Streamlined Events Organizing Process for King County Area Libraries with Office 365

“How might we make the events organizing process easier for librarians?”

Problem
Although people tend to think of libraries as a just venue for reading and studying, librarians spend 75% of their time doing community outreach work. At the same time, librarians struggle to figure out how they could plan better events, attract the right audience, and accurately measure the outcomes.

Solution
We designed an all-in-one platform that encompasses all steps of the events-organizing process. Integrating with the powerful Microsoft Office 365 platform, our solution significantly reduces the manual work and provides valuable insights to librarians, empowering libraries to better serve citizens.

Design Highlights

- Creating the plan
  A simplified content creation form that auto-fills parts of the event plan but also allows for customization

- Creating the plan
  Compare events with past ones to improve

- Promoting the event
  A centralized promotion platform that allows librarians to schedule posting across all channels and see promotion reach in real time.

- Mobile Check-in
  Event attendees can check in to the events with their phones and their information will be automatically uploaded to the event organizing system

Process

- 7 Interviews
  Understand users’ pains, points and needs

- 3 Field Studies
  Observe users’ work environment in person

- 2 Participatory Design Sessions
  Map out event-organizing steps

- 1 Brainstorming
  Quickly come up with several potential solutions

- 3 Design Iterations
  Iteratively design the solution from low to high fidelity

- 2 Testing Sessions
  Test designs with users and gather feedback

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Microsoft
WESLEY CENTER D probably not the right place for this, good try.