

Follow Up Action Items

- 1 Data gathering
 - a Collection turnover rate
 - Identify costly shelf-sitters
 - b Frequency of library use by customers
 - Coordination of displays, programs, updates
- 2 Customer observation
 - a Length of stay
 - b Tracking - follow customers and record activities from parking lot
 - What are customers missing
 - How they travel through the building
 - c Density (head counts)
 - 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
 - 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
 - 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