

Key Lessons / Thoughts

- Richness of data enlightening
- Knowing what you want to get out of it
 - Focus
 - Tool
- Qualitative research – lots of ways to get rich data
- Being brave, have a go, try something different
- Involve staff from across the Library
- Human quality of what trying to gather as services are for people
- Good where students can make informed comment, e.g. not so good for teaching
- Is iterative process
- Can solve some problems, but issues will change
- Capacity?
- Sharing effectively across libraries – keep dialogue going
- When doing analysis important to try to eliminate bias
- Cross over teams as being different perspectives
- Information is rich – shown by how we differently analyse things
- Two types of reflection: own and student
- Cognitive mapping unfolds what is inside you
- Awakening the inner chimp
- Sample size: doesn't need to be massive

Other tools

- Customer journey mapping
 - Staff from other departments asked to issue book
- Student observations: map where they walk
 - Watch them to see patterns
 - Approach and ask why
- Ask students to do tour to see what they say and do
- Usability testing: observe use of website