Co-creating visual resources services: experiences from a service design project

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Great news! Helsinki City Museum makes its collection of 45000 high-resolution quality photos available online. The photographs can be used even for print-quality products under CC-BY-license.

Open Access to Helsinki City Museum’s Photographs
- Helsinki City Museum

Helsinki City Museum makes its photograph collection available online. High-resolution photographs can be browsed and downloaded at Helsinkiphotos.fi.

HELINGINKAUPUNGINMUSEO.FI
Visual Resources Centre, Aalto University Learning Centre shared Artstor's post.

35,000 images of Andy Warhol's work now available with Artstor Digital Library. Artstor is accessible within the Aalto University network and remotely with Aalto login: http://library.artstor.org

Artstor
9 March

From the iconic to the private Andy: more than 35,000 images from The Andy Warhol Foundation for the Visual Arts.
We like open access images! The Metropolitan Museum of Art makes 375,000 images from its collection available with a CC0 license for learning, research, and all kinds of creative and commercial projects.

Introducing Open Access at The Met
Chief Digital Officer Loïc Tallon discusses the Museum’s move to Open Access, an important and exciting milestone in The Met’s digital evolution.

METMUSEUM.ORG
Attention all fashionistas! Search by designer, material or technique in Europeana Fashion

fashion.europeana.eu
Historical clothing, accessories, catalogues, videos, sketches, contemporary design, and more...
#EuropeanaFashion
Winner of the Rijksstudio Award 2017: Masterpieces Never Sleep!

2,600 ENTRIES
Open digital cultural heritage

• Cultural heritage organisations are increasingly opening digitised collections online
• In addition to viewing the digital reproductions allow for creative reuse and remixing of the resources
• Open licensing facilitates the creative reuse, modifications and sharing
• Digital resources that are available for reuse and sharing are called open resources or open data
Open digital cultural heritage

Helsinki Design Week 2015: Sophie Sälekari & Juuso Koponen Culture as Commons
Photographs from Finna provide ideas for a clothing line
What are visual resources services?

- Printed and digital images as an information resource
- **Digital cultural heritage**: digitised works, photographs, drawings, design objects, documents, maps, illustrations, newspapers, books, videos
- **Science illustration**: information and data visualisations and graphics
- Materials and trends
- Image retrieval
- Copyright advice and training
Why visual resources services?

- 50% of all online learning materials are images
- Visual literacy is part of information literacy (own standard)
- High quality digital cultural heritage or science visual resources are becoming more available in image databases that Google doesn’t reach
- Openly licensed (with CC-licenses) resources are increasing but students, researchers and teachers are not widely aware of them or know how to use them
- Digital resources are complementary to the printed collection
Link to the painting at Rijksmuseum image database
Visual Literacy Array based on ACRL's Visual Literacy Standards by D. Hattwig
Visual Resources Centre

- Supports learning visual literacy skills at Aalto University as part of information skills: find, evaluate, use ethically and produce visual media for studies, research and teaching
- Navigation point to Aalto University Learning Centre’s licensed, internal and external visual information sources
- Exhibition space and VRC Designer residency for a thesis student
- Facilities for self-service digitisation and image editing
Visual Resources Centre

- Visual Resources Centre is open to all Learning Centre customers

- VRC Guide with 100 image databases or services for different subjects
  http://libguides.aalto.fi/vrc

- Openly licensed resources marked with ♥
Service design with co-creation

- User profiles
- Customer journeys
- Service offering and experience
- Service actors and co-operation
AT-ONE service design

- **Actors**: Services are produced in co-operation by several actors in a network of operations
- **Touchpoints**: Services are available through a variety of touchpoints (online, service points, guides etc.)
- **Offering**: Services should have a core offering that is communicated clearly
- **Needs**: Services should answer customers explicit and sometimes latent needs
- **Experiences**: Services are experiential in nature, experiences can be consciously designed and staged

http://thisisservicedesignthinking.com/
Workshops

User personas:
- Who are the potential users?
- Personas: age, profession, lifestyle, example of using the service, interests, behaviour
- 8 user personas including students, teachers, researchers, staff
Workshops

Service journey
An ideal service journey description for each user persona:
• User needs from the beginning of the journey to the end
• Touchpoints during the journey: service point, online, phone, text message, email, guides
• Who are involved in delivering the service journey at which stage?
• Are there alternative or competing services for the user during the service journey
Service journey: "Ralph Researcher"
Workshops

Service offering and experience

- Service journeys are used to create an ideal service offering, the core service description
- What expectations are there about service experiences

Actors

- Who will co-operate in the production of the service and how
After service design…

• How does the new service fit into the organisation?
• How does the organisation change with the new service?
• How to make a new service known and how to market it?
• Is the whole organisation prepared to support the new service journey?

• Is new thinking required? ”This is really great, but…”
Is new thinking required?
”This is really great, but…”

- This is just stupid… How should the idea be changed?
- Can’t do it… How can we test the idea can work?
- Nobody will do this… How can we get others to get involved?
- This has been tried before…. How can we utilize previous experience?
- It’s not for me… How can the idea be applied for different kinds of users?
- I don’t like… What can you add to / remove from the idea?
- There’s no time… How can we free up some time?
- It’s too difficult… How can the realization of the idea be made easier.
VRC services worldwide

- Yale University
  http://guides.library.yale.edu/images/vrcservices

- Oxford University
  https://ox.libguides.com/visualresourcescentre/home

- UC Berkeley
  http://arthistory.berkeley.edu/resources/about-the-vrc/

- University of Notre Dame
  https://library.nd.edu/vrc/

- Rhode Island School of Design
  https://library.risd.edu/departments/vmisc.html
Thanks! Questions? Thoughts?

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- VRC Guide: http://libguides.aalto.fi/vrc

- http://thisisservicedesignthinking.com/