

Academic Innovation Studio (AIS): A Collaborative Service Model Based in User Centered Design

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UC Berkeley

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<http://ais.berkeley.edu/>

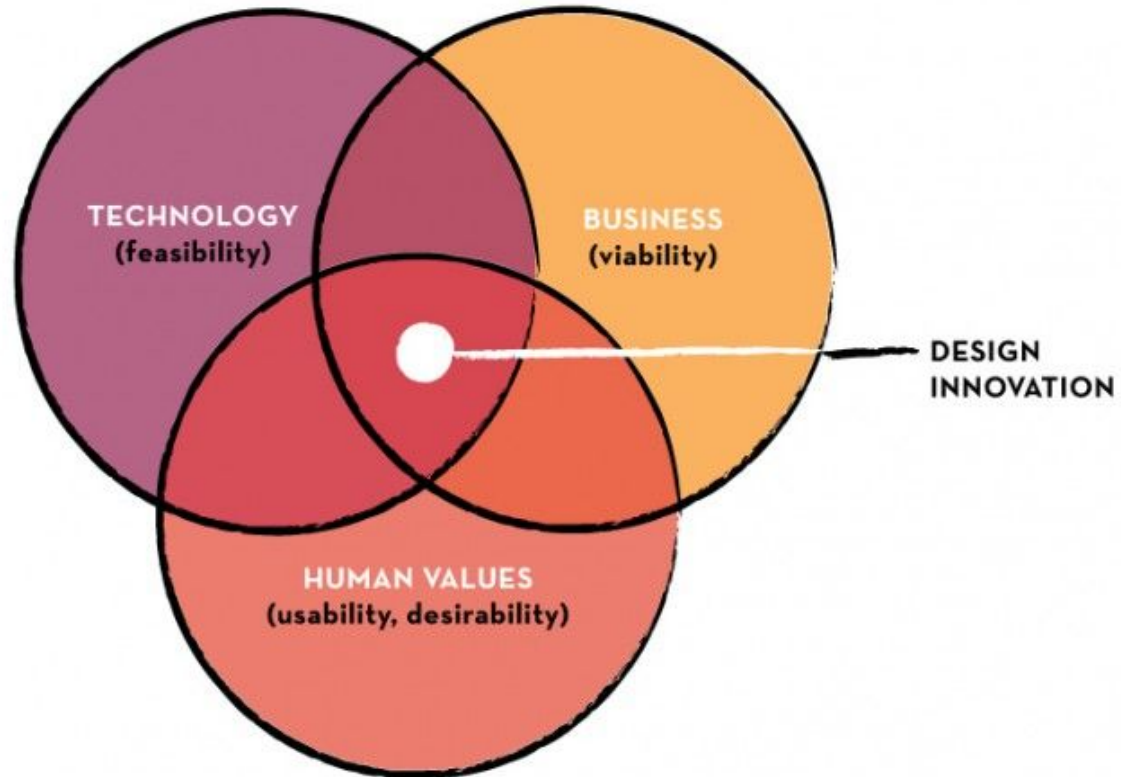


Academic Innovation Studio

Create. Connect. Inspire.

The Academic Innovation Studio catalyzes innovation by bringing together faculty, researchers, graduate students, and service providers to **inspire and support experimentation, connect people, and share ideas.**

Design Thinking



“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 business success.”

—Tim Brown, president and CEO IDEO

Design Thinking is a process or methodology. It is about applying a specific way of thinking to a situation. Design Thinking is not about solving a particular problem, but about finding the **right** problem to solve. It can be applied broadly to areas that are traditionally outside of "Design" because the output of Design Thinking is not necessarily a traditional design.

I.

EMPATHIZE

Develop a deep understanding of the challenge

II.

DEFINE

Clearly articulate the problem you want to solve

III.

IDEATE

Brainstorm potential solutions
Select and develop your solution

IV.

PROTOTYPE

Design a prototype (or series of prototypes) to test all or part of your solution

V.

TEST

Engage in a continuous short-cycle innovation process to continually improve your design

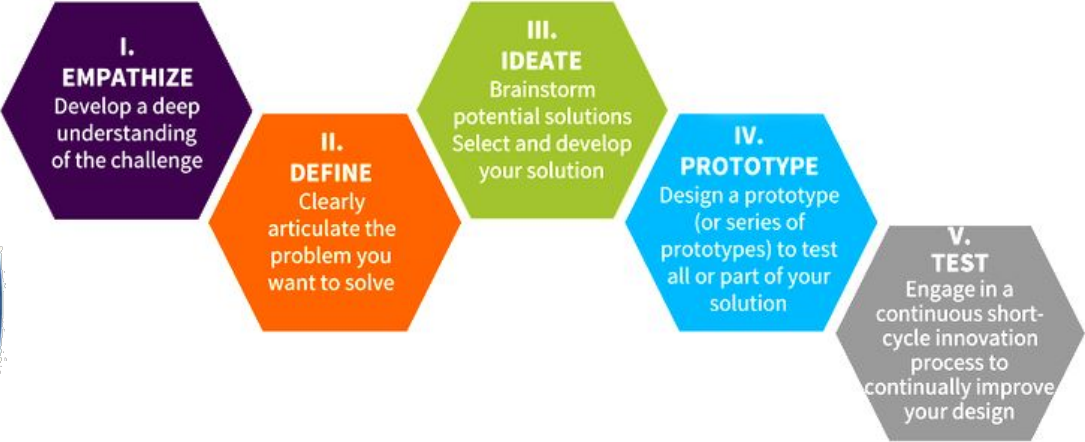
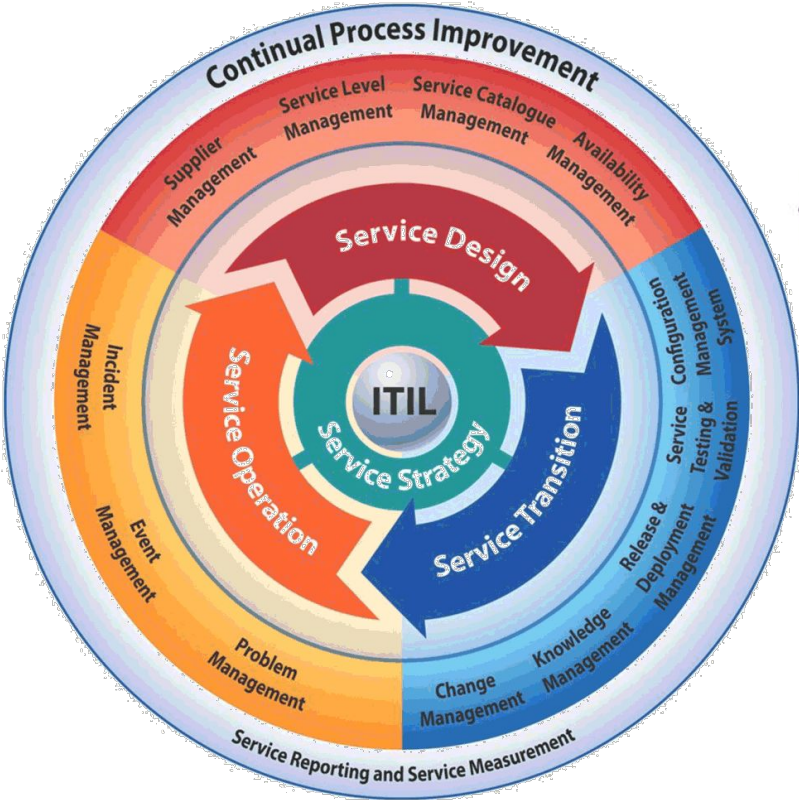
Some Other Definitions

UI Design is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices.

UX Design is the process of enhancing user satisfaction by improving the usability, accessibility, and **pleasure** provided in the interaction between the user and the product or service.

The **UI** is what people use to interact with your product/service, and the **UX** is how they *feel* while they do.

UX Design and ITSM Natural Partners!



Vision



Meet instructors where they are



Connect instructors to each other



Create a safe space for exploration and risk-taking



Offer proactive, integrated guidance



Advocate for and empathize with instructors



Positively impact student learning experiences

UX Activities

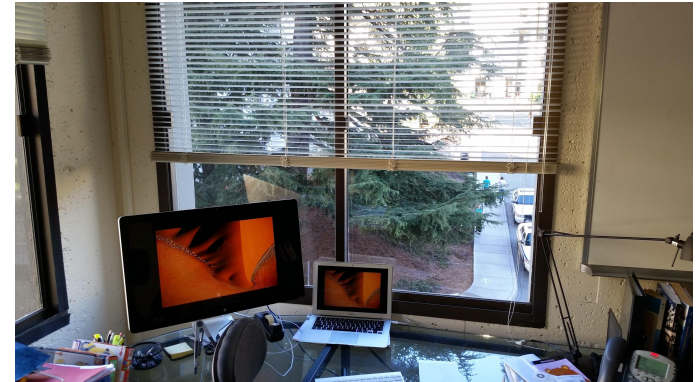
Field Research *Go to where the users are to see how they really work*



Faculty Interview Prep

Task list

Develop user matrix (user attribute/behavior distinctions to try to capture)	X
Identify list of faculty to invite	X
Create recruiting message	X
Determine "thank yous" - gift cards?	X
Develop <u>intro</u> / context setting for interviews	X
Create interview question list	X



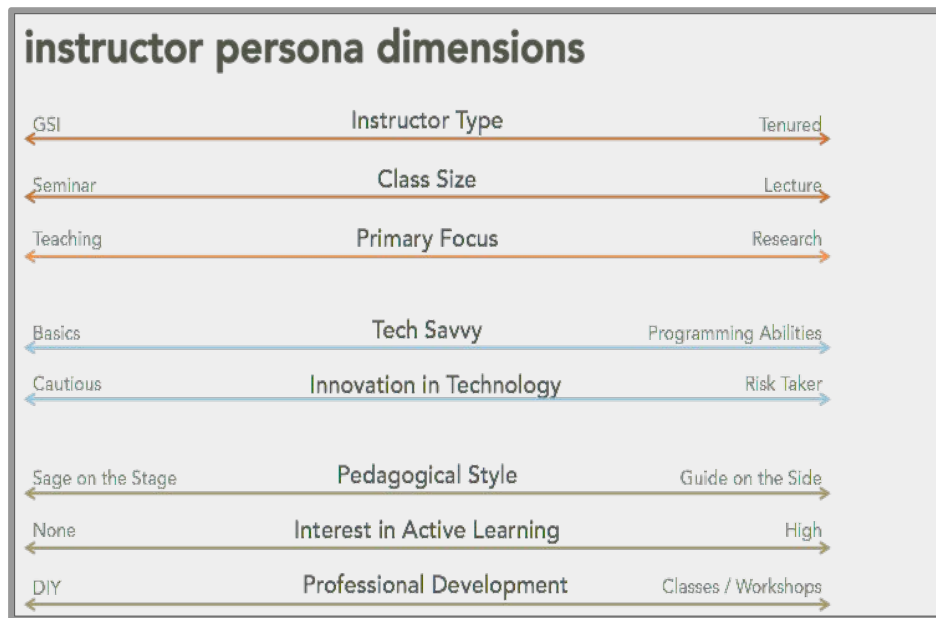
Analysis, synthesis of research *Make sense of it all*



Faculty Key Insights

This rollup of key insights brings together ideas and feedback from instructors into one document. (The goal is to depersonalize any aggregate data.)

<p>"Simplify and make it easy for me!"</p>	<ul style="list-style-type: none"> • Too confusing where to go for services and help • Don't have time! • Can't find stuff on ETS website -- I just Google! • Some instructors feel that time spent on teaching innovation (trying new things) takes away from (more important) research - a zero sum game • There is some confusion about where to go for what • ETS needs to maintain support staff on campus, face-2-face presence very important <ul style="list-style-type: none"> ◦ 2 people (ETS) sitting there waiting to answer questions, no long lines, people won't come if they think they have to wait for just 1 person! ◦ It will be like the genius bar!
<p>Faculty/instructors are very busy . . .</p>	<ul style="list-style-type: none"> • Changing my teaching style is a big commitment, a lot of work and a lot of time • Will need to clearly show the value in order for most to try / adopt new approaches and tools • Always a balance with research requirements / desires



Field research + [analysis] ⇒ Personas



Ahmid, The Connector

"I love having access to the broader campus for inspiration and support around trying new things in my teaching."

Goals:

- Be part of a larger teaching community
- Inspire & be inspired by students
- Be respected & recognized by peers & students

Needs & Behaviors:

- Adjunct faculty member
- Organic professional development over time
- Tries things on own, looks for help when he gets stuck
- New to large lecture halls
- Seeking guidance and development for teaching transition

instructor personas



The Connector

- Adjunct faculty member
- *"I love having access to the broader campus for inspiration and support around trying new things in my teaching."*



The Lecturer

- Teaching at multiple locations
- *"Technology is a tool just like any other, you can use it well or not. You always need to ask what it's adding?"*



The Balancer

- Research / teaching balancing act
- *"At this point in my career, I don't need to do stuff that pushes the envelope."*



Gustavo, The Learner

"I love all the digital tools available to me in my teaching. But why are so many so cumbersome?"

Goals:

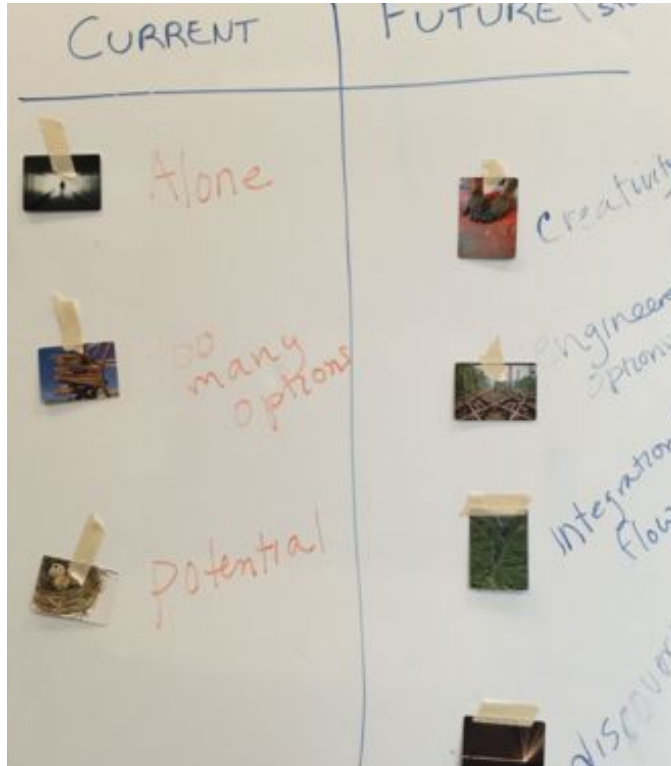
- Figure out if teaching is his calling
- Get good grades
- Not miss out on the social experience of UC Berkeley
- Build his teaching network

Needs & Behaviors:

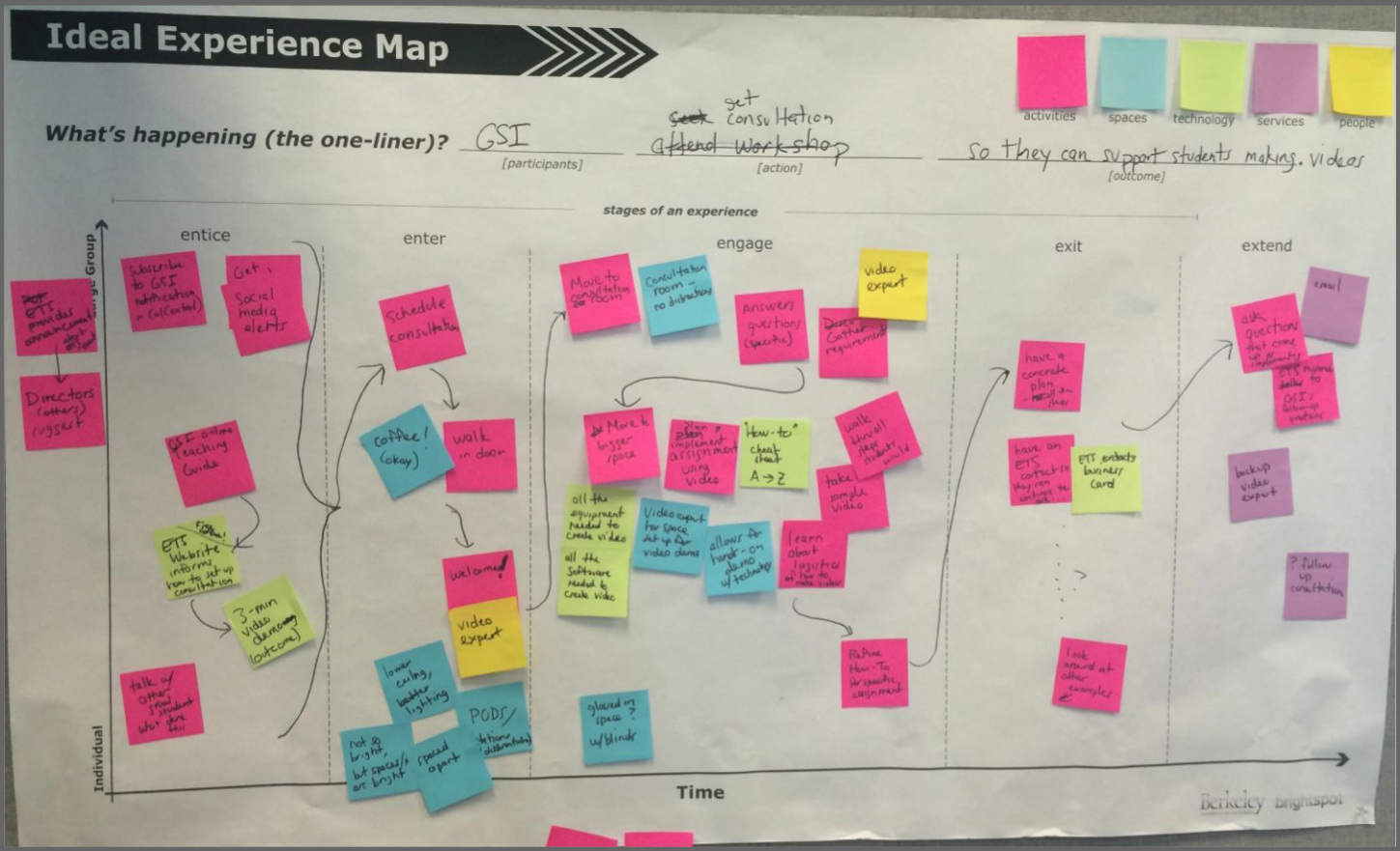
- 1st year GSI anxious to learn about teaching
- Works part-time at BID, Berkeley Institute of Design
- Not afraid to experiment with technology, fairly savvy
- 4th semester of his MIS grad program, intended PhD
- Carries tablet with him everywhere and uses it almost exclusively

Vision cards

Provide cards of abstract images and **ask users** to collaboratively select cards that best **describe their current & envisioned experience**.



Ideal Experience Mapping: Ask users to map an "Ideal Experience"



Vision cards +
experience
mapping



Principles &
Vision
Statement

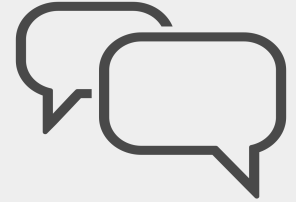
Experience Principles of the AIS



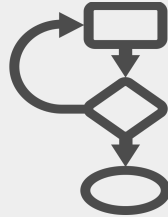
Feeling safe,
comfortable, and
welcome



Visibility of recent
and ongoing work



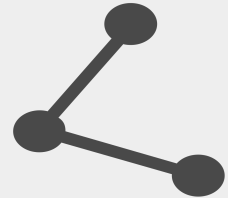
Long-term
relationship / point
of contact



Ability to test and
iterate



Seamless support
experience



Learn with and
from other faculty

Floorplay workshop

Chips help us define the spaces within the space



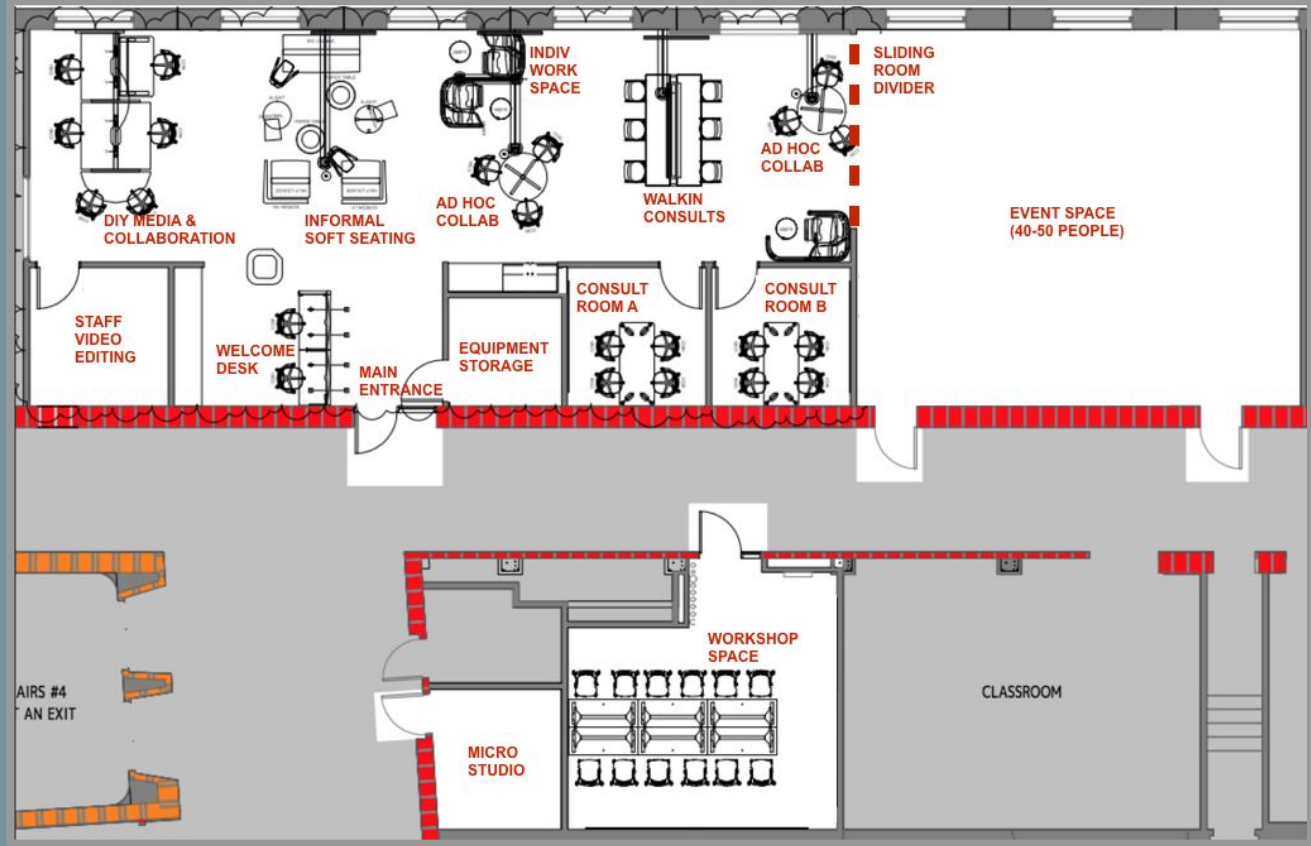
Body Storming *Figure it out by trying it out*



Floorplay
Workshop +
Bodystorming



Space Plan

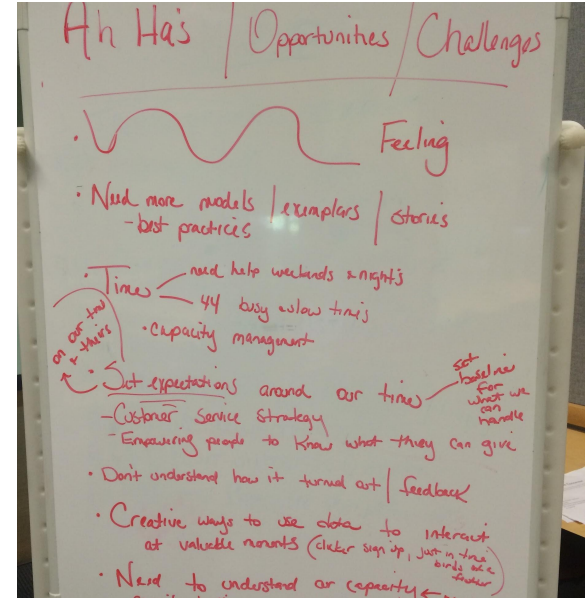
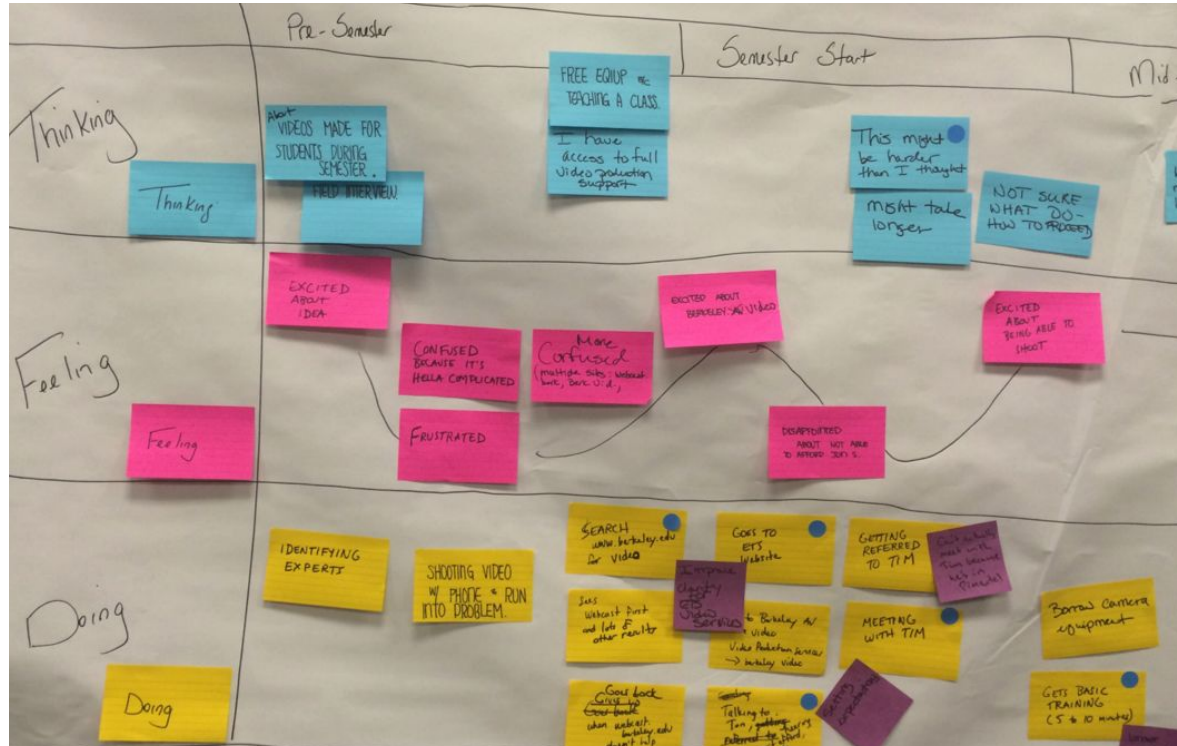




Photos taken by Blitz Architecture

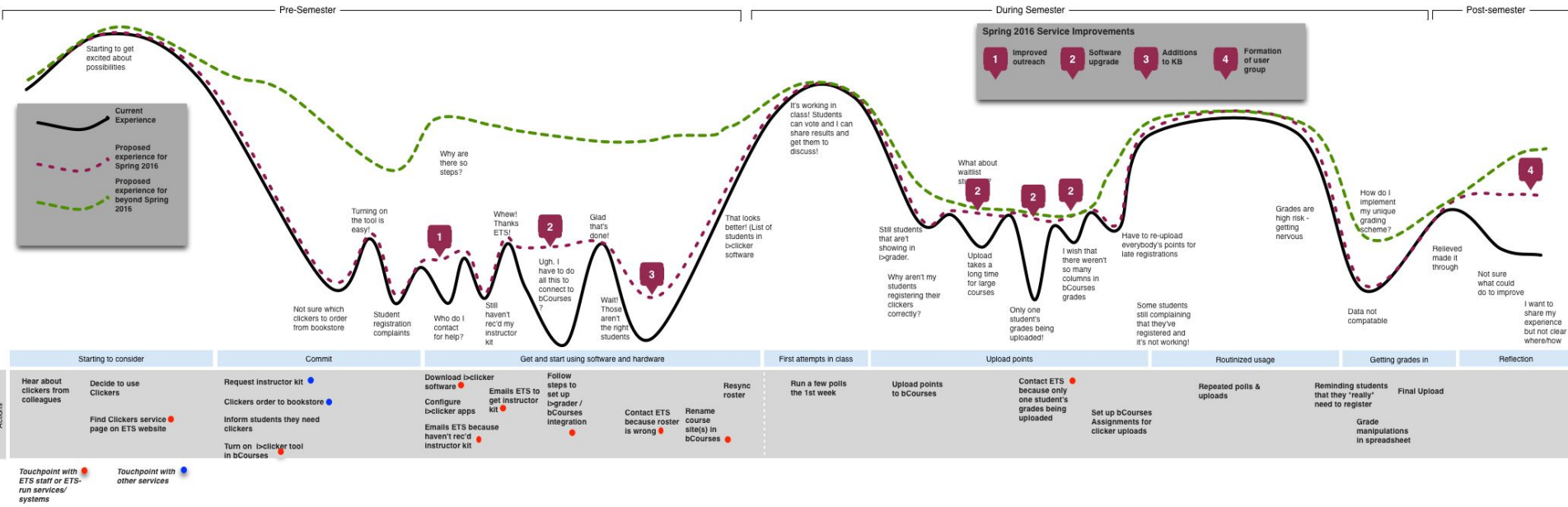
Journey Mapping

Map our customer's journey over time through our service.



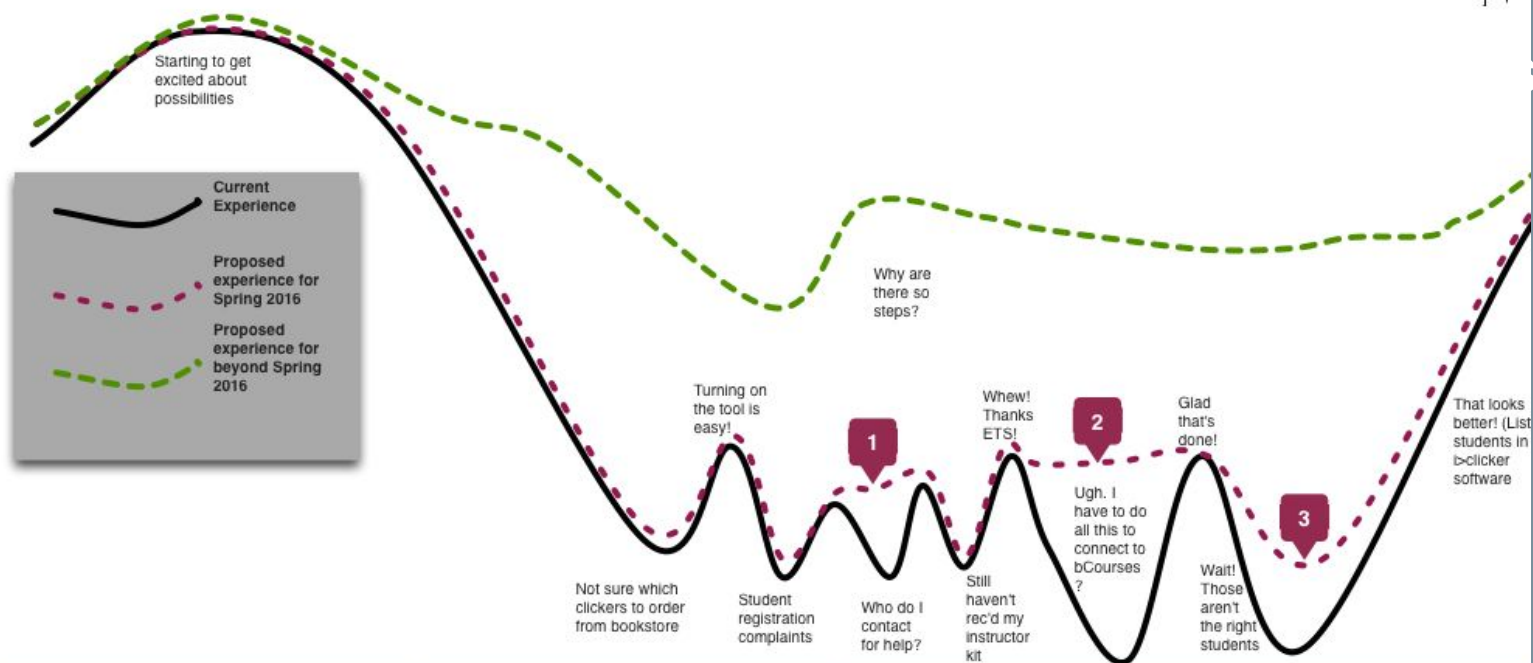
Journey Mapping ⇒ Journey Map / New Service Ideas

The Experience of an Instructor New to Using Clickers in Fall 2015



The Experience of an Instructor New to Using Clickers in Fall 2015

Pre-Semester



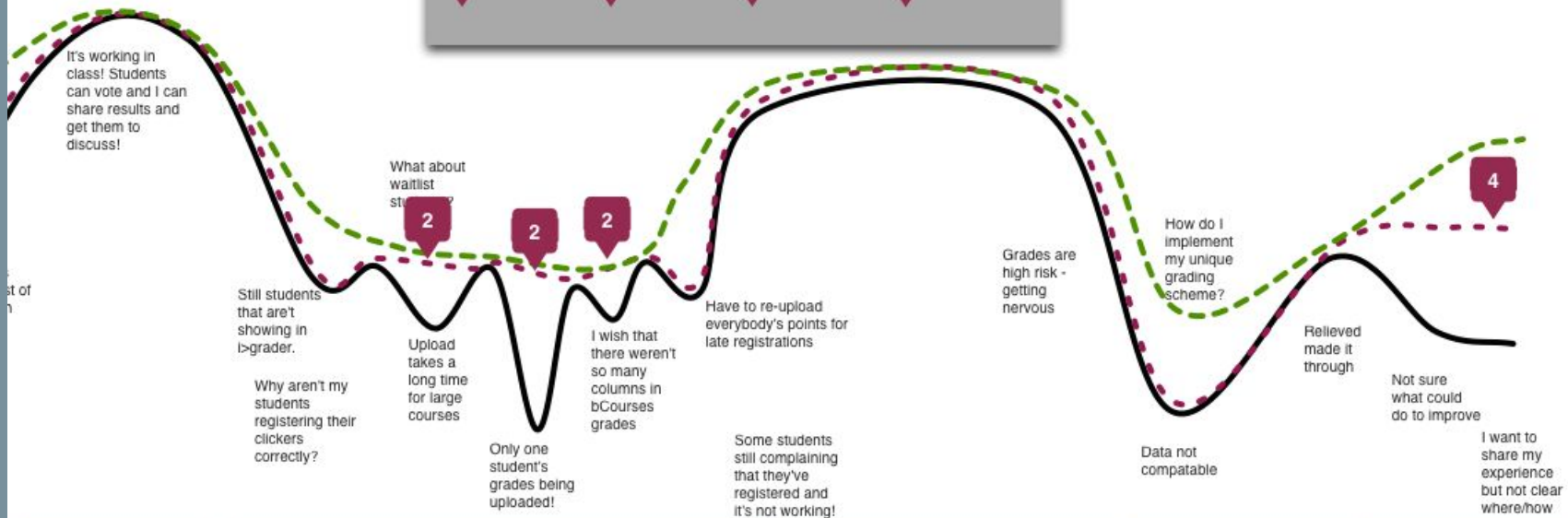
Starting to consider		Commit	Get and start using software and hardware			
Hear about clickers from colleagues	Decide to use Clickers	Request instructor kit	Download b-clicker software	Configure b-clicker apps	Follow steps to set up b-grader / bCourses integration	Resync roster
	Find Clickers service page on ETS website	Clickers order to bookstore	Emails ETS to get instructor kit	Emails ETS because haven't rec'd instructor kit	Contact ETS because roster is wrong	Rename course site(s) in bCourses
		Inform students they need clickers				
		Turn on b-clicker tool in bCourses				

Touchpoint with ETS staff or ETS-run services/systems

Touchpoint with other services

Spring 2016 Service Improvements

- 1 Improved outreach
- 2 Software upgrade
- 3 Additions to KB
- 4 Formation of user group



First attempts in class	Upload points		Routinized usage	Getting grades in	Reflection
Run a few polls the 1st week	Upload points to bCourses	Contact ETS because only one student's grades being uploaded	Repeated polls & uploads	Reminding students that they 'really' need to register	Final Upload
		Set up bCourses Assignments for clicker uploads		Grade manipulations in spreadsheet	

Space + Partners + Commitment + Trust = AIS

Meet: Giuliana Perco



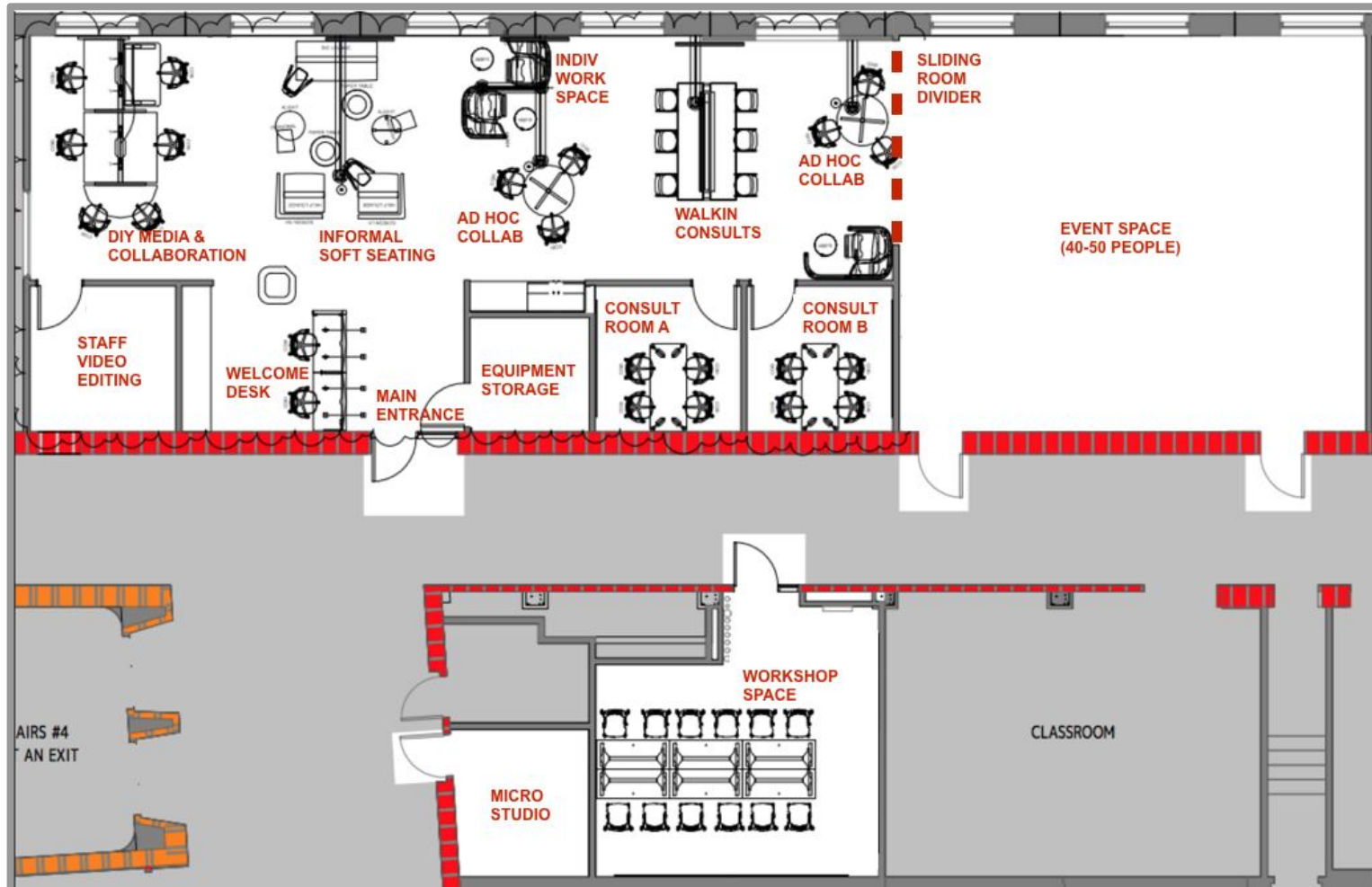
GIULIANA PERCO

Language Coordinator and Lecturer

gperco@berkeley.edu

6312 Dwinelle Hall

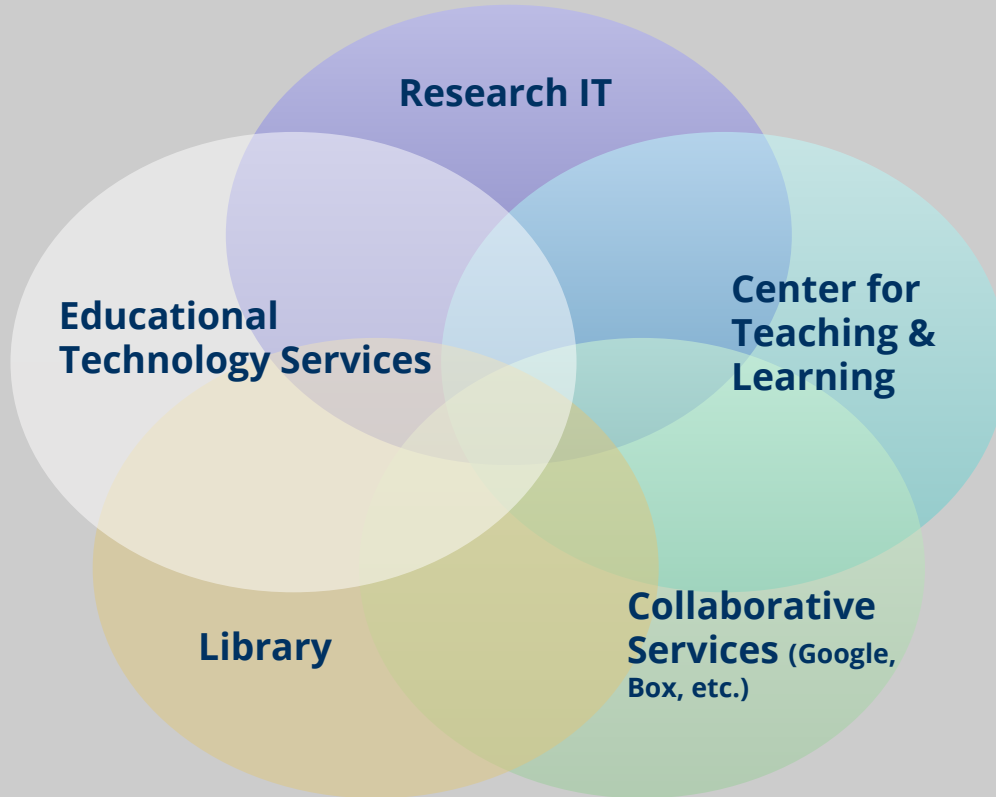
Space +



Space +



Partners +



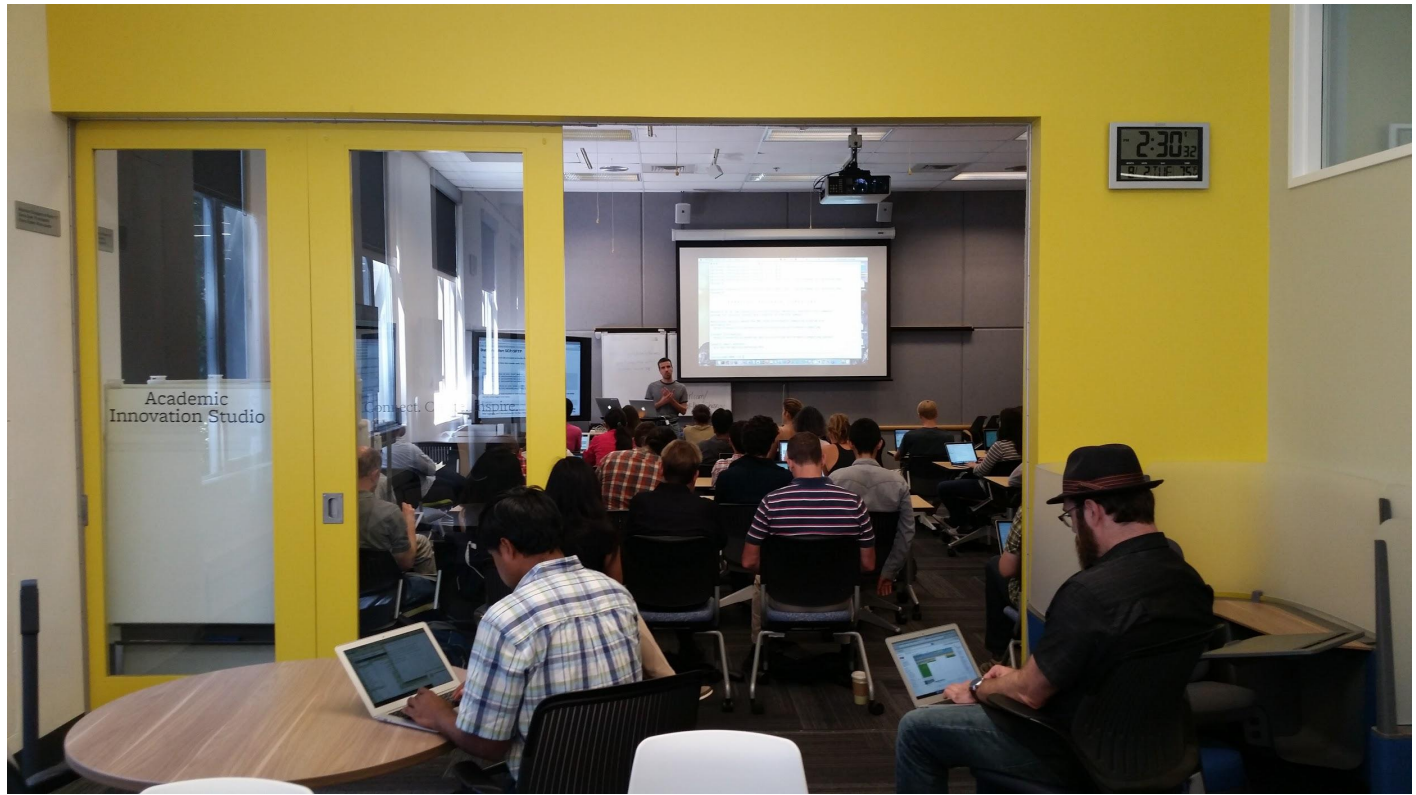
Commitment +



Trust +



= AIS



*“Over a year ago when we participated as **partners** in the new space planning efforts, one of the questions was, “What does success look like?”*

*Well, on the eve of the AIS official launch, I'd say it **has already been a great help to us and here's one picture of what success looks like:**”*

= AIS

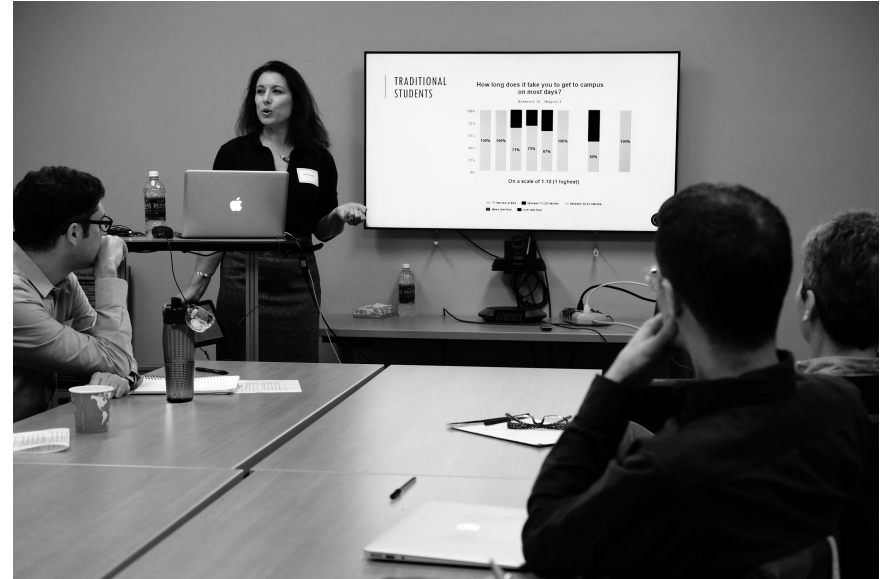


Thank you to Paula, Cody, and Rita for participating in our first co-consult last Friday! At the end Giuliana Perco, Italian Studies said,

“All of the sudden I don’t feel lonely”

Events: Sparking Innovation, Fostering Community

- Instructional Design Workshops
- Faculty User Groups
- Showcases of Pedagogical Practices and Student Projects
- Facilitated Faculty and Student Design Studios
- Teaching “Dialogues”
- Committee on Teaching
- Digital Humanities @ Berkeley Summer Institute



Academic Innovation Studio

Connect. Create. Inspire.



Connect

NOW OPEN!

Come see us at
117 Dwinelle Hall
Open Monday through Friday
7:45 AM - 5:00 PM



Create

A place where people, ideas, inspiration, and support come together to foster digital innovation in teaching, learning, and research.



Inspire

Stop by the only place on campus to receive integrated overall service for technology-enhanced teaching, learning and research.

[XSEDE Big Data Workshop](#)

August 9, 2016 -
8:00am to 3:00pm
Hosted by [Berkeley Research Computing](#)
See event details for participation information.

[Instructor and Researcher Support Open House](#)

August 9, 2016 -
11:00am to 12:30pm
Hosted by [Academic Innovation Studio \(AIS\)](#)
Registration is not required.

[bCourses Admins Meetup](#)

August 10, 2016 -
1:00pm to 2:00pm
Hosted by [Educational Technology Services \(ETS\)](#)
Registration is not required.

[ETS Copyright Training Presented by the Library](#)

August 10, 2016 -
2:00pm to 3:00pm
Hosted by [Library](#)
Registration is not required.

[What's New in bCourses?](#)

August 15, 2016 -
2:00pm to 3:00pm
Hosted by [Educational Technology Services \(ETS\)](#)
Registration is not required.

[Digital Humanities at Berkeley Summer Institute Keynote Address](#)

August 15, 2016 -
5:00pm to 8:00pm
Hosted by [Digital Humanities @ Berkeley](#)
Registration is not required.

[Getting Started with bCourses](#)

August 16, 2016 -
12:00pm to 1:00pm
Hosted by [Educational Technology Services \(ETS\)](#)
Registration is not required.

[Digital Pedagogy Pathways Program: Path Selection Session](#)

August 17, 2016 -
3:00pm to 4:00pm

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[Course Readings, Library Skills and Resources*](#)

August 26, 2016 -
11:45am to 12:15pm
Hosted by [Educational Technology Services \(ETS\)](#)
Registration is not required.

[What's New in bCourses?](#)

September 2, 2016 -
1:00pm to 2:00pm
Hosted by [Educational Technology Services \(ETS\)](#)
Registration is not required.

[Digital Pedagogy Pathways Program: Path Selection Session](#)

September 7, 2016 -
3:00pm to 4:00pm
Hosted by [Center for Teaching and Learning \(CTL\)](#)
[Log in via CalNet to register.](#)

[Lincoln Project with Henry Brady and Robert Birgeneau](#)

September 8, 2016 -
12:00pm to 1:30pm
Hosted by [Center For Studies in Higher Education](#)
[Log in via CalNet to register.](#)

[Digital Pedagogy Pathways Program: Path Selection Session](#)

September 8, 2016 -
3:00pm to 4:00pm
Hosted by [Center for Teaching and Learning \(CTL\)](#)
[Log in via CalNet to register.](#)

[Teaching Excellence Colloquium Kick Off](#)

September 16, 2016 -
12:00pm to 1:30pm
Hosted by [Center for Teaching and Learning \(CTL\)](#)
Registration is not required.

[Teaching Excellence Colloquium](#)

October 14, 2016 -
12:00pm to 1:30pm
Hosted by [Center for Teaching and Learning \(CTL\)](#)

First Year Metrics

- **3020** total # visits during this period
- **126** public events open to faculty and staff
- **74** private events (closed meetings) targeted to faculty*
- Partnered with **40 campus departments and organizations**, including the Center for Teaching and Learning, Research IT, the Library, Digital Humanities, the D-Lab, the Division of Equity and Inclusion, American Cultures Center, Letters and Sciences Division of Undergraduate Studies, Data Science Education Program, Center for Studies in Higher Education, Graduate School of Education, Office of Undergraduate Research and Scholarships, Office of the Vice Provost for Academic and Space Planning, and the Student Information Systems Project.

Questions

