



FROM SOMEWHAT AWFUL TO PRETTY GREAT FOR LIBRARIANS A NEW E-COMMERCE TOOL

Björn (no pronoun) · Springer Nature

The image features a solid black background with four decorative, colorful shapes in the corners. The top-left corner has a wavy shape with layers of pink, red, and yellow. The top-right corner has a curved shape with layers of blue, yellow, and red. The bottom-right corner has a wavy shape with layers of pink and red. The text 'QUICK DEMO' is centered in the middle of the page.

QUICK DEMO

WHO WE ARE

THE TEAM

Engineers, marketer,
project manager,
business analyst,
designer,
product manager

LIBRARIANS

Acquisition and
subject librarians

SN COLLEAGUES

Enablers,
dependencies,
technology, data,
sales, and more



KNOW YOUR
PEOPLE AND SYSTEMS



WHY THE TOOL WAS CREATED

NEW BUSINESS MODEL - SMALL SETS OF EBOOKS

SELF-SERVICE & AUTOMATION




FIRST SESSIONS WITH LIBRARIANS

25% USABILITY TEST

75% LIBRARY PROCESS MAPPING



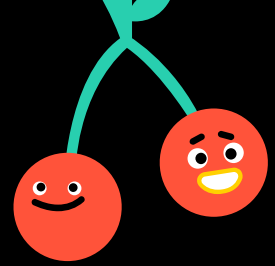


“I have tried Gobi - we have access - and the main problem with Gobi is that you have a delay with the access of the ebooks. If I go directly to a publisher, such as Wiley's online ebook store then the access is up and running within an hour. But at Gobi it will take a minimum of a day and if we have a patron who is calling and asking for a title, then, today, 24 hours is actually a long time because they are used to getting access straight away. That is why we have not used Gobi so much.”

— Academic librarian in Sweden



KNOW YOUR
PEOPLE AND SYSTEMS



SYSTEM QUALITY

PARTLY GOOD

PARTLY AWFUL



SET AND KNOW THE TERMS

LIBRARIAN

Understand prices and discounts

Understand SN's business models

Understand SB's eBooks' general attributes (DRM, user limits, etc)

SPRINGER NATURE

Provide info on prices, book attributes, business models, discounts, etc

DO BUREAUCRACY

LIBRARIAN

Do legal/policy review of SN's terms and of the proposed content

Set up purchase order, etc

SPRINGER NATURE

No tasks

SHOP

LIBRARIAN

Add to/modify cart

Add billing details

Agree to terms

Add purchase order number, etc

Place order

Receive invoice

Send invoice for payment

SPRINGER NATURE

Provide e-com platform and inventory

GET ENTITLED

LIBRARIAN

No tasks

SPRINGER NATURE

Set up entitlement in CRM, MPS

Provide info on the terms of the license

Show un-licensable titles, but give info of that they can't be licensed

Provide a way to understand our eBooks' attributes

Search by title can be performed

Add to cart button is found and understood

Add to cart-feedback is clear

Removing item from cart works

Past orders could be found

Search by ISBN-13 with and without dashes

Search should find all titles in the database

Way to add notes (PO number, etc) to the order and to each item in the order

The system needs to send the order to be fulfill in SAP, etc

Display title, ISBN, Author(s), CRY, Edition in the search result

(Meta)data in cart items need to match the invoice's (meta)data

Search by ISBN-10 with and without dashes

Search by author surname

Fuzzy title and author name matches

Bulk search

Fix usability issues with the browser back-button, the "empty search field" button, and pagination

Make it more clear that "Submit order" is legally binding, etc

Toggle between grid and list view was not used

Librarians have no relation to the book cover

Can we send order direct into SAP instead of via email to sales support?

Can we have the e-com team handle the payment directly after the order is done?

Can we send the order to ERP and have the invoicing and...



MAP YOUR
PROCESSES

EXPERIENCE VISION

When a patron contacts me about a Springer Nature book that we don't currently have access to I can evaluate that title, and, if it's within our budget (which I might have to refer to my colleague who has the overall budget responsibility about) I can get the book licensed for the library and get the title into our discovery system. The whole process takes 15 minutes and the patron can quickly learn and gain new insights.



KNOW YOUR
PEOPLE AND SYSTEMS



MAP YOUR
PROCESSES

USABILITY TEST RESULTS

HIGH CONFIDENCE
THAT IT'S
***THIS* BOOK**

SPRINGER NATURE STeB Portal Home Cart

Results for "Theory"

ISBN	TITLE ↑	AUTHORS	CRY	EDITION	COLLECTION	PRICE
978-3-319-29668-5	A Concise Course on the Theory of Classical Liquids	Andrés Santos	2016	2 ed.	Physics and Astronomy	€ 89.98
978-3-030-30996-1	Introduction to Electromagnetic Theory and the Physics of Conducting Solids	Costas J. Papachristou	2020	1 ed.	Engineering	€ 389.00

48 1 2 22

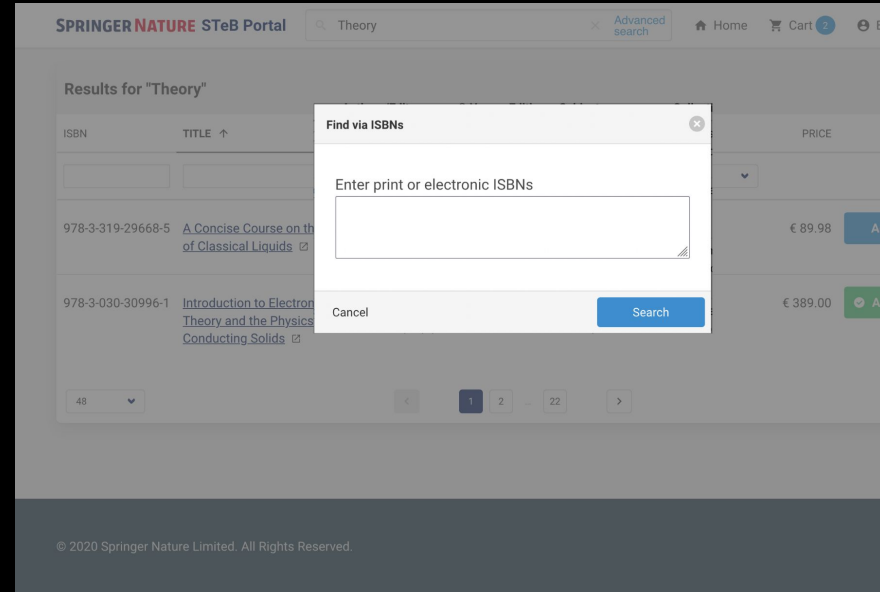
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DO A
LITTLE THING

USABILITY TEST RESULTS

FIND BOOKS VIA
A LIST OF
ISBNS



The screenshot shows the Springer Nature SteB Portal search results for "Theory". A modal window titled "Find via ISBNs" is open, allowing users to enter print or electronic ISBNs. The background shows a table of search results with columns for ISBN, Title, and Price.

ISBN	TITLE ↑	PRICE
978-3-319-29668-5	A Concise Course on the of Classical Liquids	€ 89.98
978-3-030-30996-1	Introduction to Electron Theory and the Physics Conducting Solids	€ 389.00

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DO A
LITTLE THING

INTERNAL DISCOVERY WORK

**SUBJECTS AND
SERIES WITH
SUBSERIES**

**GEOGRAPHICAL
DIFFERENCES IN
TERMS**

**FLOWS OF DATA
BETWEEN
SYSTEMS**



**KNOW YOUR
PEOPLE AND SYSTEMS**



**MAP YOUR
PROCESSES**



**DO A
LITTLE THING**

SYSTEM QUALITY

PARTLY GREAT

PARTLY AWFUL



III



PUBLIC LAUNCH!

IV

SECOND SESSIONS WITH LIBRARIANS

FREE TEXT SEARCH
+ ADVANCED SEARCH
+ FILTERS
= CONFUSING

SPRINGER NATURE STeB Portal [Advanced search](#) [Home](#) [Cart](#)

Results for "Theory"

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48 2 22

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KNOW YOUR
PEOPLE AND SYSTEMS

SYSTEM QUALITY

PARTLY GREAT

PARTLY CONFUSING



FIX SEARCH

1. MAP THE DIFFERENT REASONS TO SEARCH
2. UNDERSTAND THE CURRENT INTERFACE PROBLEMS
3. GET INSPIRED BY HOW OTHERS HAVE SOLVED IT
4. DESIGN VISUALS AND BEHAVIOUR
5. REBUILD THE SEARCH SYSTEM - PARTLY NEW, PARTLY BY REUSING EXISTING CODE



MAP YOUR
PROCESSES



DO A
LITTLE THING

V & VI

THIRD SESSIONS WITH LIBRARIANS + LISTEN INTERNALLY

SEARCH WAS FIXED!

CAN WE GET SOME MORE CONTACT DETAILS?

NEW MAP



KNOW YOUR
PEOPLE AND SYSTEMS



MAP YOUR
PROCESSES



DO A
LITTLE THING

SPRINGER NATURE
eBook selector

Selected 7 Springer Affil

Theory

ISBN

You can add upto 1000 E-ISBN or P-ISBN separated by Comma(,), Space(" ") or Enter key 0 / 1000

Title

Author/Editor

Copyright Year

Select one or more Years

Subject

Select one or more Subjects

Collection

Select one or more Collections

Series

Select one or more Series

Free Text

Theory

Searches in all fields above

Clear Filters Cancel Search

978-3-030-04164-9	13th International Conference on Theory and Application of Fuzzy Systems and Soft Computing – ICAFS-2018	Rafik A. Aliev; Janusz Kacprzyk; Witold Pedrycz; Mo. Jamshidi;	2019	1	Computational Intelligence	Intelligent Technology Robotics
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SYSTEM QUALITY

PARTLY GREAT

PARTLY NOT SUPER DUPER

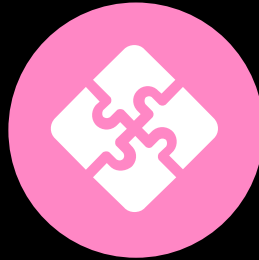


VII

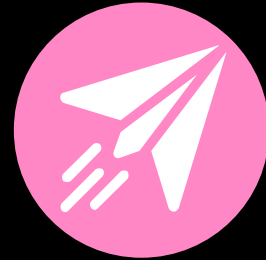
REPEAT



**KNOW YOUR PEOPLE
AND SYSTEMS**



**MAP YOUR
PROCESSES**



**DO A
LITTLE THING**

The image features a black background with four decorative, colorful shapes in the corners. The top-left shape consists of overlapping layers of pink, red, and yellow. The top-right shape is a curved, multi-layered shape with blue, yellow, red, and pink layers. The bottom-right shape is a large, overlapping shape with pink and red layers. The text "NEXT STEPS" is centered in the middle of the page.

NEXT STEPS




2 OF MY HEROS

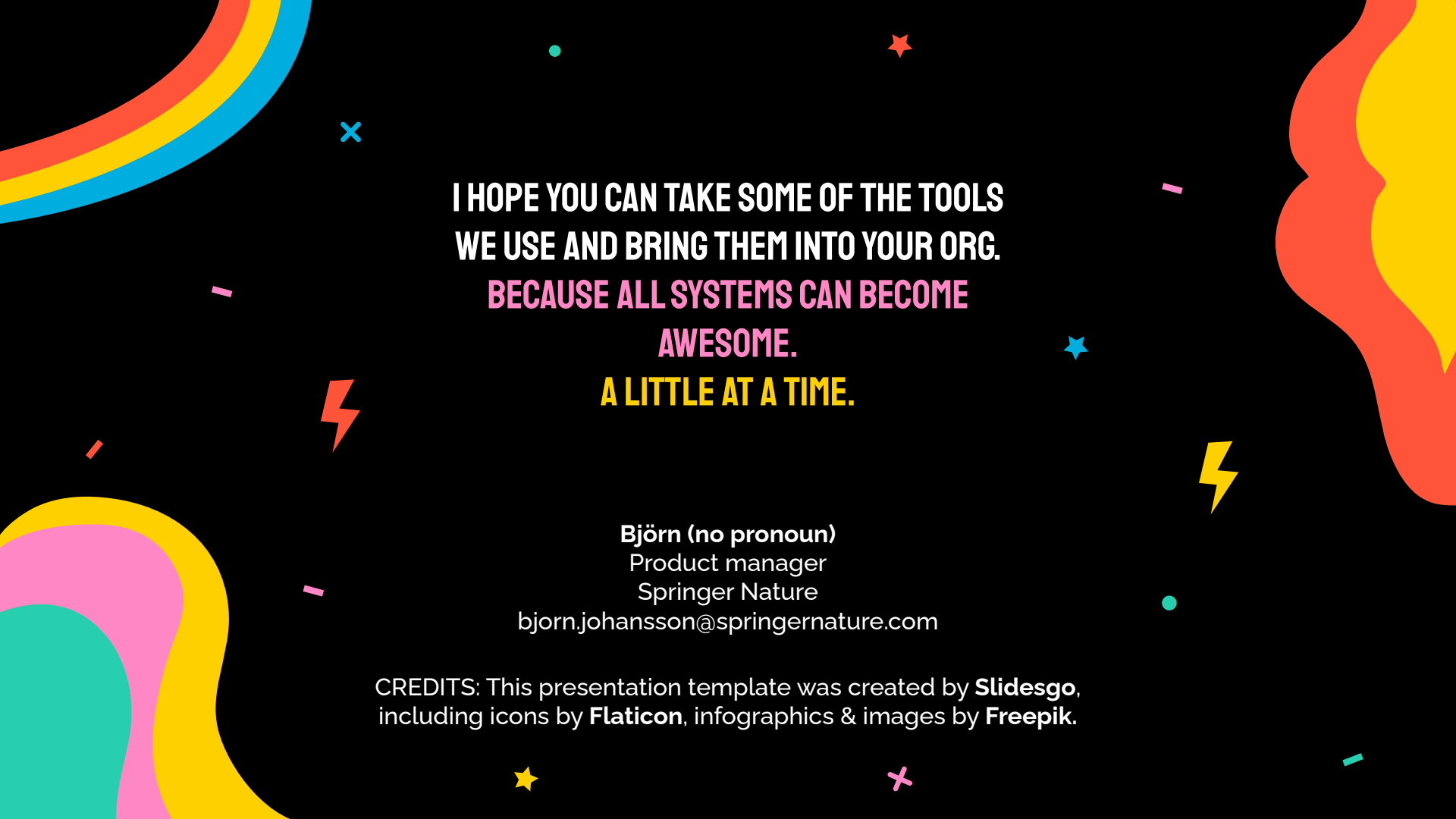
UX PROCESSES

Jared Spool & the Leaders of
Awesomeness program
leaders.centercentre.com

MAPPING

Teresa Torres of
producttalk.org





I HOPE YOU CAN TAKE SOME OF THE TOOLS
WE USE AND BRING THEM INTO YOUR ORG.
BECAUSE ALL SYSTEMS CAN BECOME
AWESOME.
A LITTLE AT A TIME.

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