



STLS

Southern Tier Library System

Connecting Community Libraries

Retail Your Space: making the library useful



SILENCE PLEASE

MISS BURTON

LIFE



Please
turn **OFF** your
cell phone!
NO CELL
PHONE USE IN
THE LIBRARY!

Thank you for your cooperation!

Library Director

Help Keep Your Lib

Fol 3 Rules

#1 NO
- allowed

#2 NO
• comput
• the circ
• the mee

#3 BE
- the libra

- you
appre

DO NOT

CHEW ON THE HEADPHONE CORDS

These headphones are provided as a
courtesy so you child can play the
games with sound.

If they are damaged, they will no longer
be provided.

The Sign Audit

- 1.Full library participation
- 2.Gather all of the signs
- 3.Categorize
- 4.Pick the essentials
- 5.Read for tone & consistency
- 6.Remake/rehang as necessary

Our Expectation of Comfort has Changed



Library Ethos and (some) Retail Marketing are well matched

— — — .

Ranganathan's 5 Laws of Library Science

Books are for use.
Every reader his / her book.
Every book its reader.
Save the time of the reader.
The library is a growing organism.

Capitalism's Rules of Retail

What is browsable is buyable.
Visible is viable.
Tastes change.
The customer is always right.
Display to fit changing tastes.

Grocery Stores Get it Right!



Customer Service Walk Through

You are blind to the
problems in your space

Invite and trust your
community to tell you what
works

Let's play a game

Lay it out!

Design your space for
access and use

2 person partnerships

Design a library lay out that achieves the following:

- Space for reading
- Space for chatting
- Space for check out/return
- Space for collection
- ADA compliance

10 minutes

Design is Iterative

Could you, would you, use
that space?

Pass to the left

In your 2 person teams, discuss
the usability of the space.

Can you read? Interact? Get
what you need?

What are the barriers to access
and how could changing the
design overcome them?

10 minutes

Discussion?



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Margo Gustina: gustinam@stls.org