

*Infopeople* 

**experienceology<sup>®</sup>**  
**8 steps to better library experiences**

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Instructor: Stephanie Weaver  
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*An InfoPeople workshop*  
Fall 2008




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**This Workshop Is Brought to You  
by the Infopeople Project**

Infopeople is a federally-funded grant project supported by the California State Library. It provides a wide variety of training to California libraries. Infopeople workshops are offered around the state and are open registration on a first-come, first-served basis.

For a complete list of workshops, and for other information about the project, go to the Infopeople website at [infopeople.org](http://infopeople.org).




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**Defining "visitor experience"**

- Two dimensions: inside/outside
- Inside the visitor: they control
- Outside the visitor: you control
- Goal: to connect




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### What is **experienceology**?

<ul style="list-style-type: none"> <li>• Excellent &amp; memorable</li> <li>• Cross-pollination of related fields</li> <li>• Trends ➡ Shift</li> </ul>	<ul style="list-style-type: none"> <li>• Libraries can't go back</li> <li>• 8 Steps to Better Library Experiences</li> <li>• "From loyalty to lifestyle"</li> </ul>
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### Visitor-centered libraries

<ul style="list-style-type: none"> <li>• History &amp; trends shaping our future</li> <li>• Successful businesses put people first</li> <li>• Apply techniques from retail, hospitality</li> <li>• Engagement like making a sale</li> </ul>
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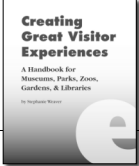

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### 8 Steps to Better Experiences

<ul style="list-style-type: none"> <li>• Invitation</li> <li>• Welcome</li> <li>• Orientation</li> <li>• Comfort</li> </ul>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Sensation</li> <li>• Common sense</li> <li>• Finale</li> </ul>
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### 1. Invitation

- Attention to detail—"Everything speaks."
- Advertising & marketing
- Web site
- Street signage
- Transportation approach
- Branding/consistency of message/"personality" of the site
- Parking lot



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### 2. Welcome

- Front door/entrances
- First impression
- Physical condition of facilities
- Personal greeting
- Customer service



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### Customer service

- "To serve and to be kind."
- Greetings & interactions
- Moments of truth
- Unhappy customers



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### Impacts of poor customer service

1 unhappy = 10 unhappy

3 unhappy = 1,000 unhappy

YouTube is forever

Avg. loses 20% annually

68% b/c of staff attitude

Costs 5X more to attract new

1 bad=2/3 leave

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### Putting people first

- Staff before visitors, site
- An empowered staff is your greatest asset
- Lowers costs
- Worker shortage coming
- “The front line can’t lie.”

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### Benefits you can offer

- Passion and positive attitude are free
- Fun and celebrations
- Work space
- Time off
- Encourage healthy behavior

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### 3. Orientation

- Transition zone
- You are here
- Maps
- Icons & advance organizers
- Right-hand turns
- Signage in ideal locations



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### 4. Comfort

- Rest rooms
- Food
- Child safety
- Seating
- Temperature
- Psychological safety



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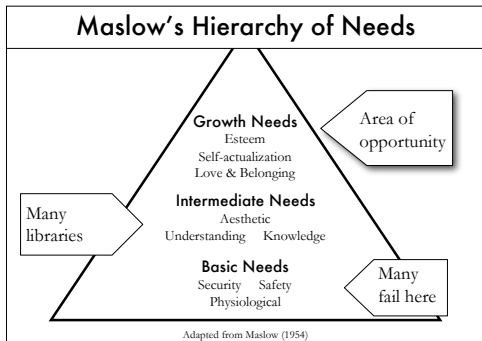
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### Maslow's Hierarchy of Needs



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### Bathrooms

- Maintenance, cleanliness
- Scents & textures




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### The importance of food

- Increases stay time
- Helps people focus on content
- Can drive business to you if food is good enough
- Catering revenue for special events can be a significant revenue stream




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### How Comfort leads to \$

- Nordstrom's special chairs
- Food extends visit 1+ hours
- Great experience buys "word of mouth" advertising
- Happy experience more likely to want a *souvenir* (to remember)




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### 5. Communication

- Big Idea
- Content
- Tone
- Type size & label length




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### Comfortable signage

- Increases attracting and holding power
- Low effort, high reward
- Allows your message to come through successfully




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### Voice: woot.com

**Q:** If this LAUNCH EVENT item isn't available anywhere else, how am I supposed to shop around and make comparisons?

**A:** *Yeab, it sort of seems like you can't.*




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**To be or not to be...  
Multi-lingual**

- Should be mission-driven
- Based on audience research
- Part of larger audience outreach
- No one “best way”
- Be creative to determine the best form of communication for your audience




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**6. Sensation**

- Encouraging social interaction
- Gross motor skills areas
- All five senses engaged
- Surprise & randomness
- Activities




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**Repeatable surprises**

- “Practical Magic”
- Free pass
- Unexpected art project
- Quick tour
- Unusual taste


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### 7. Common Sense

- Programs you offer
- Asking the audience what they want
- Partnering to expand your offerings and audience
- Keeping up with trends
- Pricing (if applicable)



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### Ask the audience

- Visitor studies or surveys
- Density check
- Wear and tear



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### Trends that can benefit you

- Serve women, seniors
- Quest for authenticity
- Fantasy travel
- Gaming
- Podcasting



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### Keep up with trends

- www.experienceology.blogspot.com
- www.trendwatching.com
- www.nowandnext.com
- www.millenniumpark.org
- www.improveeverywhere.com
- www.shanachietour.com



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### 8. Finale

- Follow up
- Mementos: Flyers, bookmarks
- Memberships
- Memorabilia



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### Take home

- Receipts
- Circulation facing them as they leave
- Memorabilia

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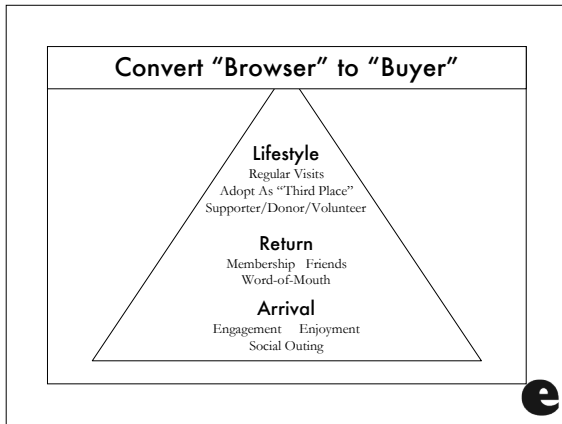
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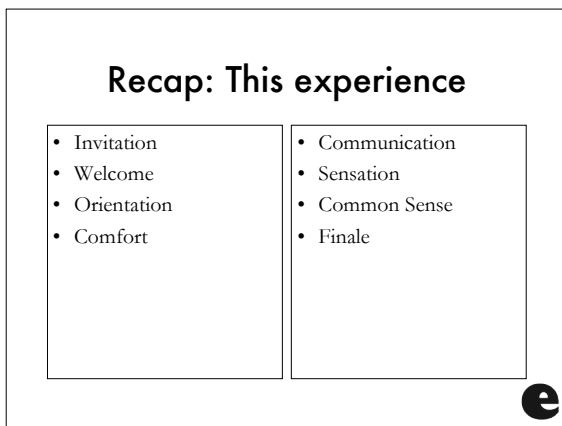
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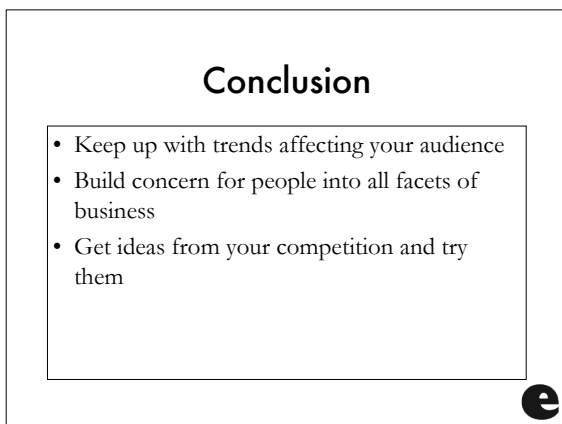
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