



# Pushing digital boundaries:

## Digital Experience Transformation Strategy 2018–20

### Summary

The Digital Experience Transformation Strategy outlines the ways in which the Digital Experience Division will contribute to achieving the Library's goals by transforming the digital experience we provide to our users to better meet their research, learning, cultural and leisure needs.

We have identified 10 strategic priorities that will enable us to realise the ambitious vision of the 21st-century digital experience that we propose for the Library. Each of these priorities has a set of key initiatives to be delivered over the next three years, as well as some continuous innovation activities.

### Strategic priorities

#### 1. SHARPENING OUR USER FOCUS

**Outcome:** The digital content and services we develop are informed by a deep understanding of the changing ways that users live and work.

##### KEY INITIATIVES

- Benchmarking digital expectations
- Undertaking a digital humanities cultural probe
- Investigating information-seeking modes
- Digital user journey mapping

#### 2. DELIVERING A SMART AND ENRICHED ONSITE EXPERIENCE

**Outcome:** The Library's onsite experience is enhanced by using digital technology to deliver contextual content and services, and to enrich exhibition, collection item and physical building experiences.

##### KEY INITIATIVES

- Making digital collections visible and usable onsite
- Using augmented reality to enhance exhibition experiences
- Delivering contextual content and services
- Investigating virtual reality



### 3. STREAMLINING ONLINE TRANSACTIONS AND SERVICE DELIVERY

**Outcome:** Our online services are modern, easy-to-find, relevant, convenient, streamlined and a pleasure to use.

#### KEY INITIATIVES

- Aggregating access to online services
- Streamlining access using single sign-on (SSO)
- Encouraging repeat visitation via user accounts
- Keeping users up-to-date using real time alerts
- Providing easier ways to access help
- Reimagining the feedback form

### 4. IMPROVING IMAGE DISCOVERY AND RE-USE

**Outcome:** The discovery and re-use options for digital images are improved, and the visual presentation of collection objects online is enhanced.

#### KEY INITIATIVES

- Enabling new ways to explore digitised images
- Enhanced image indexing using machine vision
- Enhanced image interoperability using IIIF (International Image Interoperability Framework)
- Viewing collection objects in three dimensions
- Implementing an image pool API

### 5. EMBRACING OPENNESS

**Outcome:** New types of scholarly research and creative, collaborative and entrepreneurial endeavour will be enabled by providing open access to our data and content.

#### KEY INITIATIVES

- Reconceptualising our image pool as open content
- Expanding our open data program
- Using an open ideas platform to garner suggestions from users and staff

### 6. EXTENDING CROWDSOURCING AND COLLABORATION

**Outcome:** Opportunities for users to engage in digital participatory projects and to contribute their skills and knowledge to the Library form a key part of our digital experience.

#### KEY INITIATIVES

- Crowdsourcing of OCR newspaper corrections and manuscript transcriptions
- Collaboration with other cultural heritage institutions, digital humanists, industry partners and our users to create new resources



## 7. ENGAGING WITH THE DIGITAL SECTOR

**Outcome:** Access to cutting-edge skills and the latest thinking provides an added impetus for us to continuously innovate.

### KEY INITIATIVES

- Establishing a Digital Fellowship and a Digital Innovator-in-Residence program
- Identifying opportunities to collaborate with digital humanists
- Building relationships with digital developers and users of our data

## 8. UTILISING DATA AS AN ASSET

**Outcome:** Data is used to deliver innovative interfaces, as well as new types of content and services. It is also used to enable evidence-based development of new products and to evaluate existing products.

### KEY INITIATIVES

- Using data visualisation to create new collection interfaces
- Utilising operational data to reveal the library-in-motion
- Data-driven new product development
- Data-driven personalised experiences

## 9. CREATING A NEXT-GENERATION DIGITAL PRESENCE

**Outcome:** The Library's digital presence reflects leading-edge thinking in structuring information, components and interactions to create a holistic online experience.

### KEY INITIATIVES

- Taking an ecosystems approach
- Library-as-platform
- Moving to an omnichannel user experience
- Reimagining our flagship digital destination

## 10. ACHIEVING OPERATIONAL EXCELLENCE

**Outcome:** The Library's digital user experience is underpinned by operational excellence in the design, development, management and innovation of digital products.

### KEY INITIATIVES

- Establishing the Digital Experience Division as a Digital Centre of Excellence (DCoE)
- Implementing a digital experience governance framework
- Upscaling Agile with new team operational structure
- Adding Design Thinking and Lean Start Up to our Agile approach
- Implementing a Digital Product Management Framework