Open Digital Library.
National Library of Estonia

Margus Veimann
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24.11.2021

RARA EESTI RAHVUS-
RAAMATUKOGU

Main objective for NLE: to develop the virtual lab platform and service.

Main activities:

! Service design of virtual lab – platform and service

! Legal analysis of the context where virtual lab will operate

! Development of the web platform of the virtual lab

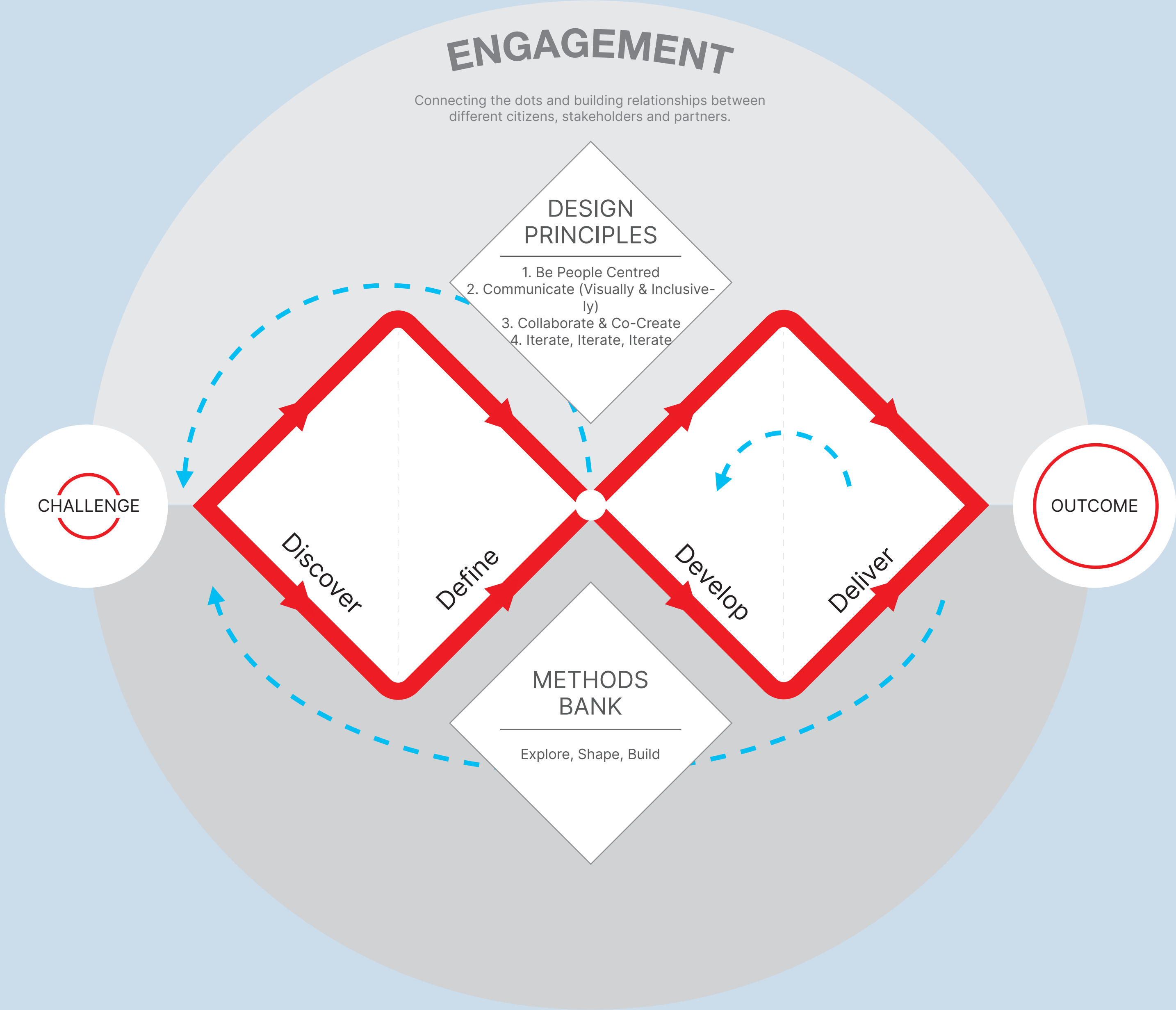! Supporting activities – seminars, conferences, trainings

So far:

! International Summer School of Digital Humanities - 23-26 August 2021 www.nlib.ee/et/digital-humanities-tallinn-2021
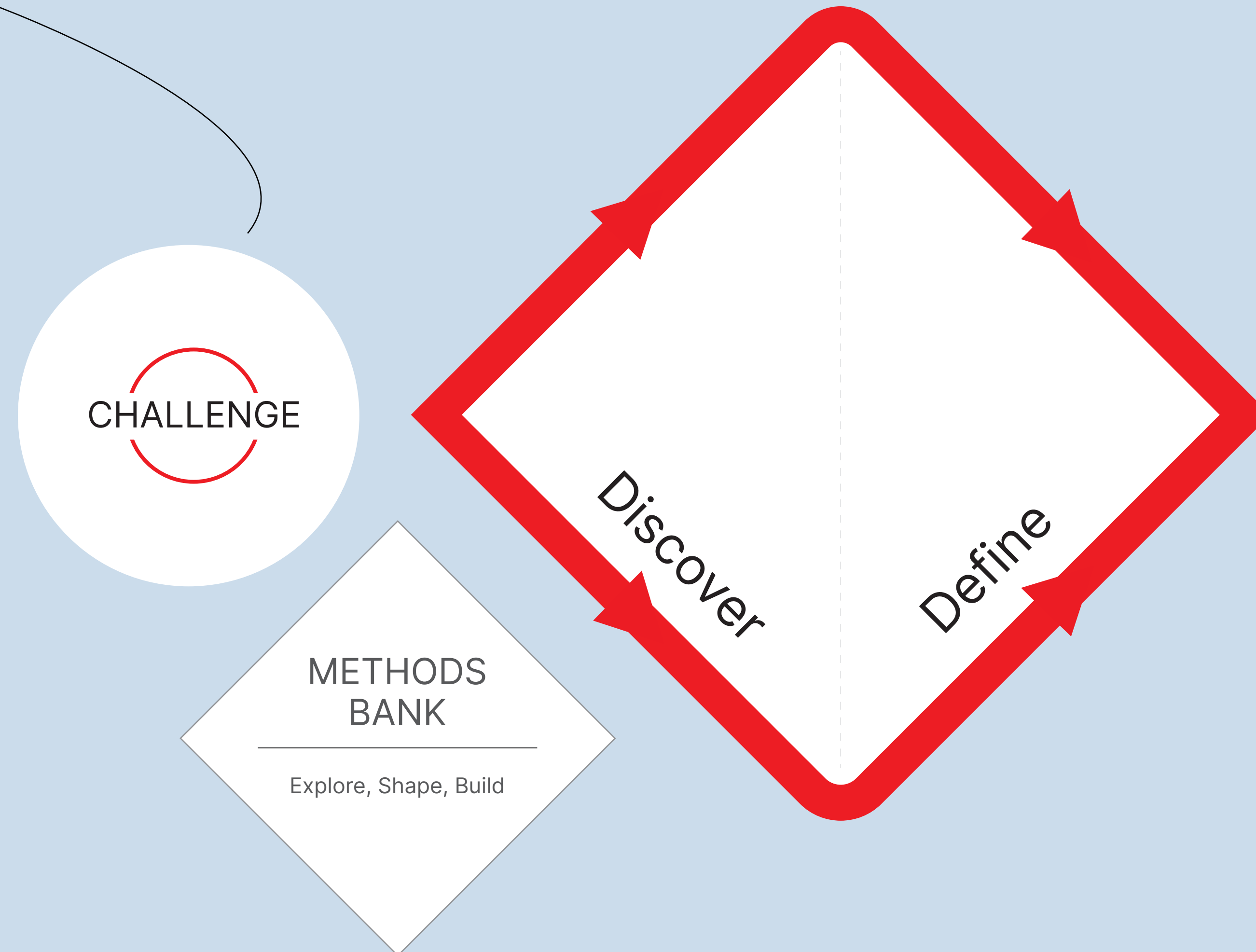
! Currently ongoing: legal analysis and service design

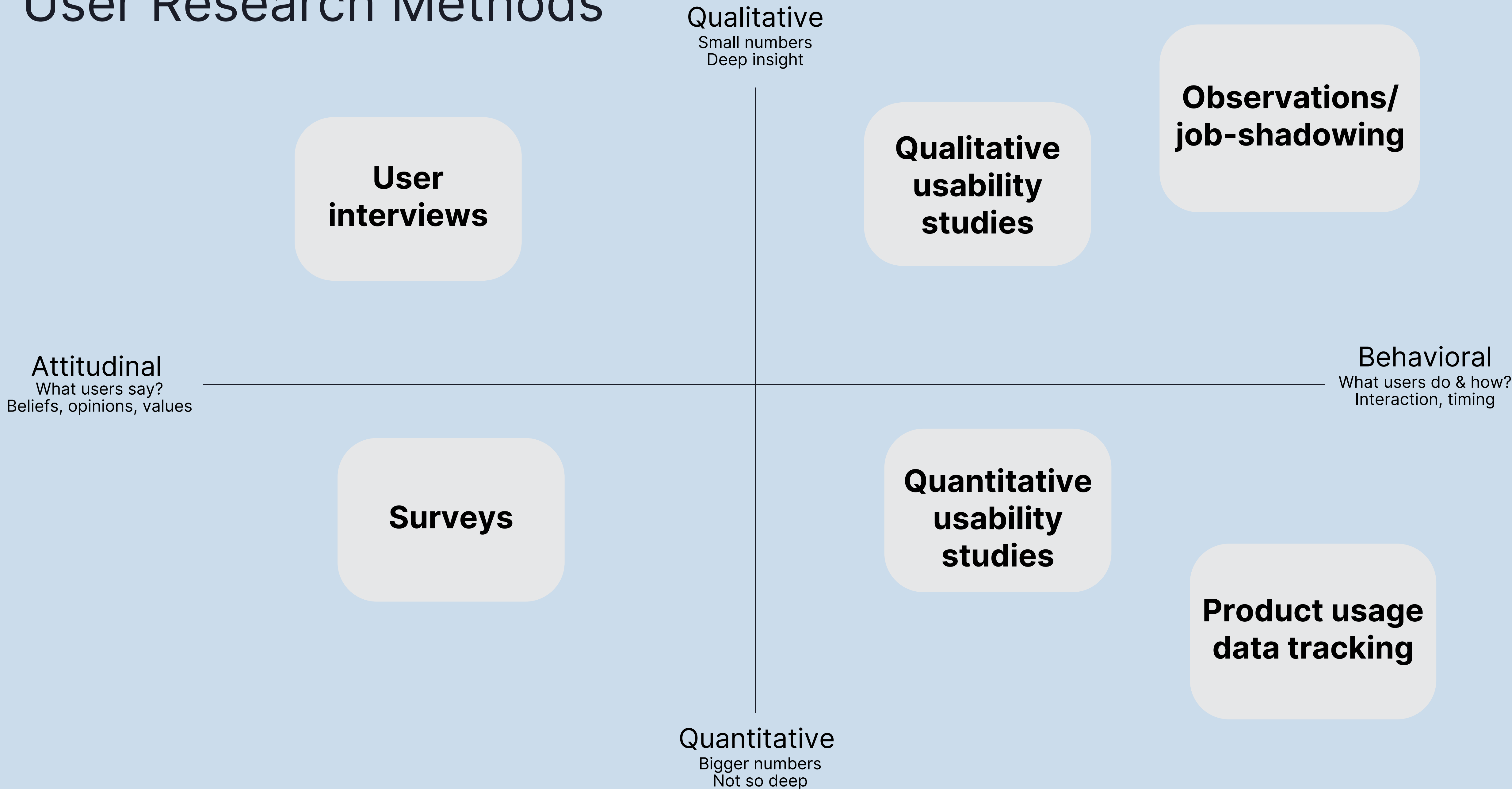# Welcome designers!

*Yes that is you

What is Service Design?

ENGAGEMENT

Connecting the dots and building relationships between different citizens, stakeholders and partners.

DESIGN PRINCIPLES

1. Be People Centred
2. Communicate (Visually & Inclusively)
3. Collaborate & Co-Create
4. Iterate, Iterate, Iterate

CHALLENGE

Discover

Define

Develop

Deliver

OUTCOME

METHODS BANK

Explore, Shape, Build

Starting point!

CHALLENGE

METHODS
BANK

Explore, Shape, Build

Discover

Define

User Research Methods

Qualitative
Small numbers
Deep insight

**Observations/
job-shadowing**

**User
interviews**

**Qualitative
usability
studies**

Attitudinal
What users say?
Beliefs, opinions, values

Behavioral
What users do & how?
Interaction, timing

Surveys

**Quantitative
usability
studies**

**Product usage
data tracking**

Quantitative
Bigger numbers
Not so deep

1 Service safari

2 User research (interviews)

3 Analysis of user interviews

4 Prototype

User research!

! Mapping user groups
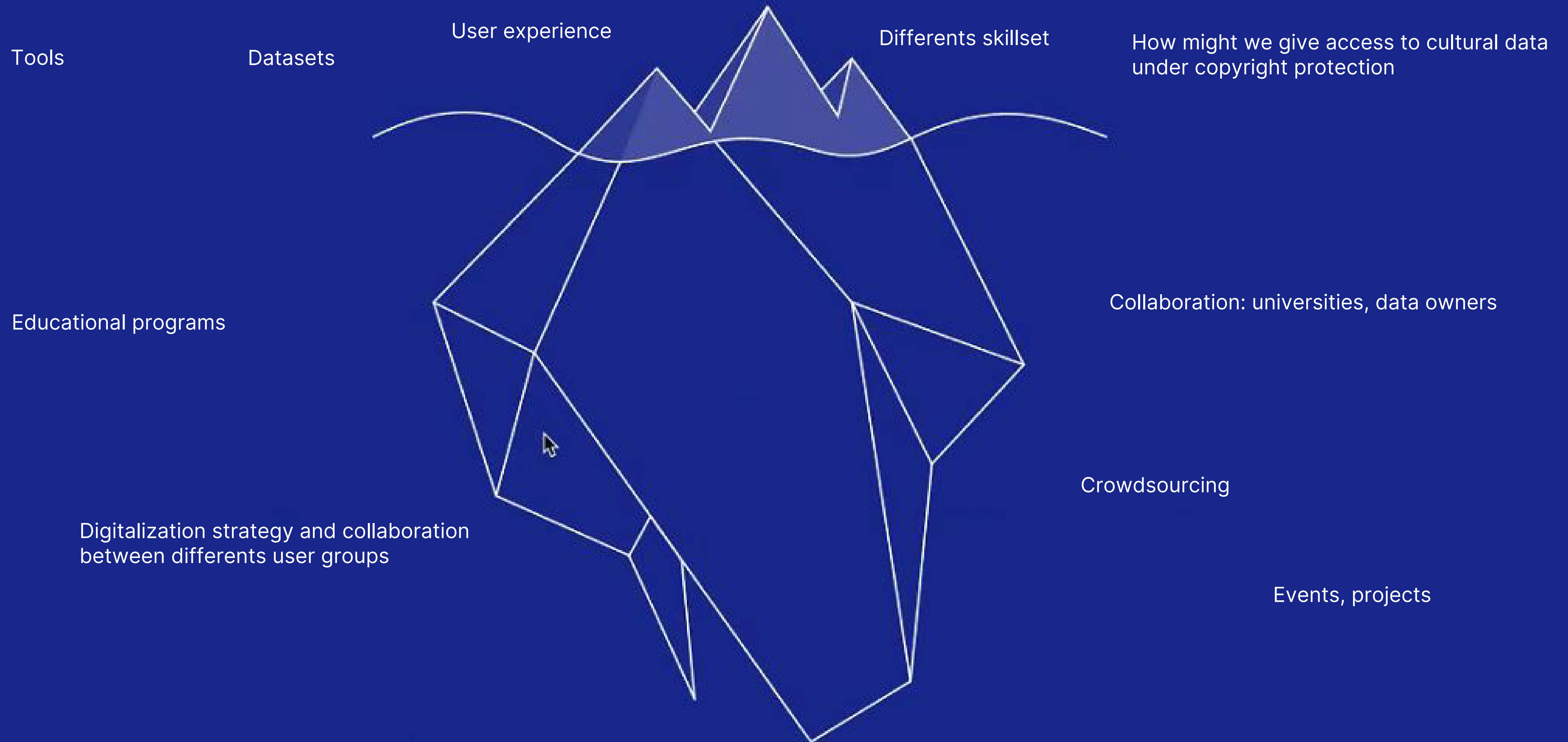
! Interviews

! Analysis of interviews

Virtual Lab as a platform

User experience

Differents skillset

How might we give access to cultural data under copyright protection

Tools

Datasets

Collaboration: universities, data owners

Educational programs

Crowdsourcing

Digitalization strategy and collaboration between differents user groups

Events, projects

Virtual lab as a service

Prototype, user testing!
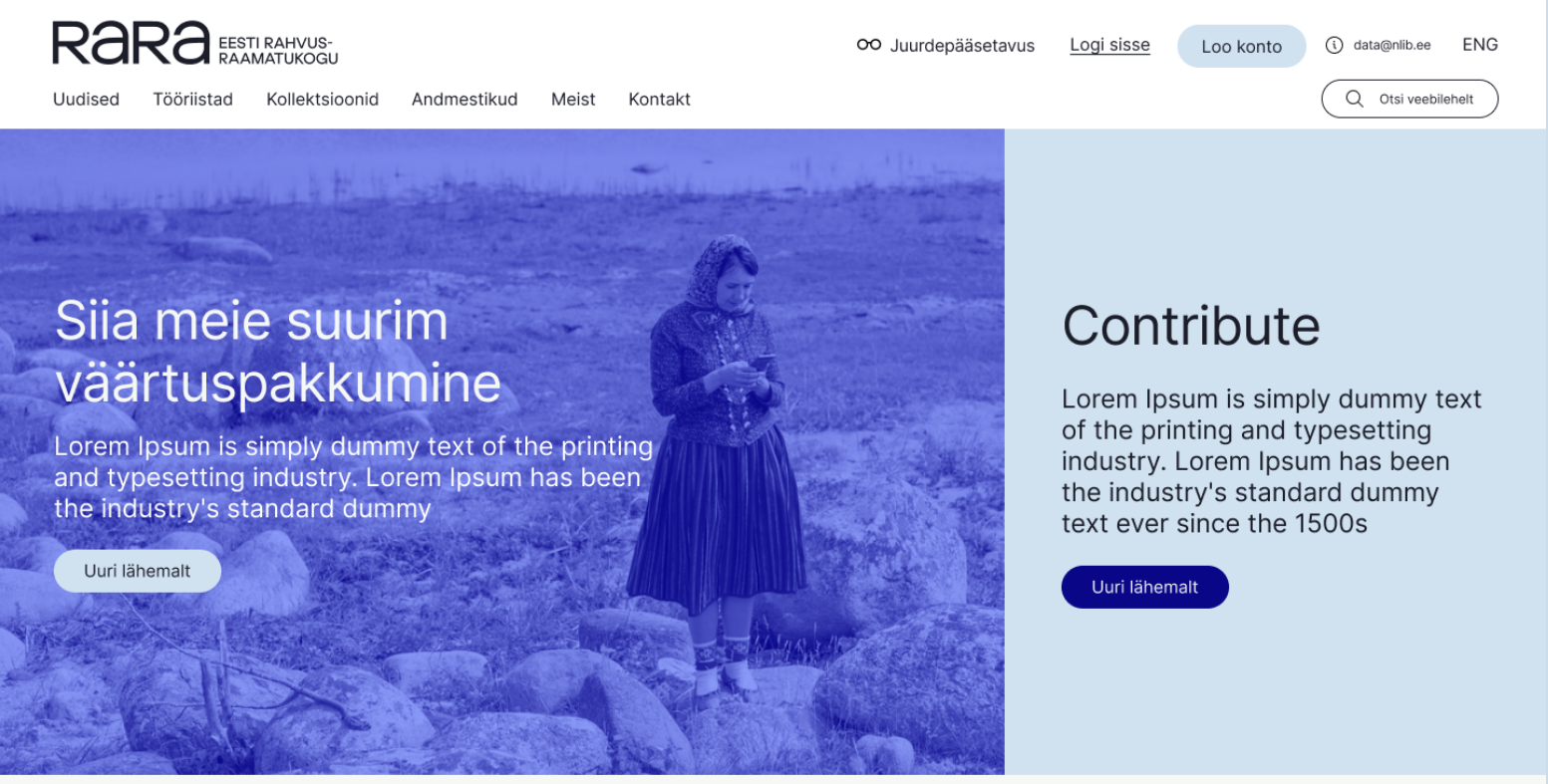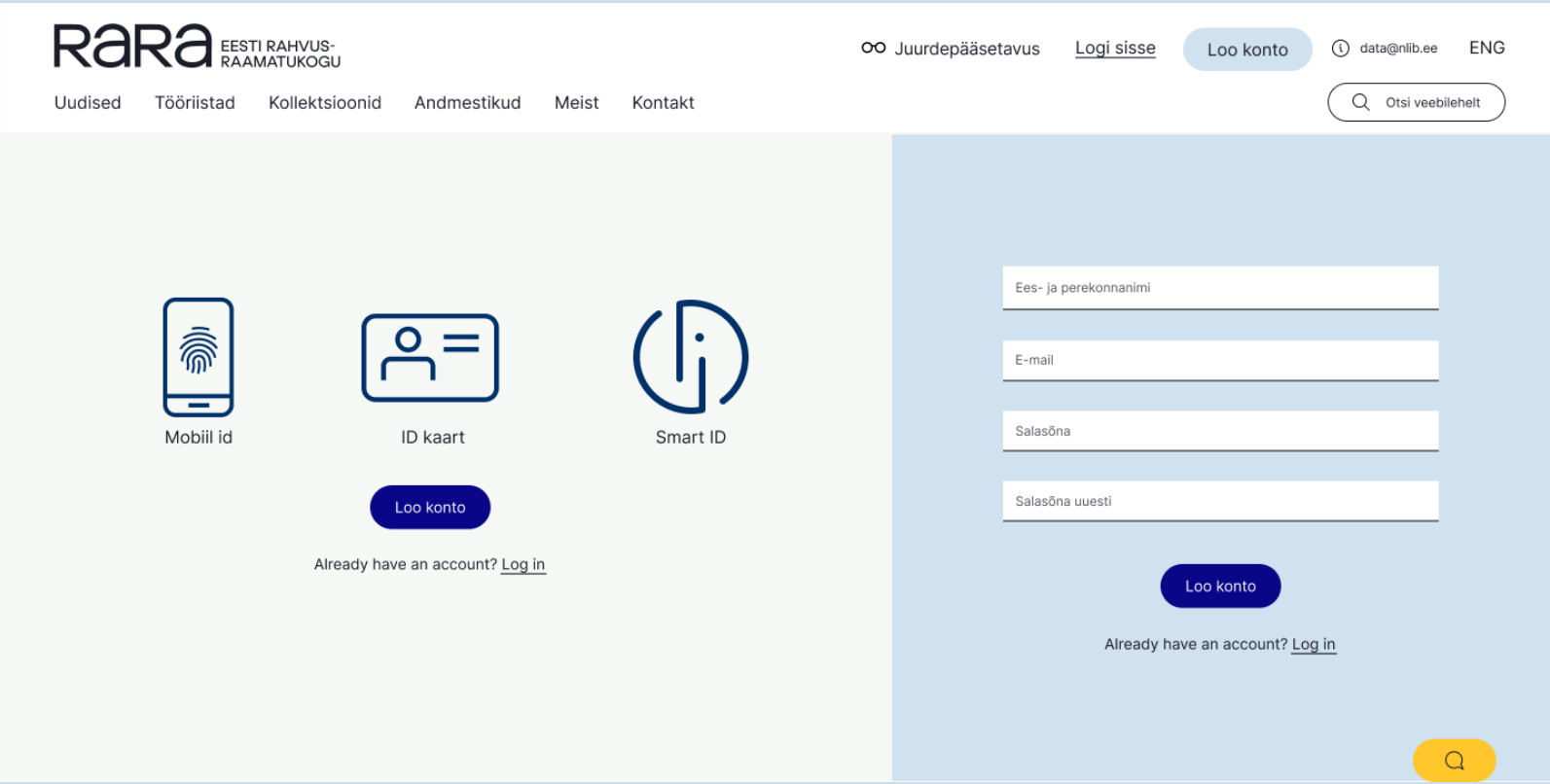
"Design is too important to be left to designers."
— The Cox Review

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Next:

!   development of the platform for virtual lab – **live by the end 2022**

!   development of the virtual lab service

!   Supporting events for awareness raising and promotion – seminars, trainings

Thank you!