



Salt Lake County Library Services

STAFF ENGAGEMENT SYNTHESIS






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Introduction

In Winter 2018, Margaret Sullivan Studio and Architectural Nexus engaged in a series of staff engagement workshops with over 100 Salt Lake County Library employees. The purpose of these workshops was to introduce participants to the customer-centered approach to designing positive and meaningful experiences through services and physical spaces. As the County Library embarks on a series of new building projects, library leadership recognized the opportunity to engage the design team to both educate the staff on human-centered design principles, as well as involve participating staff in creating the flexible framework to inform Salt Lake County Library's future 21st century facilities.

To ensure a shared set of values, participants defined the facility's strategic goals and experience principles that will be consistent for the entire system. Participants also stated that these shared values will result in unique conditions for each community. Participants created customer persona's and library experiences that further illustrated the unique user experience based on individual needs and aspirations. Participants described scenarios where the activities and programs that these users enjoy can also have a unique "brand of place" aligned with community character.

By creating customer experiences for individual library users, participants introduced a wide array of spaces and places to support the variety of activities and programs that the customer needed for an ideal library experience. The following document represents the "menu" of spaces and places that librarians, architects and library designers can draw upon to support the strategic goals, experience principles and the 21st century experiential learning activities to ensure the learn, create, share cycle of a contemporary public library is accessible to all Salt Lake County Library customers. Opportunity for all learning styles will be provided and facilities will be designed for 21st century skill sets to flourish for a 21st century knowledge economy. Each library will have its own "recipe", fostering the County Library's Strategic Goals specific for the community the location serves.

This document is a flexible program framework to provide guidance to future design teams engaged in new building, renovations and any physical space design work for Salt Lake County Library Services.

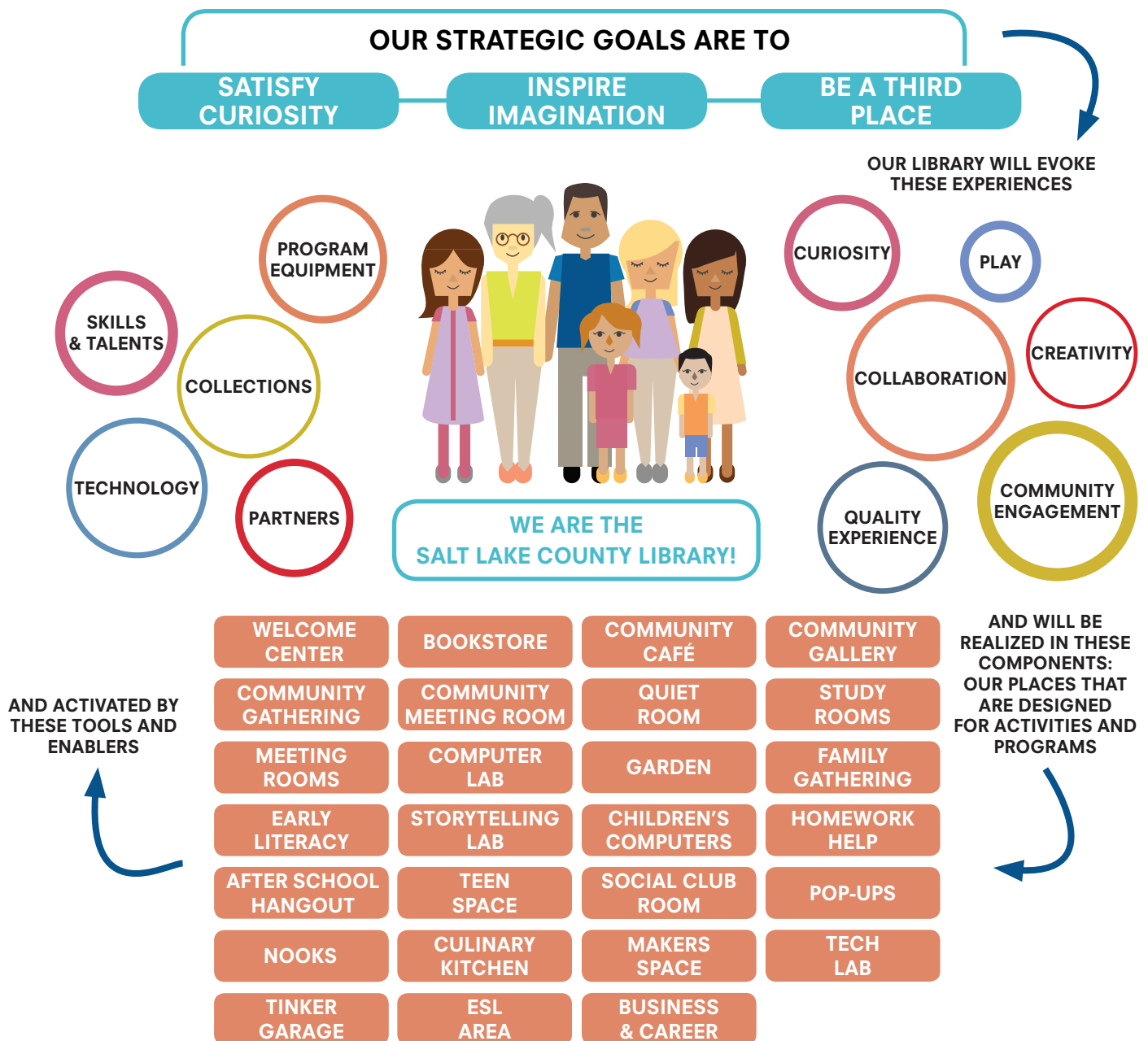
Methodology

For most of the 20th century, library building design was developed out of a standard principle: that the Library, whether a large central library building or a small rural branch location, was designed based on the population of the community served, state and national standards and metrics determined collections size and reader seating. As the role of the Library is expanding, the need for an approach to library design is also changing. The following document represents a methodology intentionally designed to be a flexible, adaptable framework for the Salt Lake County Library Services to utilize as a recipe for future facilities work, large scale and small scale.

A public library is not a commercial enterprise, and yet, public libraries of the 21st century are operating more like retail operations competing for a community of users with limited time and limited resources. These users will judge transactions in the public library based on positive and negative experiences that they have daily with other commercial enterprises (i.e. cafés and bookstores) and other learning institutions, such as museums and arts centers. The goal of the public library is to create a positive transactional experience for every customer. Libraries must assume every customer will come to the public library with a specific need and expectation of services.

As a result, MSS has developed a more complex design toolkit for Salt Lake County Library Services to best serve its community. This document represents a new strategy that combines traditional, cultural, library and non-profit strategic planning and programming with best practices and trends from the evolving 21st century design. This standard programming document is not assuming standard benchmarks, but is based on providing a menu of program spaces and areas based on programs and activities. The result is intended to be a unique Library recipe to design the most effective customer experience for the community served.

Methodology



Salt Lake County Library

Satisfies Curiosity by Fostering...

- Interest-Driven Learning
- Building 21st Century Literacies
- Pitch Ideas
- Feedback Loop
- Readers Advisory
- Learn from Each Other

Inspires Imagination by Fostering...

- Creating Collaboration
- Think Outside the Box
- Designing Custom Experiences
- Foster Imagination and discovery for all customers

Is the Third Place for the Community

- The “Third Place” for being the number one choice, both before home and after work
- Open Door Policy
- Fostering Community and Life Enrichment
- Bridging the Education Gap

HOW DO YOU SATISFY CURIOSITY FOR YOUR COMMUNITY?

Curate Our Collections • Teach Something New • Thought Starters • Teen Programs • **Promote Ideas** • Safe Place to Question • Transparency • **Readers Advisory** • Offer New Ideas • Resources for Research • Going the Extra Mile • Something for All Curiosities • **Librarians to Answer** • Provide Exploration Space • **Feedback Loop** • Display Books and Crafts • Open Inviting Areas • **Relevant Collections** • Storytimes • Teach Patrons How to Use Resources • Exhibits • Facilitate • Collaborate •

HOW DO YOU SATISFY CURIOSITY FOR YOUR STAFF?

Share Information • Provide Options

• Share New Ideas • Workshops •

Finding Answers • More Curious about Opportunity than Policy • **Learn from**

Each Other • Know What's Trending •

Create a Roadmap • New Software &

Hardware • Promote Play • **Conversation**

• Encourage Staff to Grow • **Pitch Ideas**

• Let Them be Leaders • Getting Patrons

Excited about Events • **Explore Results**

• Feel Confident • Be Willing to Help •

Professional Development • Develop

Common Interests •

HOW DO YOU INSPIRE IMAGINATION FOR YOUR COMMUNITY?

Diverse Programs • Create & Participate
• Programming • Provide Materials & Info
• **Contests** • Writing Groups • Bring in Artists & Authors • **Programs to Task Creativity** • Learn • Explore • Create
• Storytimes • **Once Upon a Time** • Listen • **STEAM** • Hands-On-Learning
• Workshops • **Foster Imagination** • Support • Escape Reality • Open the Door for New Possibilities • Self-Directed Learning • Sharing New Ideas
• Try New Things • **Less Rules** • Unique Programming and Experiences •

HOW DO YOU INSPIRE IMAGINATION FOR YOUR STAFF?

Fun Materials • Asking Questions • Comfortable Sharing • Meetings & Displays • **Whiteboard Sayings** • Inspiring Peers • **Creative Programs** • Be Supportive • Willingness to Try • Exposure to New Ideas • Freedom • **Share & Incorporate Ideas** • Recommendations • **Say Yes!** • Trading Stories • Talk • **Collaborate** • Share Thoughts & Ideas • Brainstorm without Judgement • Imagine Custom Experiences • **Think Outside the Box** • Explore New Ideas •

HOW DO YOU CREATE A THIRD PLACE FOR YOUR COMMUNITY?

New Design • Safe • Accessible • Interesting • **Welcoming Staff** • Clean • Helping Patrons • **Friendly Attitude** • Greet Everyone with a Smile and Learn Names • **Monthly Themes** • Comfortable Surroundings • Things to do • **Playful and Messy Space for Users** • Provide Materials and Programs • Caring Staff • **Supportive Environment** • Socially Peaceful • Diverse Resources • **Fun** • Welcoming Everyone • Something for Everyone • Programming for Kids • Pure Opportunities for Teens •

HOW DO YOU CREATE A THIRD PLACE FOR YOUR STAFF?

Say Hello to Everyone • Excited Staff • Diverse Materials • Resources Community Needs • **We Are a Family!** • Inviting Staff • Funny Papers • **Open Door** • Provide a Nap Room • Try to Make it Fun • Working to Understand • Good Attitude • **Feel Valuable** • Recommendations • **Respect Different Personality** • Supportive • Answer Questions • **Be Pro-Active** • Validation • Understanding • **Teamwork** • Respectful • Go Above and Beyond to Solve Problems • Friendly •

The Strategic Goals are executed through Services, Programs and Activities. These Activities require a set of Spaces. Components will bring the customer experience to life.

The relationship of the Components to each other will create purposeful and meaningful Experiences for the customer.

These spaces are activated by Enablers: staff, collections, technologies and special equipment will serve as the tools to enable a positive customer experience.

STRATEGIC GOAL	ACTIVITIES	COMPONENTS
LIFE-LONG LEARNING	Active Exercise Activity Cart Ballroom Book Club Citizenship Help Collaborating Community Activities Community Garden Community Gathering Community Meeting Converse with Others Cooking Exhibition Cultural Hub Eat & Socialize Emailing/Faxing Family Activity Family Gathering Family Storytime Gallery Event Gardening Hub Identify Community Individual Reading Knitting Workshop Learn to Skype Learning Technology Meditate Mindfulness Activities Nook Parenting Program Quilting Club Relax Service Desk Volunteering Walk Outside Yoga Class	WELCOME AREA <ul style="list-style-type: none"> • WELCOME DESK • SELF-CHECK • HOLDS • INFO STATION • RETURNS BOOKSTORE <ul style="list-style-type: none"> • BOOK BROWSING • LOCAL GOODS • USED BOOKS/DVDS VIBRANT CAFÉ <ul style="list-style-type: none"> • HEALTHY SNACKS • COFFEE & TEA • MUSIC • CULINARY DEMONSTRATIONS COMMUNITY GALLERY <ul style="list-style-type: none"> • COMMUNITY ART • PATRON MATERIALS COMMUNITY GATHERING <ul style="list-style-type: none"> • COLLECTIONS • EQUIPMENT COMMUNITY MEETING ROOM <ul style="list-style-type: none"> • PERFORMANCES • TALENT SHOWS • MUSIC SHOWS QUIET ROOM <ul style="list-style-type: none"> • FOR 15 PEOPLE STUDY ROOMS <ul style="list-style-type: none"> • PLUG & PLAY TECHNOLOGY OUTDOOR SPACE/GARDENS MEETING ROOMS PUBLIC COMPUTERS <ul style="list-style-type: none"> • TRAINING ROOMS • DEMONSTRATIONS • PRINTING LAB
EARLY LEARNING		
DIGITAL INCLUSION		

STRATEGIC GOAL	ACTIVITIES	COMPONENTS
LIFE-LONG LEARNING	Game Zone Afterschool Hangout Homeschooling Homework Help Teen Advisory Play Space Group Lessons Experiment One-On-One Tutoring Learn Coding Petting Zoo Researching Projects SAT Prep STEAM Storytelling Educational Board Games Social Club Explore and Learn Self-Directed Learning Magic Shows Slam Poetry Open Mike 3D Printing Art Class Brainstorm Business Research Connect Culinary Kitchen Design Entrepreneurial Center ESL Classes Maker Space Meetings Mentoring Networking SBA Workshop Media Lab Tinker Lab	EARLY LITERACY CENTER FAMILY GATHERING STORYTELLING LAB AFTER SCHOOL HANG OUT HOMEWORK HELP TEEN SPACE SOCIAL CLUB ROOM POP-UPS NOOKS CULINARY KITCHEN TINKER GARAGE MAKER SPACE <ul style="list-style-type: none"> • 3D PRINTERS • VINYL CUTTERS • CNC ROUTER MEDIA LAB <ul style="list-style-type: none"> • RECORDING BOOTH • SOUND MIXING STATION • VIDEO EDITING • GREEN SCREEN ESL AREA BUSINESS & CAREER CENTER
EARLY LEARNING		
DIGITAL INCLUSION		

Primary Space Types

Welcome Area

A welcoming entrance area with a service point, displays and community information.

Bookstore

A dedicated area for browsing the popular collection and offering serendipitous discovery in a store-like atmosphere.

Community Café

An informal community gathering space with a variety of seating for patrons to casually meet, relax, enjoy a snack and to be alone/together in a coffee shop-like setting.

Community Gallery

A dedicated gallery space to display community and program based art.

Community Gathering

An intergenerational community gathering space with a variety of seating for patrons to casually meet, relax and to be alone/together.

Community Meeting Room

A large program room designed for flexible programming. The room will have the capacity of 80-150.

Computer Lab/Area

A dedicated room/area that supports digital learning and exploring in groups or individually and can also facilitate classes.

Quiet Room

A peaceful place to look for books, study, or work with reduced noise.

Study Rooms

A series of dedicated rooms and areas for groups of 2-6 to gather for collaboration, group study, mentoring, and heads down work. Used by all ages, these spaces will be distributed throughout the library.

Meeting Rooms

Open and closed spaces that can be used for varying types of meetings, both formal and informal.

Outdoor Space

An outdoor space that invites relaxation, community gathering, and sustainable living.



Spring by Joey Ho Design, Hong Kong



AMI office by RCG, New Zealand

A welcoming entrance area with a service point, displays and community information.

Ideal Size

SM - 900 Sq Ft

LG - 1,500 Sq Ft

Collections

Trending

Recently Returned

Holds

Technology

Self Check-Out

Computer Catalog

Special Equipment

Display

Facilitator Skills and Talents

Friendly

Versatile Knowledge and Skills

Encourage and Inspire

Service Help

Update Program Display



UdK Berlin Bookshop by UdK Students, Germany



Shibuya Publishing & Booksellers by Hiroshi Nakamura, Japan

A dedicated area for browsing the popular collection and offering serendipitous discovery in a store-like atmosphere.

Ideal Size

SM - 500 Sq Ft

LG - 1,000 Sq Ft

Collections

Popular

Recently Returned

Holds

Curated

Community-Centric

Technology

Self Check-Out

Mobile Check-Out

Roaming Cashier

Facilitator Skills and Talents

Eye for Visuals

Friendly

Retail Experience

Promotion

Community Café



SOUK, Lebanese Market & Restaurant by Glyfada/K-Studio, Greece



9 ¾ Bookstore + Café by Plasma Nodo, Columbia

An informal community gathering space with a variety of seating for patrons to casually meet, relax, enjoy a snack and to be alone/together in a coffee shop-like setting.

Ideal Size

SM - 400 Sq Ft

LG - 750 Sq Ft

Collections

Popular/Trending

Coffee Table Books

Games

Technology

TVs

Outlets

Mobile Devices Offered

Special Equipment

Coffee Maker

Food Storage

Facilitator Skills and Talents

Friendly

Culinary/Service Background

Barista Experience

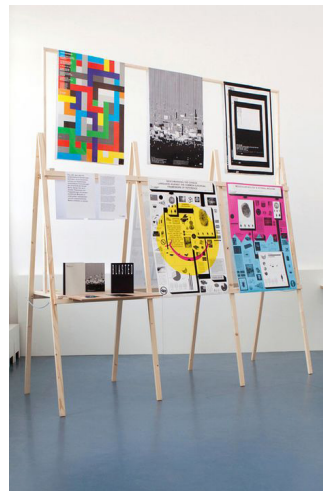
Partners

Coffee Shops

Utah Food Bank



National Building Museum by Matter Architecture Practice, D.C.



Art by Ingmar Spiller



Younique Makeup Display

A dedicated gallery space to display community and program based art.

Ideal Size

SM - 200 Sq Ft

LG - 1,000 Sq Ft

Collections

Exhibit Related

Local Art Books

Technology

Monitors

Projection

Outlets

Special Equipment

Display Wall

Facilitator Skills and Talents

Knowledgeable about Exhibition Design

Passion for Art

Display/Visual Background

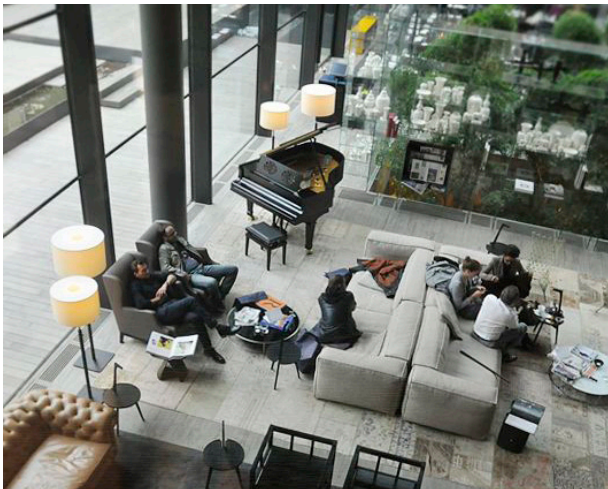
Partners

Local Galleries

Museums

Local Artists

Community Gathering



Conservatorium Hotel by Piero Lissoni, Netherlands



W Retreat & Spa Vieques Island by Rockwell Group & Patricia Urquiola, Puerto Rico

An intergenerational community gathering space with a variety of seating for patrons to casually meet, relax and to be alone/together.

Ideal Size

(30 Sq Ft/Person)

SM - 750 Sq Ft - 25 Users

LG - 1,200 Sq Ft - 40 Users

Collections

Local Authors

Adult Collection

Youth Collection

Coffee Table Books

Games

Technology

TVs

Outlets

Mobile Devices Offered

Projection & Screen

Special Equipment

Engaging Material

Lounge Furniture

Community Meeting Room



National Building Museum by Matter Architecture Practice, D.C.



Jackie Liebergott Black Box Theatre, Massachusetts

A large program room designed for flexible programming. The room will have the capacity of 80-150.

Ideal Size

(8-15 Sq Ft/Person)
75 - 300 Users

Collections

Event Related

Technology

Monitors
Projection
Outlets

Special Equipment

Display Screens
Stage
Sound Absorption

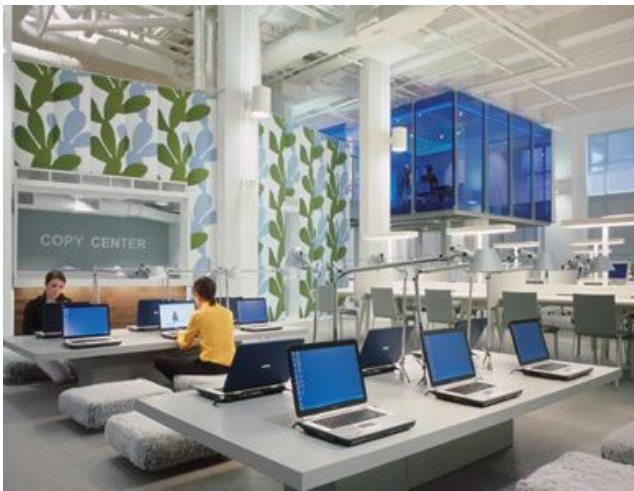
Facilitator Skills and Talents

Knowledgeable about Programs
Civically Minded
Display/Visual Background
A/V and Technical Skills

Partners

Schools
Theatre Programs
Community Organizations

Computer Lab/Area



FIDM Annex Studio, California



Gnomon School, California

A dedicated room/area that supports digital learning and exploring in groups or individually and can also facilitate classes.

Ideal Size

(40 Sq Ft/Person)

SM - 800 Sq Ft - 20 Users

LG - 1,500 Sq Ft - 38 Users

Collections

How-To Guides

Tech Manuals

Technology

Computers/Software

Monitors/Projectors

Printers

Special Equipment

Large Display Screens

Smart Boards

Facilitator Skills and Talents

Knowledgeable about Software

Tech Savvy

Quiet Room



Private Residence



The Library by COBE, Denmark



Private Residence

A peaceful place to look for books, study or work with reduced noise.

Ideal Size

SM - 300 Sq Ft

LG - 600 Sq Ft

Collections

Periodicals

Reference

Technology

Outlets

Special Equipment

Sound Absorption

Comfy Lounge Furnitures

Study Rooms



Tech Office by Gensler, California



Google by SPACE, Mexico



Jackie Liebergott Black Box Theatre, Massachusetts



A series of dedicated rooms and areas for groups of 2-6 to gather for collaboration, group study, mentoring, and heads down work. Used by all ages, these spaces will be distributed throughout the library.

Ideal Size

(25 Sq Ft/Person)

XS - 50 Sq Ft - 1-2 Users

SM - 100 Sq Ft - 2-4 Users

Technology

Monitors

Outlets

Special Equipment

Smart Boards

TV Screens

Video Conference

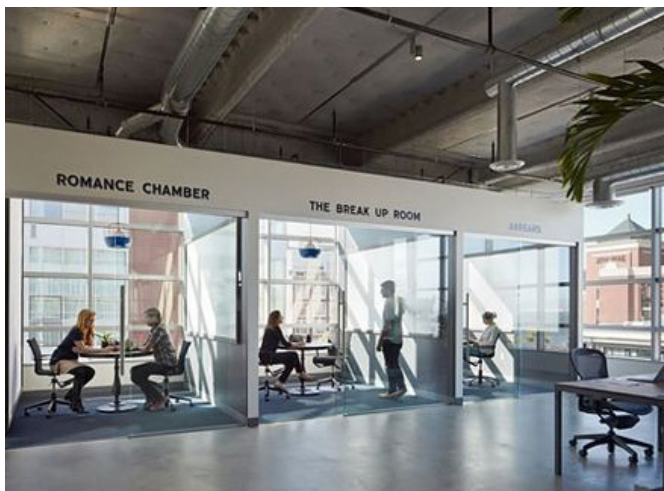
Facilitator Skills and Talents

Knowledgeable

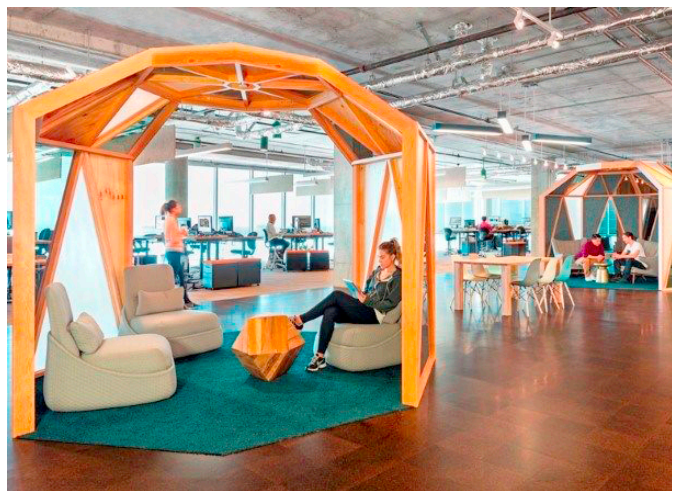
Resourceful

Learning Specialist

Meeting Rooms



Design Lab by SITU, New York



Cisco Offices by Studio O+A, California

Open and closed spaces that can be used for varying types of meetings, both formal and informal.

Ideal Size

(25 Sq Ft/Person)

SM - 100 Sq Ft - 2-4 Users

MD - 200 Sq Ft - 4-8 Users

LG - 300 Sq Ft - 10-12 Users

Technology

Monitors/Projector

Outlets

Special Equipment

Smart Board

Pin-Up Space

Video Conference

Outdoor Space



Townhouse, Rees Design



BRNO Public Stage, Raumlabor



Union Street Urban Orchard

An outdoor space that invites relaxation, community gathering, and sustainable living.

Collections

Gardening
Event Related

Technology

Projections
Outlets

Special Equipment

Gardening Related

Facilitator Skills and Talents

Master Gardener
Outdoorsy
Knowledgeable of Botany & Horticulture
Volunteers
Service Help

Areas Dedicated To Age Groups

Family Gathering

A comfortable place for family programming and gatherings of large groups.

Early Literary

A place for Early Literacy development, interactive learning and play.

Storytelling Lab

A dedicated semi-closed space for storytelling in all of its vibrant forms! When not in use as a storytelling space, the area will be an extension of the early literacy area.

Children's Computers

A dedicated area for children's computers which has access to different technologies for entertainment and learning.

Homework Help

A dedicated area for informal and instructional learning equipped with furnishings, tools and equipment for elementary and middle school-aged students and their families.

After School Hangout

An area to bridge the gap between childhood and teenagers. A place for tweens to hang out, play games, study and do homework.

Teen Space

An area dedicated for teens to hang out, mess around and geek out. This area will be equipped with the latest and greatest furnishings, technology and equipment for informal and instructional learning.

Social Club

A beautiful, quiet, sophisticated area designed for adult audiences. It provides space for 10-20 people to participate in library programming such as book clubs, travel clubs, garden clubs and any other interest-based programming.

Family Gathering



Atsugi City, Junya Ishigami



Family Benefit, NYPL

A comfortable place for family programming and gatherings of large groups.

Ideal Size

SM - 400 Sq Ft

LG - 750 Sq Ft

Collections

School Books

Reading List Material

Technology

Outlets

Built-In Speaker System

Projection & Screen

Special Equipment

Book Bins

Lounge Furniture

Interactive Games & Activities

Facilitator Skills and Talents

Learning Specialist

Storyteller

Service Help

Early Literacy



FIDM Annex Studio, California



Hjørring Central Library, Metropol

A place for Early Literacy development, interactive learning and play.

Ideal Size

SM - 600 Sq Ft

LG - 1,000 Sq Ft

Collections

Early Literacy

Story Books

Technology

Latest Computers

iPads

Game Tech

Special Equipment

Toys/Interactive

Facilitator Skills and Talents

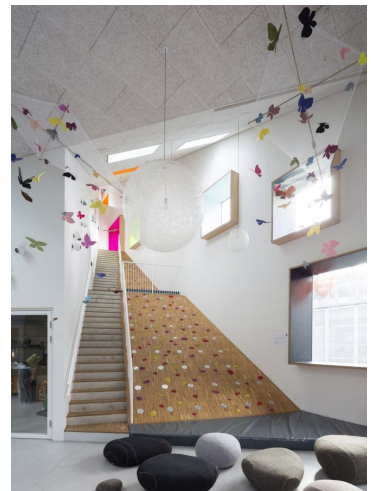
Childcare Experience

Playful/Outgoing

Teaching Experience

Teen Volunteers

Storytelling Lab



LOOP kindergarten by SAKO architects, China | Primary School London by Gavin Hughes, UK | Ama'r Children's Culture House by Dorte Mandrup, Denmark

A dedicated semi-closed space for storytelling in all of its vibrant forms! When not in use as a storytelling space, the area will be an extension of the early literacy area.

Ideal Size

(20 Sq Ft/Person)

SM - 500 Sq Ft - 25 Users

LG - 1,500 Sq Ft - 75 Users

Collections

Early Literacy

Technology

Projection & Screen

Outlets

Built-In Speaker

Special Equipment

Stage

Storage for Related Material

Sound Absorption

Facilitator Skills and Talents

Educational Background

Playful/Creative

Energetic

Storyteller

Children's Computers



Apple Store, California



Vittra School Södermalm by Rosan Bosch, Sweden

A dedicated area for children's computers which has access to different technologies for entertainment and learning.

Ideal Size

25-30 Sq Ft/Person

Collections

Game Related

Technology

Latest Computers

iPads

Laptops

Game Consoles

Facilitator Skills and Talents

Educated in Software

Homework Help



Vittra School Södermalm by Rosan Bosch, Sweden



Victoria University by John Wardle Architects, Australia

A dedicated area for informal and instructional learning equipped with furnishings, tools and equipment for elementary and middle school-aged students and their families.

Ideal Size

30 Sq Ft/Person

SM - 300 Sq Ft - 10 Users

LG - 750 Sq Ft - 25 Users

Collections

School Books

Test Prep

Required Reading

Homeschool Materials

Technology

Portable Devices

Outlets

School Supplies

Facilitator Skills and Talents

Varying Education Backgrounds

Particular Subject Skills

Partners

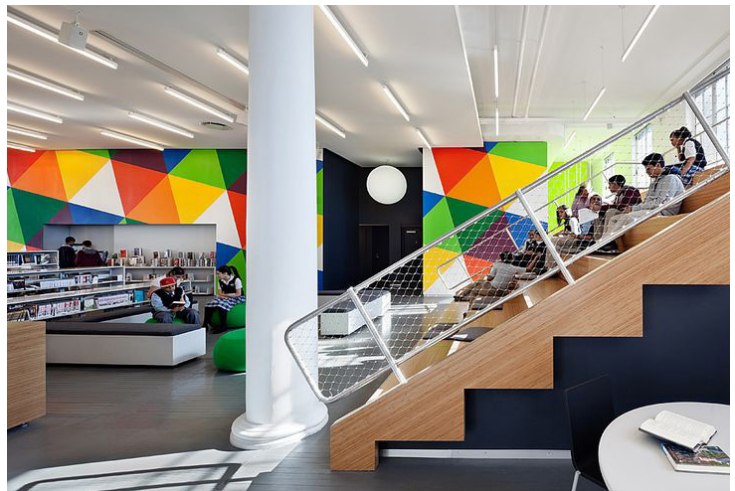
Local Schools

Tutors

After School Hang Out



Erika Mann Elementary School by Die Baupiloten, Germany



Hamilton Grange Teen Center by Rice+Lipka Architects, New York

An area to bridge the gap between childhood and teenagers. A place for tweens to hang out, play games, study and do homework.

Ideal Size

SM - 300 Sq Ft

LG - 800 Sq Ft

Collections

Age-Related Reading

Graphic Novels

Technology

Portable Devices

Monitors

Special Equipment

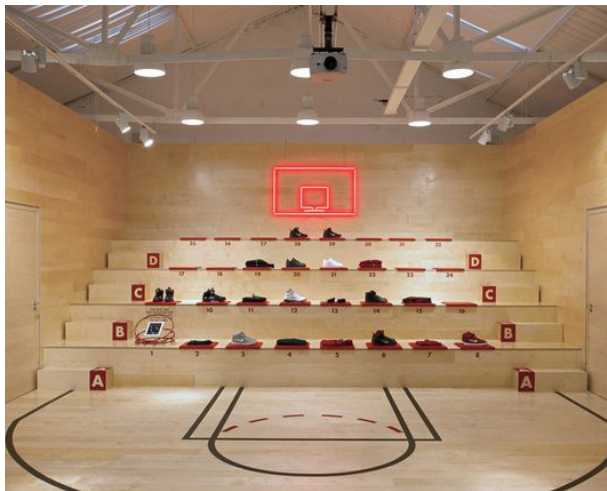
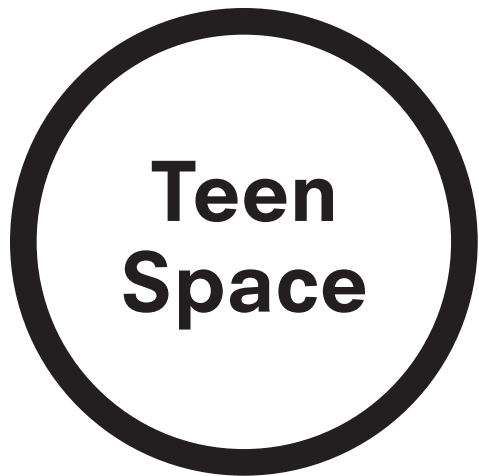
Latest Gadgets

Board Games

Facilitator Skills and Talents

Great with Tweens!

Tech Assistant



NikeLab 1948 London



Scott Library Learning Commons, York University

An area dedicated for teens to hang out, mess around and geek out. This area will be equipped with the latest and greatest furnishings, technology and equipment for informal and instructional learning.

Ideal Size

SM - 500 Sq Ft

LG - 1,500 Sq Ft

Collections

Age Related Reading

Graphic Novels

Magazines

Technology

Portable Devices

Monitors

Latest Game Tech

Special Equipment

Latest Gadgets

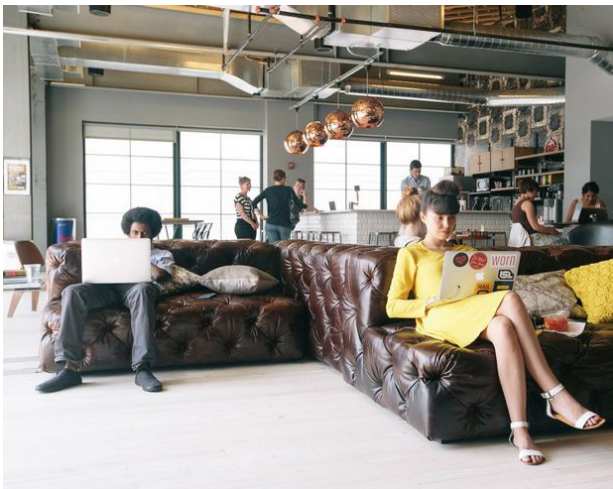
VR

Gaming

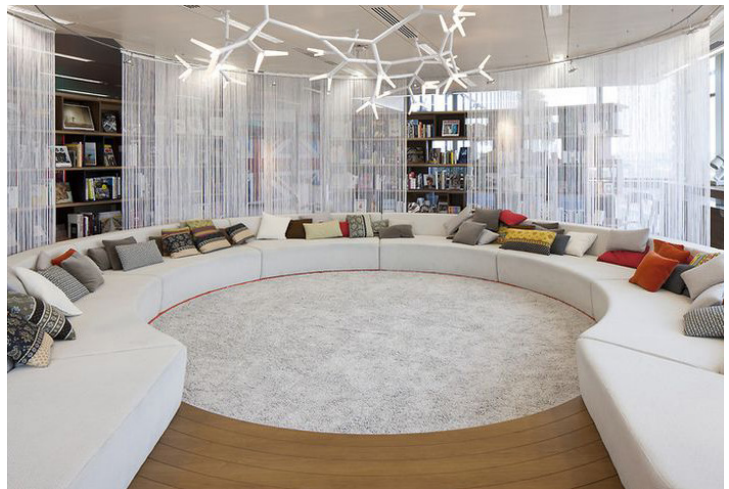
Facilitator Skills and Talents

Great with Teens!

Social Club Room



WeWork office in Washington, D.C.



Google London HQ

A beautiful, quiet, sophisticated area designed for adult audiences. It provides space for 10-20 people to participate in library programming such as book clubs, travel clubs, garden clubs and any other interest-based programming.

Ideal Size

SM - 300 Sq Ft

LG - 600 Sq Ft

Facilitator Skills and Talents

Knowledgeable in Related Fields

Encourage & Inspire

Technology

Portable Devices

Monitors

Projection & Screen

Outlets

Specialty Space Types

Pop-Ups

Carts or smaller mobile units that can be used for multiple functions such as a store, café or makers station.

Nooks

Quiet intimate spaces in low traffic areas for reading and reflection.

Culinary Kitchen

A space/room dedicated to culinary literacy. This can be anything from a fully functioning culinary kitchen to a mobile culinary demo cart.

Maker Space

A space for messy projects where users can work together, alone, or with librarians on special projects, with easy access to tools and supplies.

Media Lab

A room or area dedicated to digital arts, learning and exploring in groups or individually and can also facilitate classes. The space will be equipped with the latest technology and printers.

Tinker Garage

A place for hands-on activities that explore art/science and encourage tinkering, curiosity and creative thinking.

ESL Area

A dedicated area of the library for English as a Second Language. Combination of meeting rooms, classrooms, and open spaces.

Business & Career Center

A space that resembles an office-like structure for entrepreneurs, job seekers, and upcoming or recent graduates.

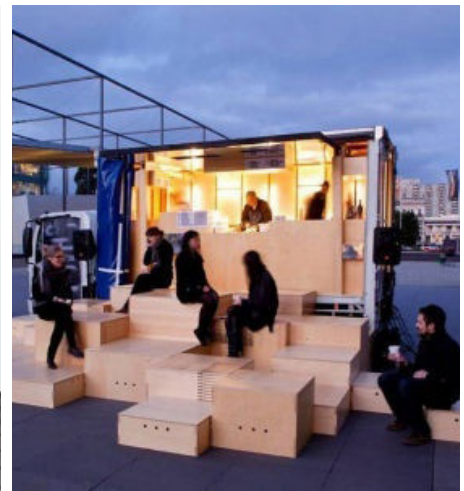
Pop-Ups



Serafini Pop Up



Mobile Stall, The Poundshop



Chasing Kitsune, Australia

Carts or smaller mobile units that can be used for multiple functions such as a store, café or makers station.

Ideal Size

25 Sq Ft/Pop-Up

Collections

Activity Related

Technology

Outlet

Special Equipment

As Needed

Facilitator Skills and Talents

Knowledgeable about product

Passion for Activity

Display/Visual Background

Customer Service Oriented

Partners

Local Artists

Local Stores

Nooks



Pine Community School, Riddel Architecture, Australia



Junior School Library, Stephen Perse Foundation

Quiet intimate spaces in low traffic areas for reading and reflection.

Ideal Size

25 Sq Ft

Collections

All

Technology

Outlets
Lighting

Special Equipment

Comfortable Lounge Setting

Culinary Kitchen



Cooking School Kitchen Design, Tolleson Architects



Food Lab II, Studio Rygalik

A space/room dedicated to culinary literacy. This can be anything from a fully functioning culinary kitchen to a mobile culinary demo cart.

Ideal Size

SM - 375 Sq Ft for Culinary Kitchen
LG - Join with Meeting Space

Collections

Cookbooks

Technology

Outlets
Display Monitors

Special Equipment

Culinary Equipment
Full Kitchen Setup

Facilitator Skills and Talents

Culinary Background
Passion for Food/Health
Aware/Safe

Partners

Local Restaurants
Culinary Schools

Maker Space



West Elm Makers Studio



Shared Work Space for Portland Makers, Beam & Anchor

A space for messy projects where users can work together, alone, or with librarians on special projects, with easy access to tools and supplies.

Ideal Size

SM - 500 Sq Ft

LG - 1,200 Sq Ft

Collections

Activity Related

How-To Guide

Craft/DIY Books

Technology

Outlets (Pull Down)

Special Equipment

Printers (All Types)

Shop Machines

Movable Furniture

Crafting Materials

Facilitator Skills and Talents

Fun/Creative

Flexible/Outgoing

Partners

Local Craftsmen

Media Lab



Groninger Museum



Visions Adolescent Day School, California

A room or area dedicated to digital arts, learning and exploring in groups or individually and can also facilitate classes. The space will be equipped with the latest technology and printers.

Ideal Size

SM - 250 Sq Ft

LG - 500 Sq Ft

Collections

Related Material

How-To Guides

Technology

Computers/Software

Monitors

Projection & Screen

Printers

Special Equipment

Tablets

3D Scanners

Latest and Greatest

Facilitator Skills and Talents

Tech Savvy

Learning Specialist

IT Team

Encouraging & Inspiring

Partners

Tech Companies

Tinker Garage



Design Lab by SITU, New York



SparkMacon, Central Georgia

A place for hands-on activities that explore art/science and encourage tinkering, curiosity and creative thinking.

Ideal Size

SM - 500 Sq Ft

LG - 2,000 Sq Ft

Collections

How-To Guides

Manuals

Job/Career Related

Special Equipment

Tools

Supplies

Recycled Electronics

Facilitator Skills and Talents

Hobby Interest

Background in Varied Skills

Passion in Subject

Partners

Automotive Repair Shops

Construction Companies

Hardware Department Stores

Electronic Donations Organization (Blind Center of Nevada)



Steelcase Node Chairs



Student Services Classroom, University of Minnesota

A dedicated area of the library for English as a Second Language. Combination of meeting rooms, classrooms, and open spaces.

Ideal Size

As Required per Library

Collections

Language Books
Dictionaries
Study Guides

Technology

Monitors
Outlets
Mobile Devices Offered

Special Equipment

State-of-the-Art Educational Technologies

Facilitator Skills and Talents

Teacher
Learning Specialist
Multi-Lingual

Business & Career



Coventry University Hub, Hawkins\Brown



IDEO San Francisco HQ

A space that resembles an office-like structure for entrepreneurs, job seekers and upcoming or recent graduates.

Ideal Size

As Required per Library

Collections

Career Related
Business Related

Technology

Outlets
Monitors/Projectors
Computers (Mobile)
Printer/Scanners

Special Equipment

Smart Boards
Video Conference Tools

Facilitator Skills and Talents

Business Background
Compassionate
Encouraging

Partners

Local Businesses
Recruiters
SBA

TOOLKIT

Margaret Sullivan Studio, in conjunction with the workshops designed for Salt Lake County Library staff, has designed a ToolKit template for staff to continue to engage in customer-centered design. Assuming the foundational question, “Who are we designing this for and why?”, whether it is a new program, service or physical space, these worksheets are intended to be used by staff for on-going customer-service driven library experience design.

Included are worksheets to define customer needs and aspirations, design a customer persona and design a customer experience. Also included are Service Safari and Case Study templates, used for what is termed “lateral thinking” in service design techniques. The worksheets give staff opportunities to research other like-minded organizations that are serving these customers equally effectively, and will result in insights that may inform library experience design.

These tools are guides, and we encourage these to be refined and customized for staff needs and desired outcomes.

STEP I:

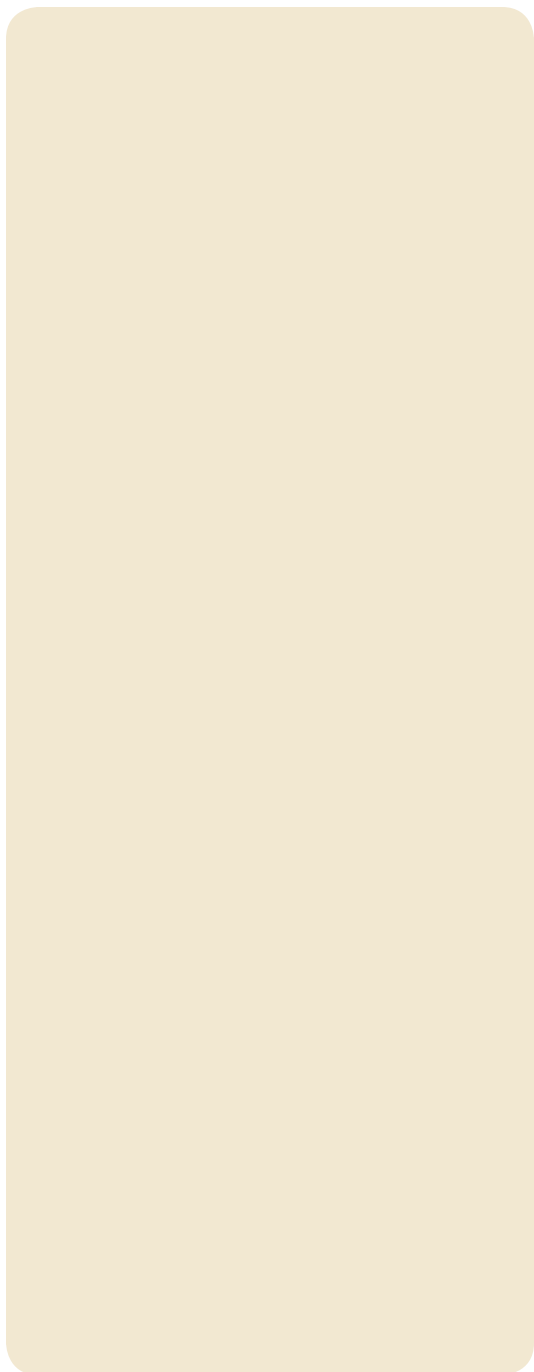
Identify Community Needs & Aspirations

- 1. I see a customer who needs/aspires to**
- 2. Identify needs based on what you know and/or community data.**
- 3. Write down the inspiration/research/observation here.**

STEP II:

Create a Customer

Sketch Your Customer



Customer Name, Age:

Program:

Strength:

Motivation:

Library Connection:

Brief Story:

STEP III:

Create a Customer Experience

- Tell us about your library location.

- Describe your customers. What are their challenges and their aspirations?

STEP III:

Create a Customer Experience

- What is your favorite thing about your location and its community?

- Describe characteristics of the neighborhood/community you serve. What makes it unique and distinctive? What are some of the needs you see in the community?

STEP IV:

Create a Day In The Library

MORNING:

What are the spaces being used?

What activities and programs do they attend?

What are their tools and enablers?

How are the staff facilitating this experience?

MID-DAY:

What are the spaces being used?

What activities and programs do they attend?

What are their tools and enablers?

How are the staff facilitating this experience?

EVENING:

What are the spaces being used?

What activities and programs do they attend?

What are their tools and enablers?

How are the staff facilitating this experience?

SERVICE SAFARI GUIDE:

The following pages provide questions for a Service Safari, an exercise in observation that uses ethnographic techniques to understand people's behaviors in service environments, such as hotels, grocery stores, retail shops, restaurants or any other environment where there is a customer experience facilitated by people, places and objects that enable that experience.

Why do we do Service Safaris?

To understand service interactions, touchpoints and the type(s) of service(s)

How much time will it take?

One to Two Hours

What materials will you need?

Questionnaire, pen, video and audio recorder (optional) or digital camera (optional)

How many people are required to complete a Service Safari?

These can be done singularly or in small groups

SERVICE SAFARI GUIDE:

Service Safaris incorporate the **A-E-I-O-U Framework**, which aids ethnography by recording observations into five categories. These questions serve as a context for the observations that the questions on the next page will illicit.

A - ACTIVITIES

What do you observe people trying to accomplish in the service environment? This includes customer activities and employee activities.

E - ENVIRONMENT

In what places do customer and employee activities take place? Environments can be physical or digital.

I - INTERACTIONS

Interactions are the building blocks of activities. Who and what do customer interact with as they carry out their activities?

O - OBJECTS

What things are part of the environment? Objects can be staged by the staff (signage, desks, etc.) or brought into the environment (phones, backpacks, etc.)

U - USERS

What types of customers do you observe participating in the service? How were you greeted? How did it feel when you first walked in?

NOW, LET'S GET SAFARI-ING!

STEP 1. Identify the place you would like to observe/experience.

STEP 2. Go on a Service Safari!

Use these questions to further describe your experience.

- How were you greeted? How did it feel when you first walked in?

- What are people trying to accomplish in this service environment?

- What do you see and hear in this environment?

- What are the interactions like in this environment? How is the communication?

- Consider the spaces where these activities occur; what is their look and feel?

- What are the objects that are supporting this experience?

- What have you learned from this experience that will impact your approach to customer service?

- Was it a positive or negative experience? And Why?

STEP 3. If you feel comfortable, take pictures and/or record your experience.

STEP 4. Reflect on the experience.

STEP 5. Share your experience with your colleagues!

CASE STUDY GUIDE:

The following pages provide questions for a Case Study, an exercise utilized to learn more about how other organizations similar to yours are serving similar needs. Case Studies can be executed by research on-line, in-person visits, telephone calls and/or sending e-mail questions.

Typically, for public libraries, Case Studies are conducted with other non-profits or other libraries.

To get started, you will want to connect with someone at the organization who is familiar with the service model, operations and funding. It is good to call the organization and introduce yourself and let them know who you are and what you are interesting in learning more about. As a bonus, conducting a Case Study is also a great opportunity to develop a relationship with an organization or an individual that you may want to reach out to for guidance or advice in the future, or you may even discover an unexpected partnership opportunity.

Ultimately, you are engaging in a Case Study to learn how others provide services to meet similar community needs. You will see what approaches could be adapted to help the library achieve its objectives.

HOW TO DO A CASE STUDY

Step 1.

Identify an organization, locally or nationally, that you'd like to know more about. Consider an organization that meets similar needs or provides similar services.

Step 2.

Ask Questions! The following are a guide, but feel free to adjust and improvise.

1. *What is their mission?*
2. *How long have they been performing their services?*
3. *Who do they serve?*
4. *What programs and service do they provide? What are their strengths?*
5. *What is their operating budget? What is their funding model? (Assuming this is a non-profit)*
6. *What is the staffing model?*
7. *What are other metrics that this organization utilizes as key indicators?*
8. *What is something that you like about this organization as it relates to The City Library?*

Step 3.

Record your answers!



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