

Follow Up Action Items

- 1) Data gathering
 - a) Collection turnover rate
 - i) Identify costly shelf-sitters
 - b) Frequency of library use by customers
 - i) Coordination of displays, programs, updates
- 2) Customer observation
 - a) Length of stay
 - b) Tracking
 - i) Follow customers and record activities from parking lot
 - (1) What are customers missing
 - (2) How they travel through the building
 - c) Density (head counts)
 - i) Identify areas of the building which are used, or not
- 3) Graphics evaluation
 - a) Signage evaluation
 - i) Eliminate redundant, obsolete, and long winded
 - ii) Questions asked when signage is available
 - b) Floor plan and signage evaluation
 - i) Consistent terminology, up-to-date, easily read
- 4) Facilities evaluation
 - a) Look around in every nook and cranny
 - b) Welcome evaluation
 - c) Comfort evaluation
- 5) Conversion
 - a) Exit observation
 - i) Are customers leaving empty-handed?
- 6) Marketing opportunities
 - a) Location of key services
 - b) Set up impulse buys
 - c) Strategically locate information
 - d) Extend the zone
 - e) Get attention