

Alla ricerca dell'utente perduto

Sergio Dogliani

Bellinzona, 28 novembre 2012

Il contesto:

Idea Store

Tower Hamlets, Londra











-82%

Alla ricerca dell'utente
perduto: dieci proposte

1/10. Inchiesta di mercato

Risultati:

- Le biblioteche sono importanti (98%)
- Vogliamo piú libri
- Vogliamo piú computers
- Vogliamo orari di apertura piú lunghi
- Vogliamo la biblioteca vicina ad altri servizi

2/10. Nascita di un nuovo
servizio

Il concetto:

Servizi

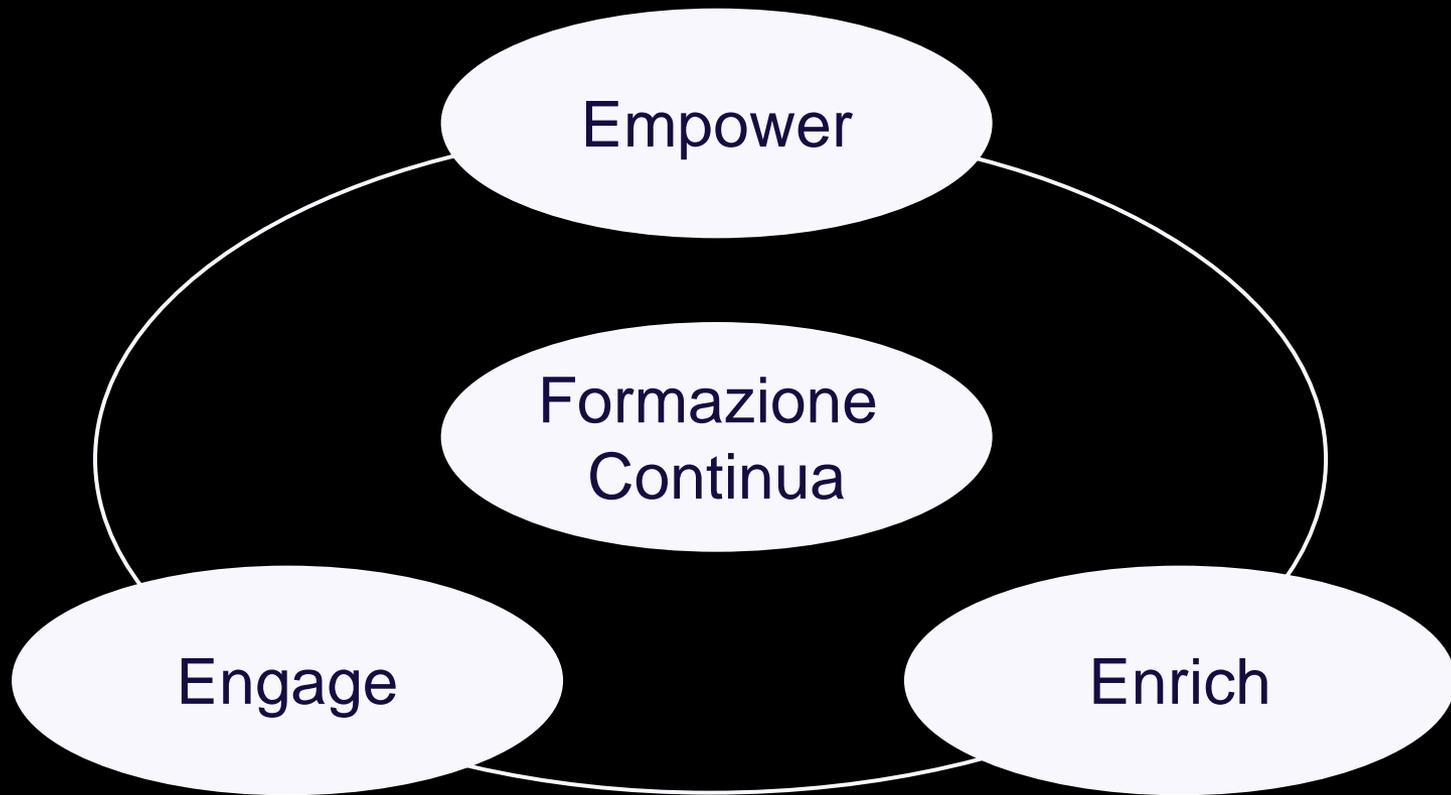
Comunicazione

Formazione
Continua

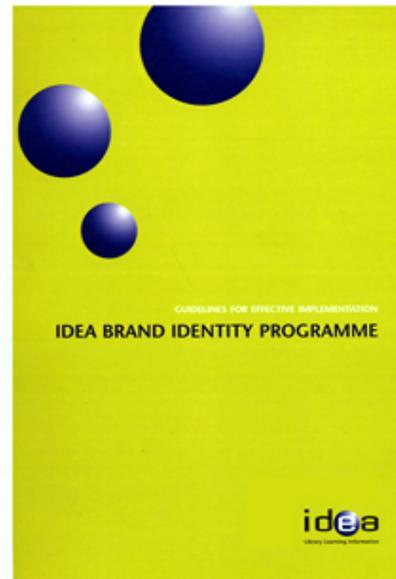
Edifici

Comportamenti

I valori:



Il marchio:



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garage, house, cornersh
ank, **Idea Store**, superm
underette, takeaway, h



Idea Store Canary Wharf

Learn something new, **read** a book, **surf** the net
for free all under one roof...

and membership is **free**

Opening **16 March** at Churchill Place

020 7364 4332 Open everyday www.ideastore.co.uk

3/10. Il posto giusto



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Café



4/10. Modello commerciale







New books



New books

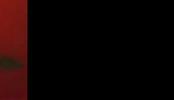
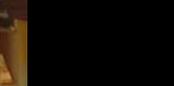
New books

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Opening hours:

Mon–Thurs: 9am–9pm

Friday: 9am–6pm

Saturday: 9am–5pm

Sunday: 11am–5pm



UNIVERSITY OF EAST ANGLIA

Created and managed by Essex Libraries Council

5/10. Rimozione barriere fisiche





6/10. Rimozione barriere psicologiche





7/10. Creazione di nuovi
servizi e attività'















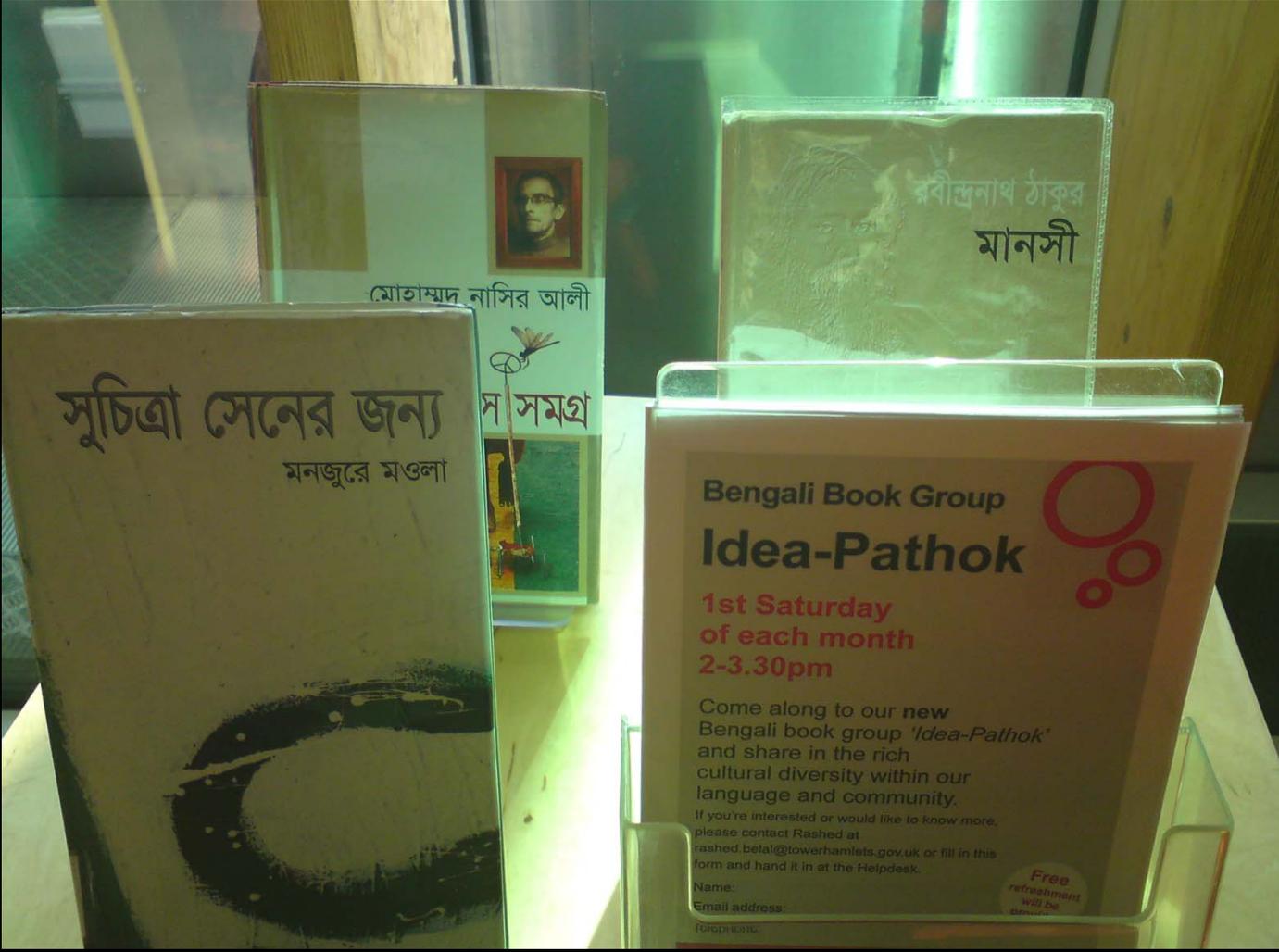












সুচিত্রা সেনের জন্য

মনজুরে মওলা

মোহাম্মদ নাসির আলী

স সমগ্র

রবীন্দ্রনাথ ঠাকুর
মানসী

Bengali Book Group

Idea-Pathok

1st Saturday
of each month
2-3.30pm

Come along to our new Bengali book group 'Idea-Pathok' and share in the rich cultural diversity within our language and community.

If you're interested or would like to know more, please contact Rashed at rashed.belal@towerhamlets.gov.uk or fill in this form and hand it in at the Helpdesk.

Name:

Email address:

Telephone:

Free refreshments will be provided



8/10. Assunzione personale



9/10. Formazione personale



10/10. Ascoltare gli utenti

We think the world of you...

(Quotes taken from the 2009 CIPFA Survey for Idea Store Whitechapel)

“Very friendly help available when needed. Good diversity of people.”

“The staff are absolutely helpful and the security guards are too.”

“Exceptionally pleased with staff. Pleased overall with library.”

“I am very happy with the service. Everything is very simple to use and understand. Staff are very helpful.”

“Mark is fantastic and gets books for me.”

“Encountered positive and helpful attitude in helping access the services provided and this is reflective of management and supervising approach to customer care and relation at Idea Store Whitechapel. Have had many encounters with supervisors e.g. Mita and manager and been pleased by the help.”

“Good staff. Great activities for children.”

“The staff had given me the best help they could give.”

“Find Din Kal very useful as we are able to learn computers with person in charge (Rashed). We came here and meet friends so I am happy.”

“Excellent children's library. Great choice of book and staff helpful.”

“I like all the features of the library especially free internet and free access to books. I like all the staff who always help me.”

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Lavoro di gruppo:

Dove sono gli utenti?

Conclusioni