

# Brown Bookstore Renewal Initiative

## Staff Focus Group # 1

January 16

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### Participants:

- Bob Geake
- Judy Kelley
- Heidi Sasseville
- Scott DeLomba
- Kristen DeFeitro
- Afiya Samuel
- Bonnie O'Malley
- Mathew Lawrence

Focus Group was facilitated by Manny Cunard

Discussion areas:      Cashier Station location and design  
                                 Entrance location and design

The first *Store Renewal Focus Group* took place on Tuesday, January 16<sup>th</sup> at 10 am. The agenda included participant introductions, an overview of the Store renewal project and discussions related to the two focus area identified, Cashier Station location and design and Entrance location and design.

The following is a summary of the conversations, conclusions and recommendations that resulted.

### Cashier Station:

- The store should have only one primary Cashier Station. Creating cashier stations through out the store as in a typical department store was not considered to be a viable option.
- The primary Cashier Station should be designed as a linear check out space, with space for cashiers only. The area should not incorporate space for additional functions such as office area, etc.

- The Cashier Station should be designed to support four registers during normal business times, and be expandable to support up to ten registers during book rush. The expansion space should be designed as retail space during non-rush use.
- Adjacent to the Cashier Station or at the main entrance, consideration should be given to building and staffing a University Welcome desk. The desk would function as a primary information point for visitors to the campus and would be a distribution point for information about the university, programs, activities, etc.
- If the decision is made to locate a café in the store, the location should provide direct access to the outside to allow for outdoor seating. The café location could also support an additional entrance and cashier station for the store.
- Additional comments and recommendations made during the Focus Group session included the following:
  - We should consider standardizing the signage in the store, including temporary signage used for specials, etc.
  - We should try to keep some lockers at the entrance for those customers who would prefer to secure their personal belongings
  - Continued discussion related the value of having a Welcome and University Information Center in the store
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### Conceptual of Cashier Station



