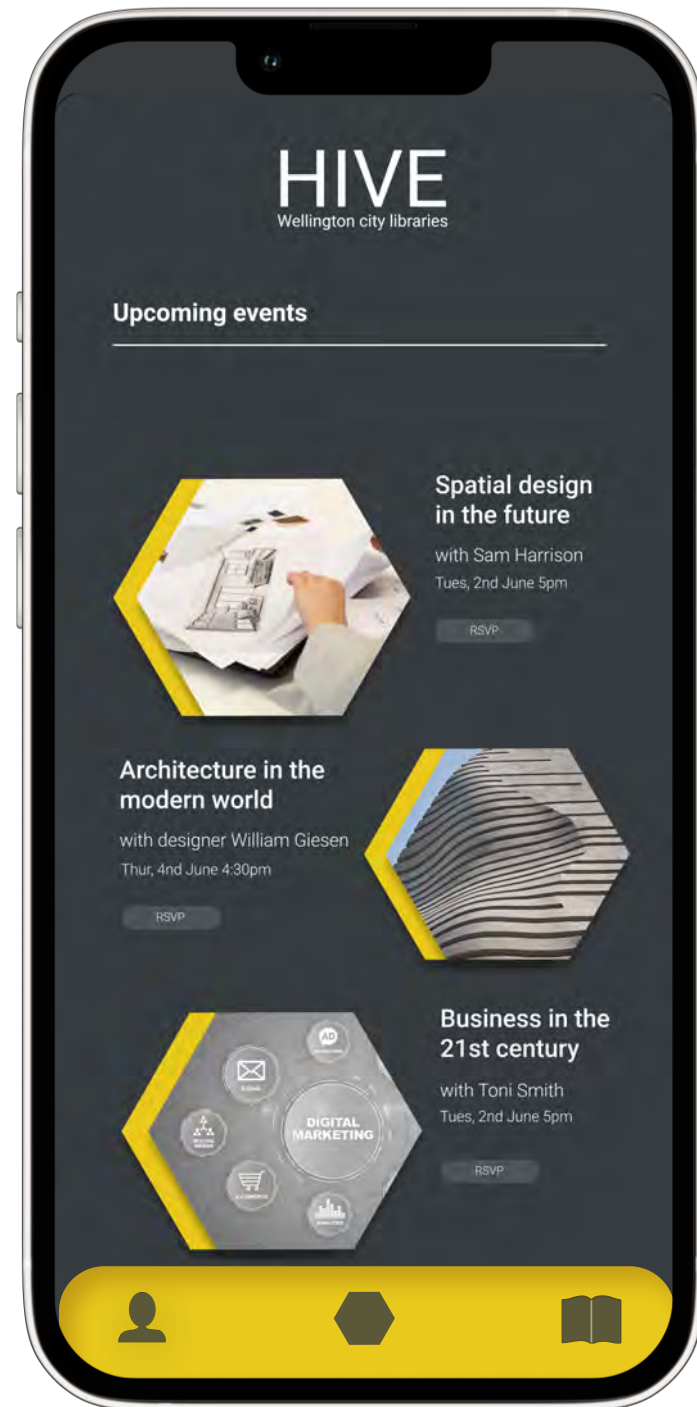
HIVE user connection

Users can search and connect with other users. By sending them a friend request or message request.

Why not just use text message?
Hive allows you to see what other users recommend in resources and gives you user profiles which state what they do/ are interested in.

HIVE Community

The events section on the app allows users to attends seminars and conferences held by HIVE members, to further encourage connection and collaboration.
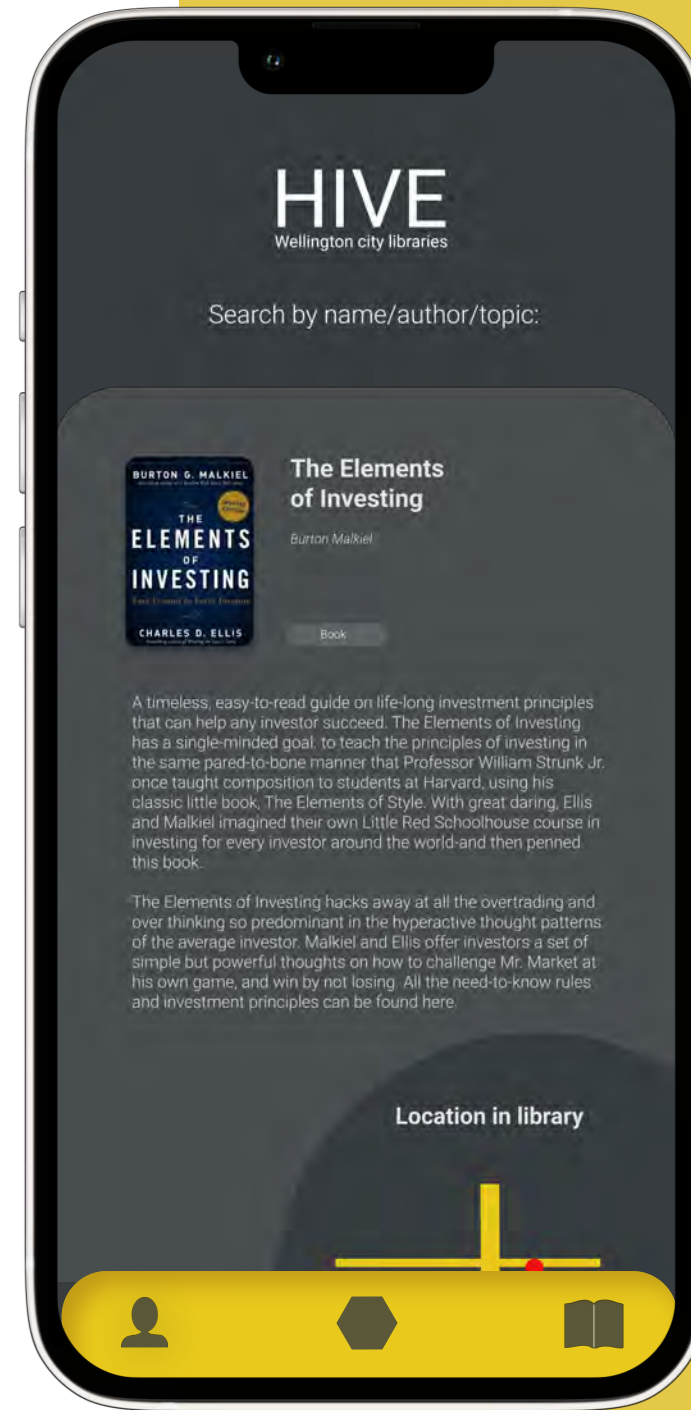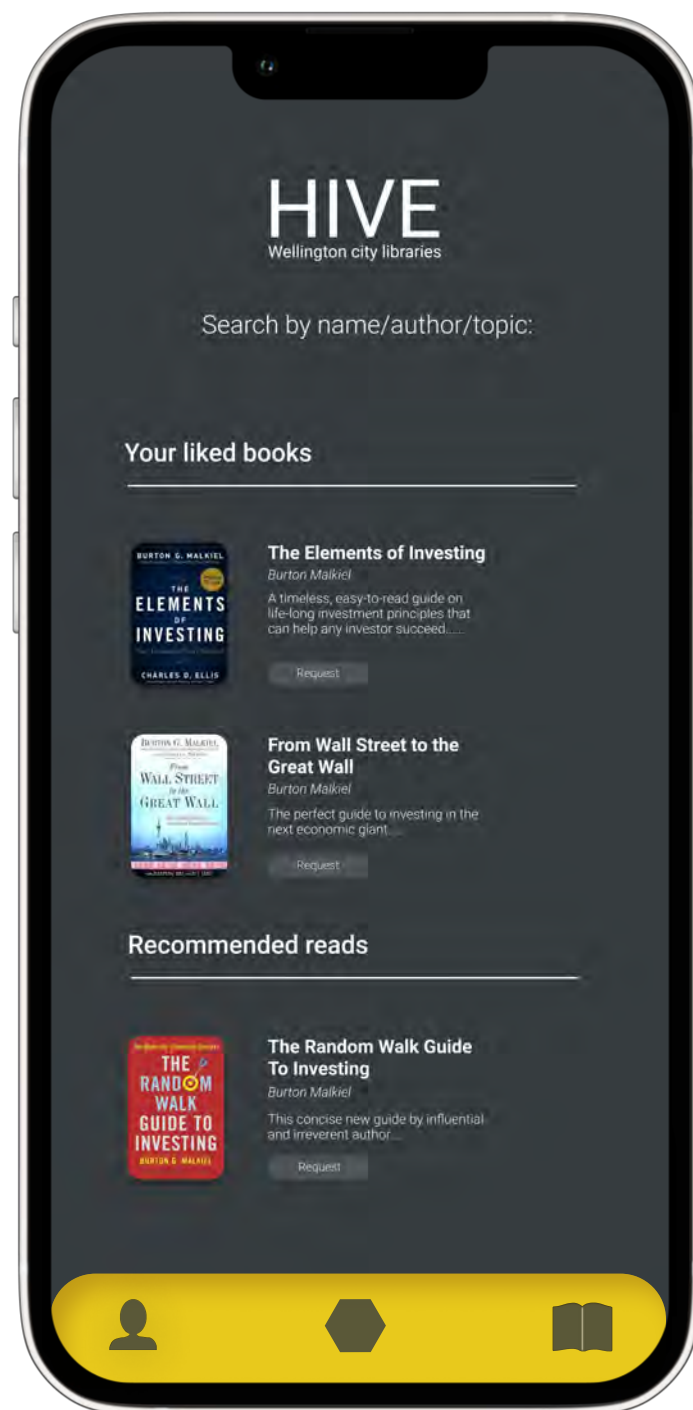
Beyond Hive

The HIVE space will allow users to spark conversation and engage in new ideas and subjects. To strengthen these topics raised in the meeting space we wanted to provide users with the opportunity to research further and delve in deeper. Whether that's using keywords, authors, titles or genres, users can digitally search through the library and be provided with a list of related themes and titles, with descriptions and maps on where to find them.
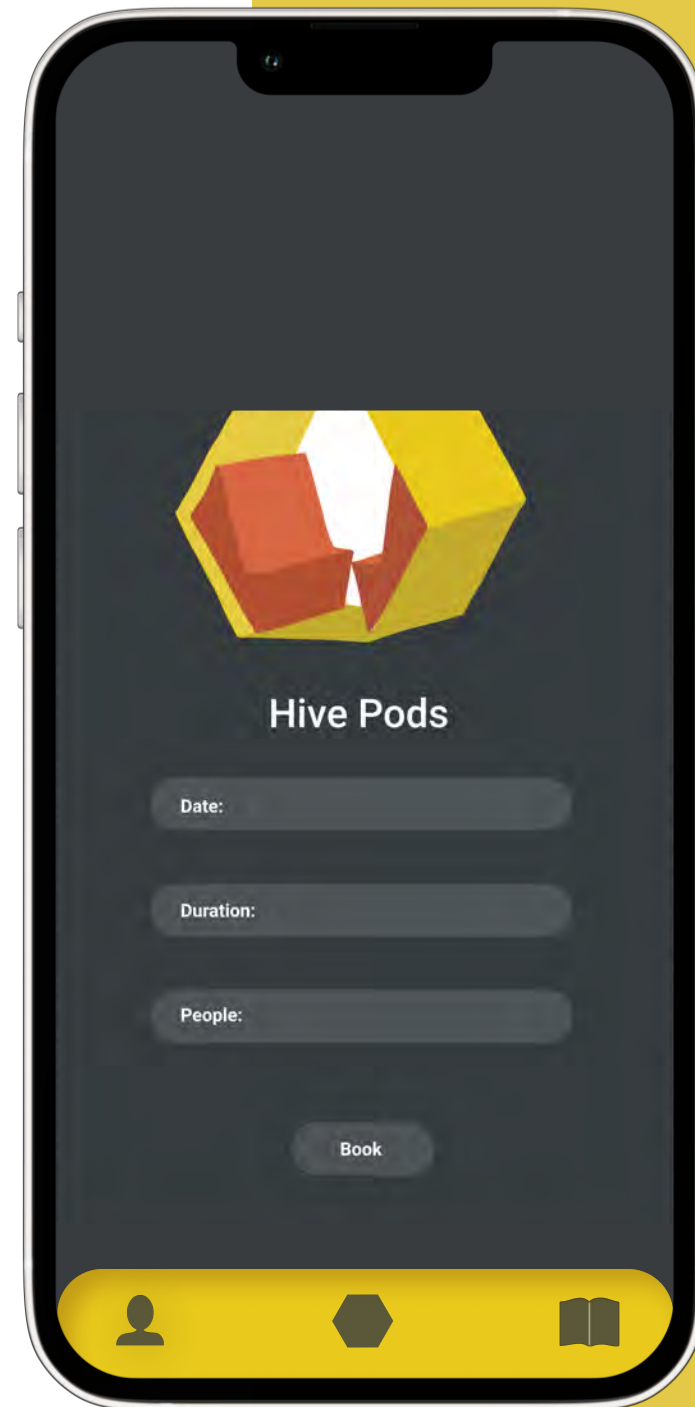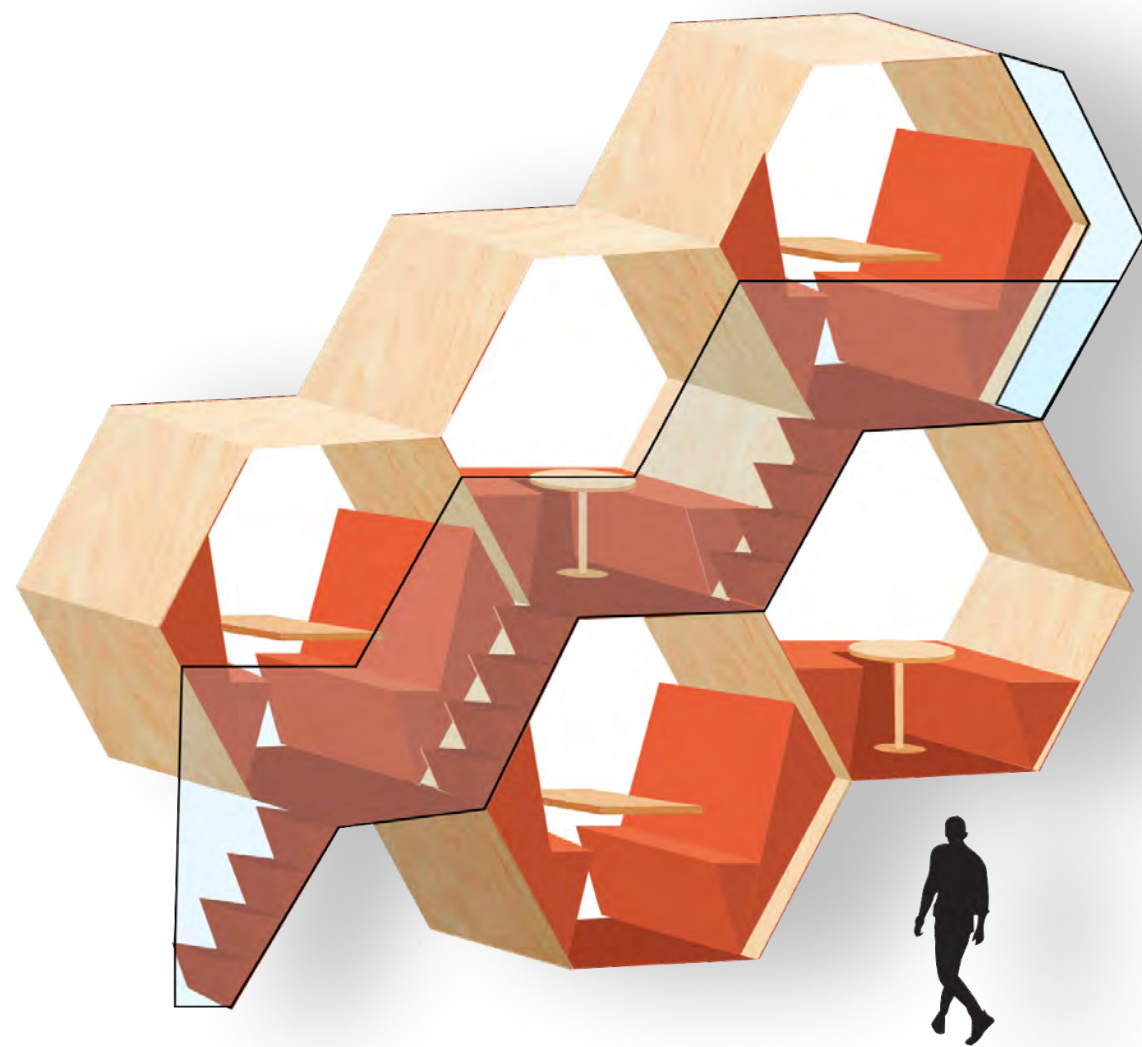
HIVE Hubs | The Space

Hive Hubs are a central part of its service.
Through the app people can book rooms in
the hive pods, organise meetings and create
events. It provides people with a physical space
which feels seperate from the rest of the library.