MELD STUDIOS: CO-DESIGNING THE FUTURE OF THE STATE LIBRARY OF VICTORIA

Established in 1854, the State Library Victoria in Melbourne is Australia's oldest public library and one of the first free public libraries in the world, it holds over 2 millions books, and welcomes over 1.7 million visitors each year.

PROCESS

The Library engaged Meld Studios to facilitate the review and redesign of their customer service model. Over a twelve week period an integrated design team understood current state service delivery; identified opportunities for service improvement and innovation; generated, prototyped and tested concepts; and laid out a future vision for service delivery covering everything from the iconic front lawn to offsite storage 100km away in Ballarat.

A film of the our work at the Library can be seen at: http://www.meldstudios.com.au/slv/

BENEFITS

The new service designs set the organisation up for a digital future; responds to changes in public attitudes towards cultural institutions, the changing role of State Libraries, and addresses funding gaps between public expectations and current funding levels. The design incorporated the re-zoning of the physical spaces of the State Library, creates a warmer welcome experience, generates process-level efficiencies, and prepares the library for digital disruption.

EFFECTS

"*The project was revolutionary for this institution. The work has fundamentally changed the way we approach the design of our services. It's created a lot of momentum around that way of working, opened up possibilities, and new ways of thinking. It's given a much more holistic view of the library and the interdependencies between the services we provide.*"

Justine Hyde, Acting CEO of the State Library of Victoria.

A 3 year implementation roadmap has already delivered AU$81 Million in funding from State Government, secured sponsorship of the Library collections, increased use from families, reduced unnecessary enquiries saving AU$100,000 in staff costs, eliminated 20,000 letters per year, increased customer self-service, and reduced tensions between customers and staff.

Through the project the Library has adopted design practices including generative ideation and prototyping, and is placing a greater focus on customer feedback and needs, based on a deeper understanding of how customers interact with Library services.