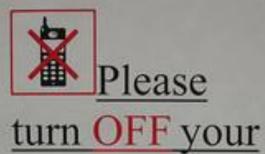


Retail Your Space: making the library useful

# SILE CE LES

MISS BURTON



cell phone! NO CELL PHONE USE IN

Thank you for your cooperation!

THE LIBRARY!

Library Director

Help Keep Your Lit

Fol. 3 Rules

#1 NO

- allowed

#2 NO

- comput
- · the circ
- · the mee

#3 BE

appr

# 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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