

# REIMAGINING DATA SERVICES

SERVICE PROPOSAL IN SUPPORT OF TUFTS' DATA-INTENSIVE STUDIES CENTER

## PROJECT SUMMARY

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Tufts University's proposed Data-Intensive Studies Center (DISC) presents an exciting new opportunity to support digital scholarship across a multitude of disciplines. In support of this strategic initiative, a cross-disciplinary service design team embraced DISC's development as an invitation to realign and scale Tufts' information services to help the community cultivate their abilities in data-intensive studies. The team's service innovation proposal also frames DISC as a possible catalyst for reimagining and redefining Tufts' existing services and infrastructure to better support researchers' dynamic and evolving needs across Tufts.

## DISCOVERY PROCESS

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The discovery process involved a subset of the team conducting research to inform our recommendations. Key activities included inventorying Tufts' current service and infrastructure offerings, learning more about data-intensive studies at similar institutions through site visits, and interviewing a number of relevant stakeholders. The process helped us to better understand models that already work well at Tufts (with the potential to scale), identify gaps, and learn from other organizations.

## MY ROLE

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I led the development of our strategy document, coordinating our service design team across multiple project teams simultaneously, including:

- Coordinating and evaluating collaborative exercises to generate novel insights about ways of delivering data services
- Organizing site visits to evaluate existing models and effective practices at other institutions to help situate and contextualize Tufts' unique strengths
- Facilitating a design charrette to gather information on current innovations within the broader landscape



- Helping to develop and refine usage scenarios and user journey maps as part of a broader service strategy
- Synthesizing, editing, and integrating the service design team's concepts into the strategy's textual narrative, working closely with visual designer colleagues and incorporating stakeholder feedback throughout the process

## OUTCOME

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The strategy proposal won the support of Tufts' top executive leaders, helping to set direction for services' potential future development.