

10 Ways to Create an Experience Library for Less Than a Cup of Mocha Java



An Infopeople Mini-Demo
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When you ask the public...



Public Library
Howell, Michigan

When you ask one of us...



**Libraries can enhance
their users' experiences by...**

Seeing everything from the customer's point of view...



- Strange world
- Strange customs
- Familiarity breeds blind spots

Being on stage...



- Acting is not dishonesty
- Private vs. public concerns
- Avoid "emotional leakage"

Conducting daily briefings...



- 15 minutes before opening
- All staff present
- Stand-up session
- Announcements
- No problem solving
- Posted for other staff

Creating guerilla displays...



- 1 day life-span
- 1 hour life span
- In unusual places
- Archived on library's website

Doing spontaneous programming...



- Planned
- Rehearsed
- Impromptu
- 2-3 minutes

Getting up and moving around...



- Mingle staff and public
- Walk through public areas
- See what people need
- Ask what people need

Greeting visitors...



- Eases their anxieties
- Reminds them they're important
- Breaks the barrier between staff and public

Telling their library's story...



- Develops pride of place
- Creates ownership
- Basic information needed
- All staff involved
- Can be really fun!

Identifying staff...



- Shirts
- Name badges
- “Ask Me!” buttons

Saying “Thank you!” ...

- To the public
- To each other
- All the time



Thank you!



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