2017-05-05 Itana Meeting Minutes

Itana Notes 05/05/17-Notes taken by Daniel Black and edited and posted by Dana Miller both from Miami University of Ohio

Presenter: Jenn Stringer, Associate CIO at UC Berkeley

Topic: Academic Innovation Studio at UC Berkeley

• Got started at UC Berkeley and learned about what "student success" meant

• Started working on a collaborative service model on the campus

• AIS started as a faculty-facing service space turned into a space to connect faculty with people from several domains

• Success is due in large part to the focus her team has on "design thinking"
  Design thinking is a user-centered approach to design

• steps

  1. emphasize

  2. define

  3. ideate

  4. prototype

  5. Test

• clarifications
  • UI is what people use to interact with a product or service

  • UX is how people feel when doing something

• UX Design and ITSM are "natural partners"

• UX Activities

 • field research

   go where the users are and see how they really work

   standardized to a checklist for consistency

 • synthesized research

   make sense if it all

   analyzed instructor persona dimensions

 • created persona profiles

   really about understanding that all faculty are not the same and each has different needs

   created about 12, used about 4 or 5 of the personas

   Q (Louis King): "How did you balance the service against the core user/persona of the service and other personas who are in the service's audience but not core to it?" (paraphrase)

   A: "Reviewed products and services to match against the users' and personas' needs. Two tenured professors may still have different needs." (paraphrase)

   Q: (Jim Phelps): "Do you think the greatest value came from having the personas or having the conversations that helped define the personas?"

A: "The personas were most useful in developing shared mental models of users and audience. The personas in the abstract aren't useful; we need to have the mental models that enable their utility." (paraphrase)

- Created Ideal Experience Map

  Ask users to map an "Ideal Experience"

  Created Vision Cards of the resultant conversation

- Floorplay Workshop

  Used chips to represent 25 sq. ft. as analytical visualization of the spaces within the overall space

- Body Storming

  Get in the space, physically model interactions, take notes, revise design

- Space Plan

  Combine floorplay workshop and bodystorming

  contracted a spatial designer to work with the research and adjust with interior

design/architectural practices to design an actual floor plan

- Journey Mapping

  gathered impressions and data over the course of using the service and mapped it to UX

   dimensions

- Space + Partners + Commitment + Trust = AIS

- Secrets to Success for AIS

  - Worried that faculty wouldn't participate. "If you build it, they might still not show up."

  - They had the space whereas many other departments/divisions did not; very valuable asset.

  - How to win constituents/stakeholders over to becoming partners/users.

  - Didn't brand the space as "AIS" but rather branded it as a collaborative shared space.

- Important elements of the space

  - It's staffed.

  - It's welcoming.

  - Active, vibrant space but also available for faculty to have quiet time between classes even

    without any emergent needs for help.

  - Lots of active, installed, dedicated space and utilities for video production, as opposed to

    leaving faculty to do this on their own laptops in their own spaces alone.

  - "Genius Bar" for walk-in help

- Partners

  - Research IT

  - Educational Technology Services

  - Center for Teaching & Learning

  - Library

  - Collaborative Services (Google, Box, etc.)

  - Berkeley Resource Center [...]

  - Digital Humanities Group

- Facilities & Construction Management

- Commitment
  - Engaged them in the active design work to make it their effort, too.
  - Trust garnered by making the space a shared resource in use and ownership, making potential users partners as well.

- Measures of success
  - overflowing event room for an early event
  - "All of a sudden I don't feel lonely." —Giuliana Perco, Italian Studies, UC Berkeley
- Events - How is it used?
  - instructional design workshop
  - faculty user groups
  - teaching "dialogues"
  - Digital Humanities @ Berkeley Summer Institute
  - committee on teaching

- Metrics
  - 3020 visits
  - 126 public events
  - 74 private events
  - partnered with over 40 campus departments and organizations

- Used the model of the hackerspace as an inspiration for the approach