



CLEVELAND PUBLIC LIBRARY

Strategic Planning

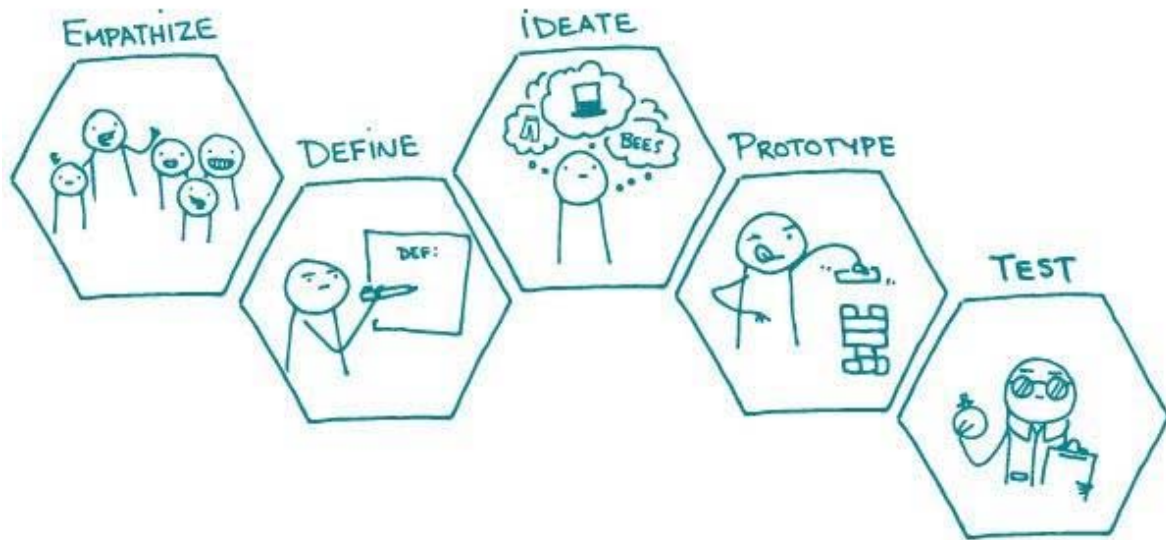
Tim Diamond
Chief Knowledge Officer



CLEVELAND PUBLIC LIBRARY

Strategic Planning

DESIGN THINKING!



Strategic Planning



INSPIRATION

is about framing a design challenge and discovering new perspectives on the opportunity.



IDEATION

is about generating ideas and making them tangible.



ITERATION

is about continual experimentation based on user feedback.

Strategic Planning

I HAVE A CHALLENGE:

**Downtown residents ≠ Main Library
users**

HOW DO I INTERPRET IT AND EXPRESS MY IDEAS?

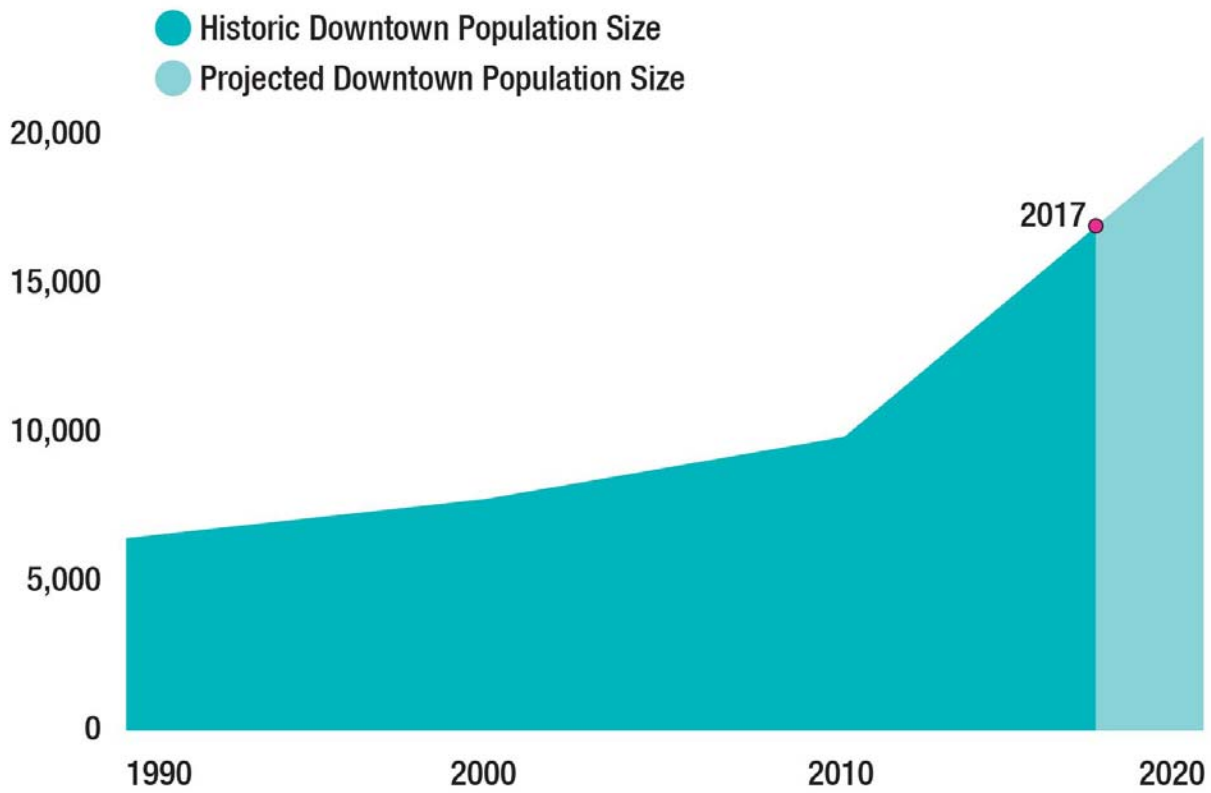
**How might we get downtown
residents to use their neighborhood
library?**



Building a library for the next generation

Strategic Planning

DOWNTOWN CLEVELAND RESIDENTIAL GROWTH, 1990-2020



Building a library for the next generation



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Questions?