From Data to Development: Using Qualitative Data to Create New Ideas and Solutions

INGELA WAHLGREN, ÅSA FORSBERG, LUND UNIVERSITY LIBRARY
Presentation outline

- Study on our library space fall 2015
- How we turned data into ideas
- Lessons learned
Our study

• Aim: create decision basis for developing the library space
• Multiple methods
  – Focus groups
  – LibQual comments
  – Interviews
  – Graffiti board
  – Observations
  – Cognitive mapping
  – Touchstone tours
Affinity mapping

• Extracted insights from the data, one on each post-it

• Clustered the post-its according to theme, such as wayfinding, sound, light, tech....
Ideation

- 6-8-5
- How-Now-Wow
Lessons learned

• Few respondents/participants can give many insights
• Ask people in person – higher response rate
• Do not take user focus for granted!
Thank you!

Ingela.wahlgren@ub.lu.se

@ingyplingy

www.ub.lu.se/en