Modern Design for the Customer of Today and Tomorrow

Presenter: Alka Bhatnagar
Regional Information Resource Officer
Department of State
Design & Space Defined By...

• Local demographic & community trending needs
• Principle functions / services offered to be determined by long term sustainable strategy
• Budget
• Physical fixed location OR mobile
• Branding
Standard Public Library Design Features

• Conducive service points / zones for various defined functions
• Adequate signage using “natural language”
• Simple navigation / de-clutter
• Open shelves / content discovery
• Merchandising
• Display of many media formats
• Environment compliance / Green
Collect Demographic Data—U.S. Census
What Should Perfect Library Look Like?

Americans still like the library. According to a 2012 Pew Research study of Americans aged 16+:

- 53% had visited a library or bookmobile in the past 12 months
- 91% said libraries are important to their communities

What does the perfect library look like? According to the Pew study, Americans believe libraries should include:

- 85% Closer coordination with local schools
- 82% Free literacy programs for young children
- 59% Comfortable spaces for reading, working, and relaxing
- 53% A broader selection of e-Books

It's not just about the books. According to the American Library Association (ALA), Americans value the technology that libraries can provide:

- 26% of Americans have used computers or the Internet at libraries
- 66% did research for work or school
- 36% looked at or applied for jobs
- 16% took an online class
Future of Libraries: Task Force

• “House of Books” to “Third Place” to “Community Center” to “Place of Social Bliss”

• **One Stop Shop**, congregation of Services

• “Omnipresent”, Book mobiles, Tech Mobiles, on Mobile Platforms, digital (e-readers)

• Books By Mail, Book Vending Machines

• **Facilitates** in connecting & expanding quality knowledge by available methods/formats
Community Center TO Education Center?
Placing Customer @ Center

Institute of Museum and Library Services

Creating a Nation of Learners

Strategic Plan 2012–2016
Customer Segmentation

Gender
Age
Ethnic background or Nationality
Income
Occupation
Education

Most of these demographic segments are further defined by a certain range. For example, age of users may be divided from 18 to 24, 25 to 34, 35 to 54, 55 to 65, and 65+ age groups.
Customer of Today & Tomorrow

- Individual & Social: Quiet rooms & Library Commons
- Social presence: be seen at cool place
- Time pressed / one stop shop
- Needs multiple choices; surrounded by technology
- Less attention span / less patience
- Used to ease of navigation, natural language
- Minimum interference / self serviced
- Local & global
- Creative / entrepreneurial: Maker / Learner spaces
- Ownership: “What’s in it for me?”
Defined Functions & Services

• Points of service: Information, Circulation, etc.
• Hours of operation, 24/7 services
• Staffing
• Seating
• Programming & Community celebration
• Technology
• Content display and storage and preservation
• Community services, meeting rooms, cafes
• HVAC
• Administrative spaces
Planning

- Plan to offer full portfolio of library functions
- Maximum Access
- Efficiency of operations, self service
- Optimum ROI
- Sustainability & growth
- Green & Ergonomic
- Aesthetics: Conducive
- Floor plans basis :Functions, ADA, noise, etc.
- Future civic society
One Stop Shop!

- Job & Career Center
- Partnership with SBA / Chamber of Commerce
- Techmobile & Bookmobile & Book Vending M/Cs
- Teen & Homework Center
- Community Anchor
- Collaborative & Quiet Study Areas
- Meeting Rooms & Reading Rooms
- Club/Community events like gaming, movies, crafts, book clubs, photo & art exhibits and contests, Discussion & debates, travel clubs, cultural festivals.
- Exemplary example: QBPL
Dedicated Spaces

Living Room
Children’s Room
Information Services
Senior Spaces
Teen Zone
Computers, Laptop Bar, Tech Garage
Meeting & events Rooms / Collaborative Spaces
Teaching / Presentation / Exhibition
Café
Study Corrals
Immigration & Civic Services
Local History
Place of Social Bliss! Engaging! Conducive!
Natural language navigational ease
Self Service
Reading Rooms with clear line of sight & ample seating choice
Ample Space for Merchandising
Content Display For Discovery
Plan for Children’s Space to Include…

- Bright, cheery, welcoming design that stimulates creativity
- Comfortable, appropriate, easy access furniture and displays
- Static and/or electronic display boards
- Book collections for all ages, from picture books for youngest readers to chapter books, nonfiction and summer reading titles for school-aged kids
- An early literacy nook with learning manipulative Program space for story time, sing-alongs, puppet shows, and more
- Collaborative and “maker” spaces to explore and learn
- Innovative technology and flexible space to allow for the next generation of technology
- Computers for students prepare for the digital world
- Family restrooms with infant changing tables
- Staff work space in the public area as well as an office
Creation Nation: Innovation & Creativity

Children’s Library Discovery Center @ QBPL includes hands-on interactive exhibits and learning labs to enable children ages 3-12 to find information and to inspire interest in books, reading, and learning while discovering the joy of scientific exploration.
Enticing, Bright, & Easy Access
Ideal Teen Zone

• Collaborative and flexible
• Group study pods
• Hi-tech resources
• Teen magazines and multi-media
• Books & collections in all formats that respond to the educational and entertainment needs of local teens
• Comfortable, bright, furniture for lounging and studying
• Quiet study rooms for young people to gather in small groups to do homework or work on projects
• Staff work space in the public area as well as an office space
• Static and/or electronic display boards
• Gaming space
• Maker / creative space
• Other services identified by teens as in MA by Teen Advisors
Teen Center

QUEENS LIBRARY AT CAMBRIA HEIGHTS, YOUNG ADULT CENTER
Technology and Gaming Area
YOUmedia is an innovative, 21st century teen learning / maker space. Chicago PL librarians and Digital Youth Network mentors lead workshops helping teens create digital projects – from songs to videos to photography to podcasts. Library provides in-house recording studio with keyboards, turntables, and a mixing board.
In Carlisle...Gleason Library's teen space – a creation of “Teens of Gleason Advisors”-- opened recently with comfortable chairs perfect for slouching, contemporary fabrics, and magazines about skiing and skateboarding. Ready for gaming party at the library, turning over the facility on a Friday night to Wii, Dance Dance Revolution, Guitar Hero, and other computer games; and it hopes to hold a murder mystery evening next
Senior spaces vs. Children Rooms!
Trendy Seniors @ Mercer County

A recent study by the Pew Research Center’s Internet & American Life Project found 19% of Americans now own an e-reader, and 19 percent have a tablet.
Senior Space @ Old Bridge PL, NJ

The Senior Space offers rocking chairs and computers with screens featuring increased magnification.
Disabilities Addressed

The New Jersey State Library Talking Book & Braille Center (TBBC) is a public library for New Jersey residents of all ages whose ability to read is affected by a physical impairment or a vision impairment.
Wheelchair Accessible Bookmobile

BURLEYNTON COUNTY LIBRARY SYSTEM

BOOKMOBILE SCHEDULE

The Burlington County Library System is proud to sponsor the Bookmobile program where they bring the library to you! The bookmobile offers over 5,000 items including: bestsellers and hot new titles, DVDs for all ages, audiobooks on CD and Playaway, Manga/Graphic Novels, awesome books & movies for kids as well as large print books. Just bring your BCLS library card or your ID to get a new card. The Bookmobile is wheelchair accessible.

In Tabernacle, the Bookmobile stops at:

- Murphy's Market in the Pines on Medford Lakes Road on every other Monday from 3:30-4:15PM
- Tabernacle Municipal Building on Carranza Road on every other Wednesday from 3:00-4:00PM
Tech-moblies
Multi-Purpose Bookmobile
The Unemployed Customer!
JobLINC Job and Career Center: Memphis PL

• JobLINC is designed to help Memphis area residents find jobs
• It also helps employers find workers
Computer Lab—Catching Up Digital
Libraries serving Diverse Segments

African American Heritage Center (AAHC) @ BPL, houses historic photos, reference and circulating materials emphasizing black culture, and genealogy services.
America—Land of Immigrants

• Public libraries provide information and resources for an increasingly diverse and steadily growing immigrant population. In large and small communities across the country public libraries have diverse collections in a myriad of languages. Queens Borough (NY) Public Library has collections in every language from Arabic to Urdu.

• ESL, Passport & Citizenship services common in regions with large immigrant populations.
Multifunctional Meeting Rooms, Quiet Study Areas
Social Hubs: Customer Wall @ Princeton PL, NJ
Customer of Today—Seems Familiar? Information on Fingertips!

WHAT'S THE POINT OF BEING AFRAID OF THE ZOMBIE APOCALYPSE
“Digital Commons” for Digital Content Creator

Martin Luther King, Jr. Library in Washington, D.C., called the "Digital Commons” has digital bar displaying the latest portable electronic devices (nooks, slates, tablets, minis, etc.) and rows and rows of desktop computers, and a 3D printer to design anything!
Learning Commons @ Drexel University

Learning Commons offers students and faculty the latest technologies, including a presentation practice room with video capabilities; audiovisual multimedia lab; and a digital media zone with dual-monitor computers.
Customer is Social—Gaming in Libraries
Events Space: Series Entertainment in conducive environment

Burlington County Library Auditorium

Submitted by jbraun on Thu, 2013-08-22 12:31

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<tr>
<th>Upcoming Events</th>
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<tr>
<td>Sundays on Stage - Mark Fury Quintet</td>
<td>Sun, Oct. 20</td>
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<td>Sundays on Stage - Mark Brown</td>
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<td>Sundays on Stage - South Jersey Youth Orchestra</td>
<td>Sun, Dec. 1</td>
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News & Updates

November 1,
All libraries closed for staff development and training
Celebrate the Festivals of India at the East Brunswick Public Library

January 11, 2010 By John Saccenti

Experience the Richness of Asian Indian Festivals Through Food, Dance, Music and Film at the East Brunswick Public Library
Saturday, January 23rd from 4 to 9 p.m.

Discover India

The community is invited to experience the culture, music and food of India during the Festivals of India at the East Brunswick Public Library on Saturday, Jan. 23, from 4 to 9 p.m. Experience the diversity of Indian festivals through music and beautiful costumes, and sample some of its delicious cuisine. Stop by and learn more about this fascinating country and have a day you won’t soon forget.

The Festivals of India continue at the East Brunswick Public Library with an original feature film from the country. Stop by on Tuesday, Jan. 26, for one of two showings of the 2004 Indian film, Morning Raga. This unrated feature film follows three villagers in South India who are drawn together by heartbreak and healed by music. This independent film is directed by Indian playwright and actor, Mahesh Dattani and stars Shabana Azmi. “Morning Raga” will be shown at 1:30 p.m. and again at 7:30 p.m.

Sponsored by the India Association of Garden state and The Library.
Local Exhibits
Third Place? One Stop? Engagement?
Drive-Thru for The Time Pressed

- Easy pick up of materials at the Drive Thru window!
- Call the Library to request that your holds be held at the drive thru
- Notify the Library at least 1 hour prior to pick up
- Drive Thru Hours:
  - Monday - Thursday 9:30 am - 8:30 pm
  - Friday 9:30 am - 4:30 pm
  - Saturday 10:00 am - 4:30 pm
  - Sunday 1:00 pm - 4:30 pm
For the “Time Pressed”
Virtual or Convenient Presence
Processing & delivering collections @ NYPL
Going Green in NYC, Battery Park

What makes the two-story building so environmentally friendly is the installation of low-energy heating and cooling system, low-energy lighting, and low-flow sinks and toilets. Tables, chairs, carpeting, and flooring were constructed with recyclable material such as off-cuts from window frames, old truck tires, belt buckles, parachute straps, and other previously used items.
Grand or Modest
Reaching the Customer!
Rethink Design? Roadshow!
Most Recognizable Library Brand!
Whether it is Flushing Regional Branch with multiple reading rooms, 227 seat auditorium, International Resource Center, Learning Center in vibrant multicultural neighborhood or small branch in Battery Park, NYC the library design responds to the customer of today and prepares for tomorrow.
Evolving Enduring Spaces: Library Tradition Continues!

Note: These are NOT “one size fits all”. Take these as proofs of concepts.