Methods for studying customers’ use of the physical space at Edmonton Public Library
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21st Century Library Spaces Internship

- Zoning for activity, group size, noise level
- Current and emerging technology available
- Flexible, safe, clean, and aesthetically pleasing spaces
- Importance of collections
- Need for community space

Survey
Ask customers about their use of library space and their opinions about the spaces.
Pros: Large number of customers can give feedback on their use and experiences in space. Collect quantitative and qualitative data.
Cons: Recruitment limited to individuals already using space. No possibility of following up on comments.

Community Partner Questionnaire
Questionnaire designed for organizations with whom EPL has partnered
Pros: Different type of user has opportunity to provide feedback.
Cons: Difficult to recruit participants through intermediary.

Branch Visits
Walk around and become familiar with all of libraries’ spaces. Discuss spaces with staff and get their perspective.
Pros: Better picture of spaces. Able to better plan for behavioural mapping. Get feedback from staff about space
Cons: Staff are not customers; can discuss perceived issues but have distinct bias as professional users of space.

Photo Elicitation Interviews
Semi-structured qualitative interviews which asked participants to take pictures of library space.
Pros: Customers give literal pictures of their image of the library. In-depth conversation about space
Cons: Limited number of participants. Recruitment from survey participants; individuals who are already active library users.

Literature Review
Traditional lit review and more. Blogs, YouTube tours of other library spaces, Flickr, design journals.
Pros: See highlights of best practices, cutting edge of (library) design.
Cons: Does not reflect needs/desires of specific community.

Behavioural Mapping
Observational walks through public spaces at all branches recording what customers are doing and where.
Pros: See who is in the library and how they are using the physical space.
Cons: Snapshot of single moment of customer’s visit to library. Unable to collect any context for behaviours/ reasons for visit.