

Exercise #4

Location, Location, Location

In this exercise you will consider what collections or services could be moved to be more effective for customers to self-serve. Consider the science of shopping principles when answering.

1. My highest-use collection is:
2. The first collections people see are:
3. My highest-use service is:
4. When you walk into my library, the first services people see are:
5. These collections or services are hard to find for most people:
6. This is located at the front of the library but could be moved elsewhere:
7. Where in the library are there places where the height or design of things don't fit the audience? (Aisles too narrow, long signs where people are moving quickly, kids books on high shelves, older adult materials on very low shelves, no available seating where someone might need to put something on a table.)
8. Is color, adjacency, and signage used to create "zones" that help distinguish one part of the library from another?
9. What are the obvious adjacencies that could be used to help customers find what they're looking for?
10. What items could you merchandise, and where would you locate them?
11. Is there an obvious demographic shift throughout the day? And if so, what displays could be rotated based on the time of day?