

## Eight Steps to Better Library Experiences

### Exercise #1: Review your Invitation

Think about your advertising & marketing—How can it extend and support your library's brand?

Your street signage—Can people easily find you?

Transportation approaches & parking lot—Are they themed? Do you need to review them?

Branding/consistency of message/"personality" of your library—How would you describe it now? How would you like it to be?

Web site: How well is it integrated with your physical location(s), their signage and wording, etc.?



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### Exercise #2: How welcoming are you?

Front door or front entrance—How can this be improved?

Front Desk/Information Desk—What kind of greeting do they receive?

What is their first impression?

How would you rate the physical condition of your facilities? What might be changed quickly and easily to improve this first impression? (e.g. painting, artwork, cleaning)

Personal greeting: What do you need to do to train, offer perks, and empower your staff?



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### Exercise #3: What is your Orientation like?

Where is your transition zone?

Do you need You-Are-Here signs or maps?

Can Icons & Advance organizers help support your educational content?

Are there ways you can make the most of the right-hand bias?

Are you placing signage in ideal locations?



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### Exercise #4: Comfort rules

Rate the following components and add any comments you have for improvements:

Rest rooms

Food/beverage/refreshments/drinking fountains

Child safety

Seating

Type size & length of signs you use

Lighting



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### Exercise #5: Communication

What is your Big Idea?

How are you conveying your informational/education content?

Defining your tone & voice—Who is “speaking” through your signs? How would you describe that personality now? Is it as welcoming and friendly as you would like? How might you want to change it?

Do you need to add bi- (or multi-) lingual signs?

What languages are spoken most in your area? How might you find out what languages are needed for optimal communication in your library?



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### Exercise #6: Sensation—Ideas to increase sensory experiences

How can you encourage more social interaction through design & placement?

Do you offer any areas for employing gross motor skills for children (running, climbing, jumping)

All five senses engaged. How can you include...

Sights

Scents

Tastes

Sounds

Textures

How could you include surprise and randomness in your offerings?



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### Exercise #7: Common Sense—Brainstorm better ways of doing business

Rate your:

Pricing for services (if you charge for anything)

Programs you offer

Asking your audience what they want

Creative partnerships to expand your offerings and audience

Trend awareness



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### Exercise #8: Your finale

How are you following up with library users? What does your “exit script” sound like?

Are your take-home materials branded? Are they of good quality? (receipts, flyers, bookmarks, handouts)

If you sell memberships (e.g. to a Friends’ group), comment on that process here:

Memorabilia—Do you sell anything to support your library? If so, is it of good quality and supportive of your brand?

### Additional Notes:

