CONSULTING DETECTIVES

HOW ONE LIBRARY DEDUCED THE EFFECTIVENESS OF ITS CONSULTATION AREA & SERVICES

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WHY INVESTIGATE?

• Confusion over 5+ service points
• Changes in desk traffic & services
• "One stop shopping" trend
WHAT DID WE DO?

- Literature review, site visits & environmental scan
- Focus groups with students
- Interviews with staff
- Prototype space and surveys
- Space observations
- Reference transaction analysis
OVERALL CONSULTATION

Rating of Overall Consultation

- Lighting
  - Staff: 3.78
  - Patron: 4.31

- Noise level
  - Staff: 3.33
  - Patron: 3.81

- Privacy
  - Staff: 3.11
  - Patron: 3.62

- Signage and ease of discovery of consultation area
  - Staff: 3.44
  - Patron: 3.96

- Scheduling process and availability of consultants
  - Staff: 4.22
  - Patron: 4.35

- Overall satisfaction with consultation process/overall ease of consultation
  - Staff: 4.33
  - Patron: 4.46

- Helpfulness of consultation
  - Staff: 4.58

N=26
FINDINGS

• More acoustic & visual privacy
• Distinct space
• Better technology
• Digital signage & discoverability
• Simplified calendar/reservation
CONSULTATION AREA 2.0
NEXT STEPS

• More lightweight & appropriate methods
• Listen to your users not trends!
• Make small changes & build buy in
• Apply across library
Questions?

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