

Bibliography of Service Journey Mapping and Service Blueprinting

Produced and shared with permission by Corinne Shortridge, UBC MLIS
Practicum Student for the North Vancouver City Library, May, 2018

Journey Mapping

1. Fichter, D., & Wisniewski, J. (2015). Customer journey mapping. *Online Searcher*, 39(4), 74.

This brief, 3-page article outlines the benefits of customer journey mapping in public libraries and reasons why it is important (preventing customer frustration, “professional blindness” and promoting user-centricity). It also provides advice on creating an effective journey map (primarily one that is data-driven and visual) and gives point-by-point tips for each stage of the journey mapping process, including identifying touchpoints, channels, barriers and developing empathy to understand the customer experience.

2. Fichter, D., & Wisniewski, J. (2017). Tackling the omnichannel experience with customer journey mapping. Westport: Information Today, Inc.

This brief, 4-page article focuses on the customer experience with library digital services and channels such as the library website (including mobile device access) and social media. The article advocates the use of journey mapping to help reduce customer friction when interacting with the contemporary “omnichannel” library experience. The article outlines the steps in developing a journey map, provides a half-page colour example of one, and outlines the benefits of implementing journey maps.

3. Bell, S. (2012). Get in touch with your touchpoints. [Blog post]. In *Designing Better Libraries*. Retrieved from <http://dbl.lishost.org/blog/2012/05/15/get-in-touch-with-your-touchpoints/>

This brief, 3-page blog post discusses customer “touchpoints,” specifically how to identify “pain points” where customers encounter friction on their service journey, in order to transform them into successful touchpoints.

4. Samson, S., Granath, K., & Alger, A. (2017). Journey Mapping the User Experience. *College & Research Libraries*, 78(4), 459. doi:<https://doi.org/10.5860/crl.78.4.459>

This 13-page study assesses a journey-mapping pilot study at a UK university library. The study involved enlisting interns to collect data based on the following facets of the library: Physical Space; Service Points; Policies and Customer Service; Signage and Wayfinding; Online Presence; and Using the Library. The interns described, rated and recorded their experiences interacting with the above-mentioned library services. The findings include service journey map examples for each scenario and usability survey graph examples. The authors state that their results reinforce the benefits of journey-mapping to inform decision making and help break down barriers for users and improve their experiences with library services.

5. Phetteplace, E., & Etches, A. (2013). Know thy users. *Reference & User Services Quarterly*, 53(1), 13-17. doi:[10.5860/rusq.53n1.13](https://doi.org/10.5860/rusq.53n1.13)

This 5-page article stresses the importance of user research (user experience design, human-computer interaction, market research) to inform decision making. The authors advocate for the use of attitudinal research (surveys, user interviews and focus groups), behavioral research (usability testing, contextual inquiry, walk-throughs, journey maps and cultural probes) and participatory design (card sorts, cognitive maps, rapid prototypes and reverse guided tours).

Relevant passage: "Journey Maps: A journey map can be the product of a physical walk-through. Journey maps outline the actual path a subject will take to accomplish something in your building in a graphical way, usually on a blank floor plan. In the earlier example of the print/copy service, where your user listed all the touchpoints he or she went through to successfully complete the printing task, a journey map would take those touchpoints and plot them graphically on a map. Journey maps are a great way to visualize the physical journeys your users have to undertake to get things done in your building and usually result in small changes that can improve that experience (e.g. move the change machine closer to the printing card machine!)."

6. Andrews, J., & Eade, E. (2013). Listening to students: Customer journey mapping at Birmingham city university library and learning resources. *New Review of Academic Librarianship*, 19(2), 161-177. doi:[10.1080/13614533.2013.800761](https://doi.org/10.1080/13614533.2013.800761)

This in-depth 18-page article outlines how BCU library developed a business-based customer journey mapping methodology. Details include budget, staffing, communication, scenario development, project participants and focus groups. The conclusions were that the methodology was effective but in hindsight they would not have used touchpoint cards or the modelling process as they were complex and time-consuming. Specific benefits included: fresh perspective, uncovering expectations and misunderstandings and changing work practices to be more customer-focused rather than procedure-driven and service being streamlined and enhanced.

7. Ikem, C. (2012). Our journey to improving students' library experience: A customer journey mapping research project: The report. Birmingham City University, Birmingham, UK. Retrieved from http://www.academia.edu/19756689/OUR_JOURNEY_TO_IMPROVING_STUDENTS_LIBRARY_EXPERIENCE

This report is the product of the aforementioned BCU library's customer journey mapping project.

8. Marquez, J. J., Downey, A., & Clement, R. (2015). Walking a mile in the user's shoes: Customer journey mapping as a method to understanding the user experience. *Internet Reference Services Quarterly*, 20(3-4), 135-150. doi:10.1080/10875301.2015.1107000

This 17-page article discusses journey mapping in detail, providing a definition, explaining why it is important and how it can be executed in libraries. It illustrates in detail how a journey map is created and implemented by providing the anatomy of a CSJ and a series of examples and hypothetical situations. The article also gives a case study example (Reed College) with their findings and conclusions.

Service Blueprinting

9. Murphy, S.A. (2011). Info Pro: Adopting Tools from the World of Business Consulting: A successful ServiceScape encourages consumer-staff interaction and makes everyone's tasks easier. *American Libraries* (01).
10. Bell, Steven. "Blueprinting for Better Library Customer Service: From the Bell Tower." *Library Journal's Academic Newswire e-newsletter*. 14 Jun. 2012. Web. 15 February 2013.

This 2-page blog post is frequently cited in literature about library customer journey mapping and service blueprinting. It provides a quick overview of service blueprinting (what it is, its focus on outcomes) and argues in favour of its use, as well as a business approach to libraries in general.

11. Pretlow, C., & Sobel, K. (2015). Rethinking library service: Improving the user experience with service blueprinting. *Public Services Quarterly*, 11(1), 1-12. doi:10.1080/15228959.2014.967826

This 11-page article provides a short history of service blueprinting, a detailed definition that includes how it differs from other flowcharting approaches and a breakdown of the anatomy of service blueprinting.

12. Marquez, J., & Downey, A. (2015). Service design: An introduction to a holistic assessment methodology of library services. *Weave: Journal of Library User Experience*, 1(2) doi:10.3998/weave.12535642.0001.201

This 16-page article discusses how service design has developed into “participatory design” Like service design, participatory design focuses on the user experience and uses techniques such as ethnography, co-creation, journey maps and blueprints. The article defines and gives examples of those techniques

13. Phillips, A. (2016). Educating at scale: Sustainable library learning at the University of Melbourne. *Library Management*, 37(3), 149-161. doi:10.1108/LM-04-2016-0020

Print Resources

(BOOK REVIEW) Gonnerman, K. (2017). *Getting started in service design: A how-to-do-it manual for librarians*: Marquez, Joe J., and Downey, Annie. Chicago, IL: ALA Neal-Schuman, 2017, xi+ 107pp., \$60.00, ISBN 978-0-8389-1564-6. *Public Services Quarterly*, 14(1), 52. doi:10.1080/15228959.2018.1415504