Day 1: I immediately regret this decision.
Day 2:

THIS IS THE BEST!
Day 3:

"Everything hurts and I'm dying."
What is EXCITE?

- A method of design thinking
- Created to help libraries engage their communities and transform their programs, services, workflows, and collections
- Focuses on “whole brain thinking” as opposed to strictly problem solving
- It involves A LOT of Post-it notes
<table>
<thead>
<tr>
<th>Prepare</th>
<th>Immerse</th>
<th>Ideate</th>
<th>Design</th>
<th>Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vision Collaborate Culture</strong></td>
<td><strong>360° Insights Empathize Map</strong></td>
<td><strong>Stretch Connect Evolve</strong></td>
<td><strong>Prototype Feedback Refine</strong></td>
<td><strong>Build Iterate Implement</strong></td>
</tr>
<tr>
<td>Learn True Collaboration Skills, Languages, and Tools</td>
<td>Use EXCITE Innovation Lens To Plan Approach To Insights</td>
<td>Brain Stretch Make Connections Maximize Ideas</td>
<td>Sketch Your Concept Label Features</td>
<td>Consider Your “Ecosystem”</td>
</tr>
<tr>
<td>Assemble an Innovation-Diverse Team</td>
<td>Determine Target: Who You Are Designing For</td>
<td>Synthesize Ideas into Idea Themes</td>
<td>Develop “Rough &amp; Ready” 3D Prototype</td>
<td>Create Business Model Canvas Pivot-Refine</td>
</tr>
<tr>
<td>Environment That Inspires/Supports Collaboration &amp; Innovation</td>
<td>Use 360° Human Centered Research: Observe, Listen, Interact, Shadow</td>
<td>Idea to Initiative Process to Refine Into Viable Concept</td>
<td>Interact &amp; Get Feedback from Key Stakeholders</td>
<td>Tell Your “Story” Digital Storytelling Public Presentation</td>
</tr>
<tr>
<td>Articulate a Vision That Invites Collaboration &amp; Innovation</td>
<td>Synthesize Insights Create Empathy Map and Define Key Motivational Drivers and Solve-fors</td>
<td>Develop Criteria Score Concepts Select Concepts</td>
<td>Rapid Refinement Agile Development Iterate-Experiment MVP, Fail Forward</td>
<td>Refine, Pitch with your story &amp; Launch!</td>
</tr>
</tbody>
</table>

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What we’re trying to do...

- Based on targeted customer input, design and launch an innovative library program, service, or collection that engages a specific Motivational Segment in Collaborative Activity.

- Motivational Segment = population with shared functional and/or emotional drivers that determine their actions and decisions.

- Collaborative Activity = something that participants create together.
Uncover Branford

**Blackstone Memorial Library**

- **Target:** people who want to spend more time being active in the community, make new friends, and get to know Branford
- **Deliverable:** Participants documented hot spots with words and photos to produce a town guide; hosted an Open House and exhibit

MAKEconnections

**C.H. Booth Library**

- **Target:** “Makers” looking for meaningful way to give back
- **Deliverable:** Library offered six-week sessions during which volunteers worked together to create useful products to be donated to nonprofit organizations
Mind Stretching Ideation Excursions

What is an idea for a REALLY BAD library program or service?

- Be fresh, creative, silly, absurd
- Don’t think about what’s impossible
- Don’t worry about how it would happen
- Have fun!
- A circulating collection of gym socks.
  - Encourages a healthy community!
- Get a goat as a branch pet.
  - Helps repurpose withdrawn books!
- Put staff on roller skates.
  - Fast service!