

# Assessing the Use of Digital Resources: Meeting Customer Needs

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**Our goal: change the design of business over the next  
50 years**

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# Introductions

# Gateway



## Gateway™

**Connect with us**



**Who are you?**  
A techie, a grandma,  
an entrepreneur?  
**Tell us...**  
▶ Take our survey.

order online or call  
**800 846 4208**

**What kind of user are you?**

- Home
- Enthusiast
- Small Business
- Corporation
- Education
- Government
- Reseller

**Interested in a particular model?**

- Home Desktops**
  - Consumer PC Solutions
- GP-Series**
  - PCs for Small Business
- E-Series**
  - Managed PCs
- Workstations**
  - Technical Workstations
- ALR® Series Servers**
  - 9000 Series
  - 8000 Series
  - 7000 Series
- Destination®**
  - XTV
- Solo®**
  - Portable Computers
- Remanufactured PCs**

### Gateway News

A note from **Ted Waitt** on **privacy**

Gateway sponsors a PBS documentary on **Family Business**

Gateway **Pentium® III Processor-based Systems** Touted By Industry Experts

Gateway Enhances Client Choices with New **Desktop Product Lines**, Including New Pentium® III Models

Gateway and Yahoo! Launch **Co-branded Service**

Gateway Announces **Intel® Pentium® III Processor** on Business Platforms

### Gateway Features



The Spot For All Your Computer Accessories and Software

**New!**  
**Your:)Ware for Business<sup>SM</sup>**  
Solutions for the way you work

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**Your:)Ware<sup>SM</sup> for Home**  
Technology that fits your lifestyle

### Gateway Country<sup>SM</sup>

#### SpotShop.com

- Accessories & Software

**Your:)Ware<sup>SM</sup>**

## Gateway

I would skip to another website. The info here feels really vague. I don't feel like Gateway is speaking to specific needs. It would take too much time to sort all of it out. Why would I want to "connect" with them?

I'm none of the people mentioned in the center of the page. I'm several of the users lifted on the upper right side of the page. I can't tell which click is most likely to get me to computers that I'll like. So, I guess I'll click "Home Desktops". (It is clickable, right?) I despair at the thought of what the next 2 through n pages will be like.

I almost felt like it was spoof web site and expected some comical little phrases and links placed in the page.

I'm overwhelmed. I need a computer for my business, but I'm not sure where to start--at the Your:) for Business or What type of customer I am. Wait a minute, the Spot Shop is about software, not computers. I think I should start with What kind of user are you?

# Gateway

The screenshot shows the Gateway website homepage. At the top, there is a navigation bar with links for "Gateway PCs", "SpotShop.com", "Help Spot", "about us", "contact us", "search", and "help". The main headline is "Choose" in a large, green, cursive font. Below the headline are images of a desktop computer system and a laptop. Underneath the images are navigation options: "▶ desktops", "or", "▶ portables", and "▶ other products". To the right of the images is a section titled "Who are You?" with the text "A techie, grandma, entrepreneur? Tell us... Be part of our new ad campaign." and a link "▶ take our survey". At the bottom, there are three promotional boxes: "Your:)Ware<sup>SM</sup> The solutions that offers you great financing and a Trade-in Option" with a "more info" link; "Gateway SpotShop.com The Spot for All Your Computer Accessories and Software" with a right-pointing arrow; and "not a home user..." with a dropdown menu "what type of user are you?" and a "go" link. The footer contains copyright information: "Copyright © 1997, 1998, 1999 Gateway 2000 Inc. All rights reserved." and a link to "Legal Information".

## Results

- Conversion rate immediately increased by 40%
  - *The number of people who purchase as a percent of those who visit*
- \$100 million incremental revenue in the first year

## My simple message

- Directly observe your users, identify latent needs and design your business, your product, your website - around those insights



**“It is not necessary to do extraordinary things to get extraordinary results.”**

**- Warren Buffett**

## Agenda

- **300 year beta test is over - customer experience works**
- Getting the basics right
- Our Methodology
- Using Digital Resources to help Public Libraries
- Q&A
- Appendix
  - Screen samples

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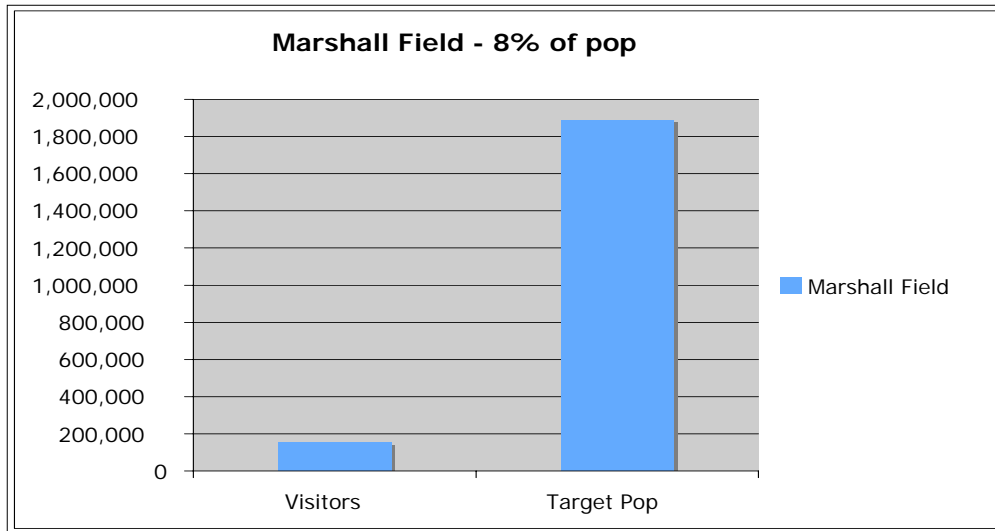
## Marshall Field

## Marshall Field

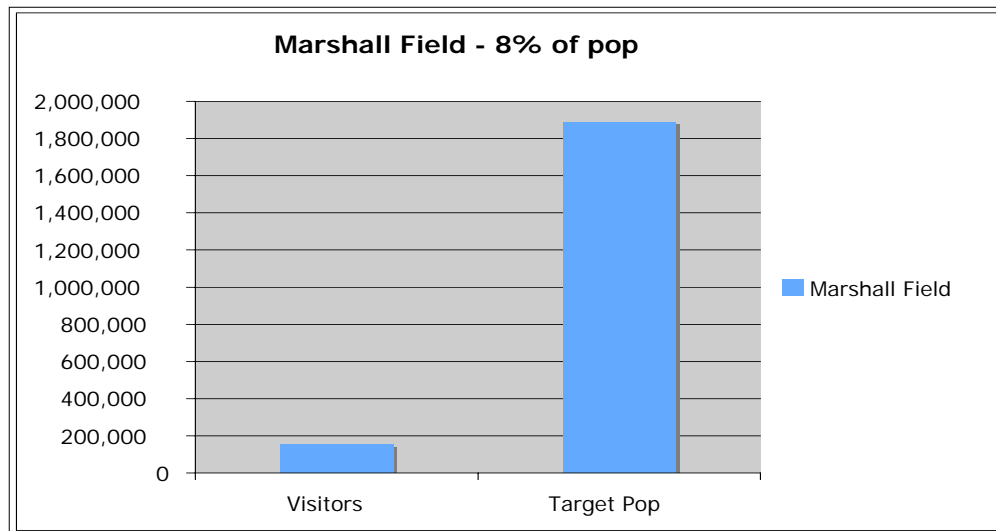


**The rotunda at Marshall  
Field's State Street  
store, circa 1927**

# Marshall Field - 8%

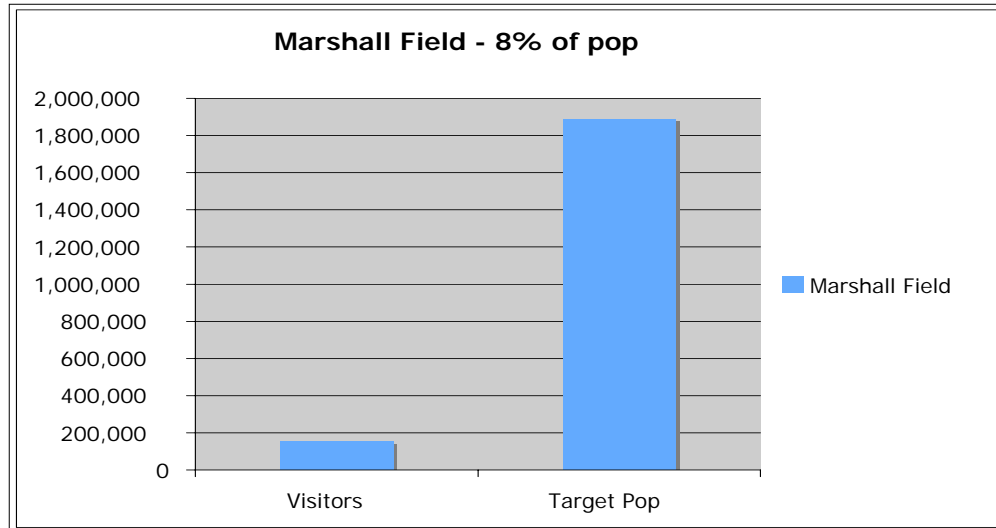


## Marshall Field - 8%



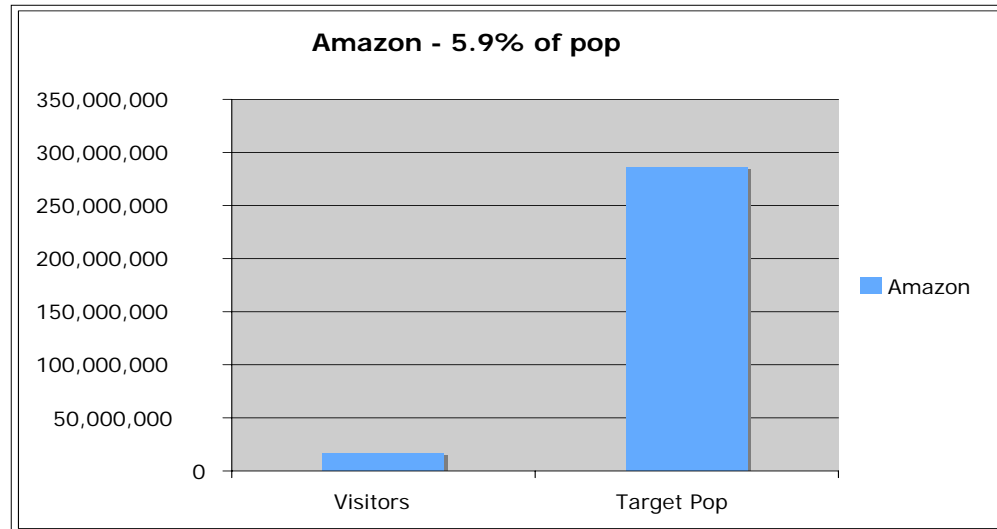
- How many shoppers would Amazon need in one day to equal Marshall Field's 1902 opening day turnout?

## Marshall Field - 8%



- How many shoppers would Amazon need in one day to equal Marshall Field's 1902 opening day turnout?
- 24 million

## Amazon - the most fabulously optimistic number is...



- Amazon reported 700,000 shoppers in one hour during 2004 holiday season
- $700,000 * 24 = 16.8$  million or 5.9% of the U.S. population



## How did Field do it?

- Direct customer research

## Marshall Field Innovations

- Shopping as experience
- Greeters
- Money-back guarantee, no questions asked return policy
- Private label goods/vertical integration
- Focus on key metrics (great inventory turnover-8 for apparel; quilts 21)
- Bargain basement
- Good employee experience means good customer experience

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**Why is it unfair to compare 1902 Field's to Amazon and many brick & mortar retailers today?**

## Why is it unfair to compare 1902 Field's to Amazon and many retailers today?

- Great economic and demographic change
- Rising incomes
- Industrialization (really two industrial revolutions)

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# The Internet

**“The network user, new and established, is probably the most neglected element within the present development atmosphere.”**

- Internet research study

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# Amazon Homepage March 1998



More like "Earth's biggest logo." We want books, not graphics.

Search should be more prominent, as the logo is now.

Figure 10: The first screenshot of Amazon's home page.



# Amazon Search Results March 1998

The screenshot shows the Amazon.com search results page for the query "selling the dream". The page layout includes a navigation bar at the top with links for Search, Browse Subjects, Best Sellers, Recommendation Center, Gift Center, Kids, Reviewed in the Media, Award Winners, and Shopping Cart. The search results are listed under the heading "Your Search Results for: the laypeople's guide 'selling the dream'".

Key search results include:

- The Complete Guide to Buying and Selling Real Estate - Making the Most of the American Dream** - Usually ships in 3-5 days. Hardcover / Paperback / Published 1989. Our Price: \$9.95 + Tax. Save: \$2.39 (20%)
- The Great American Dream - Home Buyer's Guide to Getting Your Mortgage** - Usually ships in 3-5 days. Hardcover / Paperback / Published 1996. Our Price: \$9.95 + Tax. Save: \$1.99 (20%)
- Home Buyer's Confidential - The Insider's Guide to Buying Your Dream Home, Choosing the Right Home** - Hardcover / Paperback / Published 1991. Our Price: \$13.56 + Tax. Save: \$3.39 (25%)
- The Home Buyer's Kit - Finding Your Dream Home, Financing Your Purchase, Making the Best Deal, Closing, Tax Breaks** - Usually ships in 3-5 days. Hardcover / Paperback / Published 1991. Our Price: \$12.95 + Tax. Save: \$3.19 (25%)
- Home Equity Power - The Tips, Tricks and Trends of Envision Your Dream Home** - Hardcover / Paperback / Published 1993. Our Price: \$15.46 + Tax. Save: \$3.79 (25%)
- The Home Design Guide - Planning, Building or Buying Your Dream Home** - Usually ships in 4-6 days. Hardcover / Paperback / Published 1995. Our Price: \$12.76 + Tax. Save: \$3.19 (25%)
- Homey, I'm Home! Success - Selling the American Dream** - Ships in 3-5 days. Hardcover / Paperback / Published 1993. Our Price: \$11.16 + Tax. Save: \$3.19 (28%)
- Selling the Dream - How to Prepare Your Product, Showcase, at Home and Make a Difference Using Everyday Conversation** - Usually ships in 3-5 days. Hardcover / Paperback / Published 1998. Our Price: \$10.40 + Tax. Save: \$2.50 (25%)
- The Best B.H. Home's - Save Time and Money on Your Customized Dream Home** - Hardcover / Paperback / Published 1997. Our Price: \$11.95 + Tax. Save: \$2.99 (25%)
- The Great American Artichoke Chase - The Buying and Selling of the Great American Dream** - Hardcover / Paperback / Published 1993. Our Price: \$44.95 + Tax. Save: \$10.99 (25%)
- The Great American Artichoke Chase - The Buying and Selling of the Great American Dream** - Hardcover / Paperback / Published 1997. Our Price: \$22.95 + Tax. Save: \$5.74 (25%)

A callout box on the right side of the screenshot contains the text: "We searched for 'selling the dream.' Quick - can you find it?" with an arrow pointing to the search results.

# Amazon Cart March 1998

Search Browse Subjects Books Recommendation Center Gift Center Deals Reviewed in the Media Award Winners Shopping Cart

amazon.com  
1998-03-07

## Shopping Cart

**Ordering Online at Amazon.com Is Safe and Easy—Guaranteed!**

Continue your order on our [secure server](#).  
If you received an error message when you tried to use our secure server, continue your order on the [standard Amazon](#).

**Security guarantee:**  
More than 1.5 million customers who have shopped at Amazon.com have reported fraudulent use of their credit card as a result of purchases made at Amazon.com. All of your transactions at Amazon.com are covered by our security guarantee with these levels of protection:

1. Our secure server will never store any of your personal information, including credit card number, name, and address, so that it cannot be read as the information travels over the Internet.
2. In the event of unauthorized use of your credit card, most banks either cover all the charges that result from the unauthorized use or may limit your liability to just \$50.
3. If your bank holds you liable, Amazon.com will cover your liability up to \$50 provided that the unauthorized use of your credit card resulted through an fraudulently obtained card from purchases made at Amazon.com while using the secure server.

**If you prefer not to send your credit card number over the Internet.**  
Just fill out our order form online, entering only your card's last five digits and its expiration date. Then make sure to press "submit your order" and call us directly to complete your transaction.

(800) 201-2575 (toll-free in the U. S. and Canada)  
(206) 694-2962 (outside the U. S. and Canada)

Customer service representatives are available from 8 a.m. to 7 p.m. PST (4 a.m. to 3 a.m. GMT). Monday through Friday. If you're calling outside these hours, please leave a message, and we'll return your call during regular business hours.

[Continue with your order.](#)

Search Our 2.5-Million-Title Catalogue  
Enter Keywords:

[Discover more Amazon.com books](#)

or Browse by Subject

Top of Page Home About Amazon.com Need Help? Your Account Link Settings Shopping Cart

Copyright and Trademark © 1998-1999, Amazon.com, Inc.

Is the toolbar necessary here?

The focus of the page is lost in text.

A second chance to continue: but it's WAY TOO SMALL.

# Amazon 2005

Shop in **Sporting Goods**  
(Beta-What is this?)



**amazon.com.**

VIEW CART | WISH LIST | YOUR ACCOUNT | HELP






WELCOME

PHILIP'S STORE

BOOKS

APPAREL & ACCESSORIES

ELECTRONICS

TOYS & GAMES

DVD

CELL PHONES & SERVICE

SEE MORE STORES **Most Wished For Items**

GIFT CERTIFICATES | INTERNATIONAL | NEW RELEASES | TOP SELLERS | TODAY'S DEALS | SELL YOUR STUFF

**Didn't love your holiday gift?**  Sell it today to someone who will on **Amazon Marketplace** [Sell Your Stuff](#)

Hello, Philip L Terry. We have [recommendations](#) for you. (If you're not Philip L Terry, [click here.](#))

**SEARCH**

All Products ▼

GO!

FREE Super Saver Shipping on orders over \$25!  
[Restrictions apply](#)

Get your Amazon.com Visa® Card Instantly and

Save \$30 Today!



Find out how

Altec Lansing Savings

Amazon.com has huge savings on the window-rattling [Altec Lansing XA3051](#) speakers featuring Dolby Surround Pro Logic.

**WEB SEARCH**

Powered by A9.com GO!

The Page You Made

Heart of Buddha's Teaching

SEARCH INSIDE! **Amazon.com**

What should we think when on the one hand Buddhism tells us that life is suffering and on the other we are told to enjoy life's every moment? Loved around the world for his simple, straightforward... [Read more](#)



Bed & Bath White Sale

White Sale



Save up to 50% on towels, com formers, sheets, and more during our [January](#)

**BROWSE**

Your Favorites Edit

- [Books](#)
- [Electronics](#)
- [Software](#)

# Travelocity 1998




TRAVELocity







POWERED BY SABRE®

## Reservations Menu


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 If your browser supports SSL encryption, re-enter through our [secure server](#) now.

---

 <h3>Flights</h3> <p>Track down the lowest fares to anywhere.</p>	 <h3>Retrieve Existing Reservations</h3> <p>Don't remember your last reservations? We do.</p>
 <h3>Cars</h3> <p>Click through our deals on wheels.</p>	 <h3>Hotels</h3> <p>Check in by checking out our nearly 40,000 hotels.</p>
 <h3>Vacations &amp; Cruises</h3> <p>Our collection of vacation packages and cruises will help make your trip planning a breeze.</p>	 <h3>Bed &amp; Breakfasts</h3> <p>Access to more than 20,000 private homestays, bed &amp; breakfasts and inns from Inns&amp;Outs.</p>

# Travelocity after - The leadership of the customers



**Travelocity**  
POWERED BY SABRE™

- Travel Reservations
- Vacations & Cruises
- Destination Guide
- News & Services
- Last Minute Deals

**Check low fares from your favorite city...**

Depart from...

**CHECK THE FARES**

**TODAY'S LOWEST FARES**

FROM OHARE-CHICAGO	SAVE \$ 40
TO LAS VEGAS	FARE \$ 196
FROM SEATTLE/TACOMA	SAVE \$ 200
TO PHILADELPHIA	FARE \$ 278

Member Services

Friday, July 31, 1998

[Book Your Flight Now!](#) [Need a login name and password?](#)

Login name:  Password:


Leaving from:  Going to:

Leave: Jul 31 6:00 AM

Return: Aug 1 6:00 AM

Total Travelers: 1

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You're protected at Travelocity!

[Our Shop Safe Guarantee](#) secures your transactions.

[Our Privacy Policy](#) puts you in control.

**Steal away with Hot Deals**



Vacations & Cruises rounds up the hottest specials, promotions and exclusive offers for you. [Check out today's best steals & deals.](#)

**Travel Sales In The News...**

- [Sales extended! U.S. fares from \\$69](#) each way on Northwest & Airtran
- [See Paris from \\$338 Roundtrip](#) on Air France
- [London to Denver \\$99](#) each way on new British Airways non-stop
- [Chicago to Madrid, Spain From \\$259](#) Roundtrip on Iberia's New daily Non-Stop

**Destination Unknown? Get Information Here.**

24/7, the fun never stops. Casinos, shopping, shows, tours...whatever your game, you'll find a place to play in [fabulous Las Vegas](#)

Lonely Planet offers insightful, often irreverent and always reliable travel advice. See a [complete list of online travel guides](#) or pick your destination here:

# Travelocity 2005

**travelocity**

Customer Care | My Stuff

Home Flights Hotels Cars/Rail Vacations Cruises Last Minute Deals

Travel Info Center Flight Status Destination Guides Travelocity Business About Travelocity [+ Tsunami Relief Effort](#)

**Find Me The Best Priced Trip!**

Flight  Flight+Hotel  Hotel  Car

From:  To:

Compare surrounding airports ?

Exact dates  +/- 1 to 3 days  Flexible dates

Depart:   Anytime

Return:   Anytime

Adults (18-64)  Minors (2-17)  Seniors (65+) ?

Search Flights - or - Search Flights + Hotels

**Travelocity Cruise Super Sale**

Receive a **Target® GiftCard** Worth up to **\$600!**

[Read More](#)

**Welcome to Travelocity!** [Join today](#)

- Track fares to your favorite destinations - [Sign up](#)
- Receive flight status updates
- Enjoy our Real Deals newsletter

Already a member? [Sign in](#)

**Exclusive TV Offer**

- [Special TV Flight + Hotel Offer](#)

## Ongoing Basic Issues

- Helping customers find what they are looking for (search, navigation, merchandising)
- Helping customers make a decision or achieve a goal (find info, perform a task, make a purchase)

## Agenda

- 300 year beta test is over - customer experience works
- Getting the basics right
- **Our Methodology**
- Using Digital Resources to help Public Libraries
- Q&A
- Appendix
  - Screen samples



## Our Mission

Measurably enhance business performance by improving the customer experience.

## Our Approach

Identify the strategic customer experience changes that will yield the most improvement:

- Understand the business – metrics, strategies, users, etc.
- ***Listen and watch*** users ‘in action’
- Identify current and ***latent*** needs
- Analyze and prioritize recommendations based on impact and ease of implementation

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## Background

- The Concern: People have fled the public libraries
  - Libraries play a key role in literacy
  - Funding cuts
  - Powerful functionality online, but is it easy to use?
- Goal: Bring People Back to the Public Libraries
  - Create Awareness
  - Despite online books, *reading* is still done in print
  - Show users it can be easy to 'do business'
  - Influence how sites are designed

## Approach

- Interviewed various users, past and present
- Identified Key/Latent Needs
  - Find/Renew a Book Online
  - Get a Library Card
  - Hours of Operation
- Getting the basics right – provide an easy to use front door

# Brooklyn Public Library Site

**Brooklyn Public Library**

Borrowing Materials | Gift Shop | Site Map | Search BPL Site | Library Policies | Write Us

How Do I

My Account: Renew & Hold Books

**Research & Reference**

- > Library Catalog
- > Electronic Resources
- > Brooklyn Collection
- > Ask a Librarian
- > Suggested Reading
- > Internet Links

**Explore a Topic**

**Kids & Teens**

**Seniors**

**Neighborhood Libraries**

**Programs, Events & Classes**

**Special Services**

**Supporting the Library**

**About the Library**

**Digital Collections**

Recursos en español

Русскоязычные ресурсы


????

משאבים בעברית

**@ the Library:**

**Our Brooklyn**  
ESTABLISHED 1683

**Our Brooklyn**  
Our Brooklyn features short histories, facts and resource lists documenting Brooklyn's vibrant and diverse neighborhoods.  
[Details >](#)

**Homework Help**  
Visit the new homework help website for New York City students in grades K-12.  
  
[Details >](#)


**TEEN EDGE**  
**Teen Edge**  
Chill out, hang out, or read out loud at our new teen programs at the Brownsville, DeKalb and Flatbush libraries.


**Branch Hours:**  
Central Library


**Branch Information >**

Sun	1:00PM-6:00PM
Mon	9:00AM-6:00PM
Tue	9:00AM-9:00PM
Wed	9:00AM-9:00PM
Thu	9:00AM-9:00PM
Fri	9:00AM-6:00PM
Sat	10:00AM-6:00PM

- Neighborhood Map
- Renovations & Openings
- Holiday Closings

**Live Homework Help!**  
  
[Details >](#)

**We Recommend**  
View the Brooklyn Presents booklist.  


**Digital Book Catalog**  


## Findings

- Middle class customers not using the library
- Users were shocked, surprised and delighted to learn they could borrow books online
- Even when they heard this, they found it hard to find
- Language can be confusing (i.e. catalog)

## Key Conclusions and results (in beta)

- Listen to your users and find what's most important
- Get the basics right – provide an easy to use front door



# Borrow A Book

[Home](#)  
[Add/Edit](#)  
[About](#)

## borrow a book (online)

beta site

Most U.S. public libraries now allow cardholders to go online to:

- Search online for a book at your local library
- Reserve a library book online
- Transfer a library book to the nearest local branch for convenient pickup
- Add, renew online (to save late fees)

When you borrow a book online you save money (yours), save trees (all of ours) and **show support** for your local library.

<a href="#">Alabama</a>	<a href="#">Kentucky</a>	<a href="#">North Dakota</a>
<a href="#">Alaska</a>	<a href="#">Louisiana</a>	<a href="#">Ohio</a>
<a href="#">Arizona</a>	<a href="#">Maine</a>	<a href="#">Oklahoma</a>
<a href="#">Arkansas</a>	<a href="#">Maryland</a>	<a href="#">Oregon</a>
<a href="#">California</a>	<a href="#">Massachusetts</a>	<a href="#">Pennsylvania</a>
<a href="#">Colorado</a>	<a href="#">Michigan</a>	<a href="#">Rhode Island</a>
<a href="#">Connecticut</a>	<a href="#">Minnesota</a>	<a href="#">South Carolina</a>
<a href="#">Delaware</a>	<a href="#">Mississippi</a>	<a href="#">South Dakota</a>
<a href="#">District of Columbia</a>	<a href="#">Missouri</a>	<a href="#">Tennessee</a>
<a href="#">Florida</a>	<a href="#">Montana</a>	<a href="#">Texas</a>
<a href="#">Georgia</a>	<a href="#">Nebraska</a>	<a href="#">Utah</a>
<a href="#">Hawaii</a>	<a href="#">Nevada</a>	<a href="#">Vermont</a>
<a href="#">Idaho</a>	<a href="#">New Hampshire</a>	<a href="#">Virginia</a>
<a href="#">Illinois</a>	<a href="#">New Jersey</a>	<a href="#">Washington</a>
<a href="#">Indiana</a>	<a href="#">New Mexico</a>	<a href="#">West Virginia</a>

## Next Steps

- Evaluate results:
  - Review traffic numbers for the site and key links
- Review options for partnerships to increase awareness (i.e. Google or Yahoo keyword donation)

## Agenda

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## Questions?

## Agenda

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- **Appendix**
  - Screen samples

# Brooklyn Public Library Site

The screenshot shows the Brooklyn Public Library website with a navigation menu on the left and a main content area. The navigation menu includes sections like Research & Reference, Kids & Teens, Seniors, Neighborhood Libraries, Programs, Events & Classes, Special Services, Supporting the Library, About the Library, and Digital Collections. The main content area features a search bar, a 'How Do I' dropdown menu, and several featured sections: '@ the Library' with 'Our Brooklyn' content, 'Homework Help' with a 'HOMWORK NYC' logo, and 'Teen Edge' with a 'TEEN EDGE' logo. A right sidebar contains 'My Account: Renew & Hold Books', 'Branch Hours' for Central Library, 'Branch Information', 'Live Homework Help', 'We Recommend' with a book cover for 'The Coldest Winter', and 'Digital Book Catalog'.

# Borrow A Book

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[Add/Edit](#)  
[About](#)

## borrow a book (online)

beta site

Most U.S. public libraries now allow cardholders to go online to:

- Search online for a book at your local library
- Reserve a library book online
- Transfer a library book to the nearest local branch for convenient pickup
- Add, renew online (to save late fees)

When you borrow a book online you save money (yours), save trees (all of ours) and **show support** for your local library.

<a href="#">Alabama</a>	<a href="#">Kentucky</a>	<a href="#">North Dakota</a>
<a href="#">Alaska</a>	<a href="#">Louisiana</a>	<a href="#">Ohio</a>
<a href="#">Arizona</a>	<a href="#">Maine</a>	<a href="#">Oklahoma</a>
<a href="#">Arkansas</a>	<a href="#">Maryland</a>	<a href="#">Oregon</a>
<a href="#">California</a>	<a href="#">Massachusetts</a>	<a href="#">Pennsylvania</a>
<a href="#">Colorado</a>	<a href="#">Michigan</a>	<a href="#">Rhode Island</a>
<a href="#">Connecticut</a>	<a href="#">Minnesota</a>	<a href="#">South Carolina</a>
<a href="#">Delaware</a>	<a href="#">Mississippi</a>	<a href="#">South Dakota</a>
<a href="#">District of Columbia</a>	<a href="#">Missouri</a>	<a href="#">Tennessee</a>
<a href="#">Florida</a>	<a href="#">Montana</a>	<a href="#">Texas</a>
<a href="#">Georgia</a>	<a href="#">Nebraska</a>	<a href="#">Utah</a>
<a href="#">Hawaii</a>	<a href="#">Nevada</a>	<a href="#">Vermont</a>
<a href="#">Idaho</a>	<a href="#">New Hampshire</a>	<a href="#">Virginia</a>
<a href="#">Illinois</a>	<a href="#">New Jersey</a>	<a href="#">Washington</a>
<a href="#">Indiana</a>	<a href="#">New Mexico</a>	<a href="#">West Virginia</a>

# Borrow A Book

[Home](#)  
[Add/Edit](#)  
[About](#)

borrow a book (online) beta site

## New York Public Libraries

This is a list of all New York public libraries. If you do not see your New York public library listed then please [add the library](#)

- \* [Albert Wisner Public Library](#)
- \* [Baldwinsville Public Libarary](#)
- \* [Bancroft Public Library](#)
- \* [Bethlehem Public Library](#)
- \* [Brooklyn Public Library](#)
- \* [Brunswick Community Library](#)
- \* [Buffalo and Erie County Public Library](#)
- \* [Canastota Public Library](#)
- \* [Canton Free Library](#)
- \* [Catskill Public Library](#)
- \* [Cazenovia Public Library](#)
- \* [Chautaugua-Cattaraugus Library System](#)
- \* [Connetquot Public Library](#)
- \* [Copiague Memorial Public Library](#)
- \* [David A. Howe Public Library](#)
- \* [Deposit Free Library](#)
- \* [DeWitt Community Library](#)
- \* [Dexter Free Library](#)
- \* [Earville Free Library](#)
- \* [East Greenbush Community Library](#)



# Borrow A Book

[Home](#)  
[Add/Edit](#)  
[About](#)

borrow a book (online)

## Brooklyn Public Library

Grand Army Plaza ([map](#))  
 Brooklyn, NY 11238

718-230-2100  
 Open every day ([hours](#))

[Email this library](#)
[Suggest](#) a correction or add comments

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**Online Cardholder Services**  
[\(apply for a library card to Brooklyn Public Library?\)](#)

[Search online for a book](#) at Brooklyn Public Library? Yes

If you can search, then cardholders can typically reserve a library book online, receive email notification when it's ready for pick up, and renew books online (to save late fees).

Access **research databases** for free online at Brooklyn Public Library? Not Known  
([add](#) if known)

**Other Library Services**  
[Ask a librarian](#) a question online at Brooklyn Public Library Yes

- . . . - . . . - . . . - . . .

beta site

## Borrow A Book (cont)

[Donate money or time](#) to support the Brooklyn Public Library

Yes

[Suggest](#) a correction or add comments

Comments about Brooklyn Public Library:

borrow a book (online) is a community service of [Phil Terry](#) and Show Support, LLC

# Borrow A Book

The screenshot displays the Brooklyn Public Library (BPL) Catalog website. At the top, there is a navigation bar with links for BPL Home, Research & Reference, E-Resources, Ask a Librarian, and Borrowing Materials. Below this is a banner for the BPL Catalog featuring an image of library equipment. A secondary navigation bar includes links for Catalog Home, Renew Materials, Place a Hold, Help, KidsCatalog, BizCatalog, and My Account.

The main content area is divided into two sections:

- SEARCH:** This section includes a search language dropdown menu set to "Choose". Below it are search criteria radio buttons: Keyword (selected), Author, Title, Subject, ISBN/ISSN, and Magazines/Journals/Newspapers. A search input field is provided, along with a "Select location" dropdown menu set to "View Entire Collection" and a "GO!" button.
- SEARCH HELP:** This section provides instructions for various search methods:
  - ADVANCED:** search using language, material type, year, etc...
  - AUTHOR:** search for a specific author, editor, organization...
  - TITLE:** search for a word or words in a title...
  - KEYWORD:** search for a word or words...
  - OTHER CATALOGS:** (partially visible)
  - SUBJECT:** search using standardized subjects...
  - ISBN/ISSN:** Standard Number Search...
  - TITLE/AUTHOR:** search for an author and a title ...
  - CALL NUMBER:** search using a call number...
  - Magazines/Journals/Newspapers:** (partially visible)

# Borrow A Book

<b>Neighborhood Libraries</b>	<b>HOW TO GET A LIBRARY CARD</b>	
<b>Programs, Events &amp; Classes</b>	Apply in person at any of BPL's 60 libraries. Bring one piece of identification with your name on it.	<ul style="list-style-type: none"> <li>&gt; Who Can Get a Library Card?</li> <li>&gt; What Can You Do with a Library Card?</li> <li>&gt; Renewals and Reserves</li> <li>&gt; Returns and Fines</li> <li>&gt; TTY Loan Program</li> <li>&gt; Books by Mail</li> <li>&gt; Inter-Library Loan</li> </ul>
<b>Special Services</b>	You will get your card immediately and you can borrow books from any public library in Brooklyn or from The New York Public Library (NYPL) and from The Queens Borough Public Library (QBPL) —though NYPL and QBPL will ask you for additional identification.	
<b>Supporting the Library</b>		
<b>About the Library</b>		
<b>Digital Collections</b>		
Recursos en español	<ul style="list-style-type: none"> <li>• Any delivered piece of mail addressed to you</li> <li>• Armed Forces ID</li> <li>• Bank statement</li> <li>• Check or check book</li> <li>• Credit card statement</li> <li>• Employee photo ID</li> <li>• Immigration registration</li> <li>• Medicare card</li> <li>• NY City welfare ID</li> <li>• NY State driver's license</li> <li>• NY State motor vehicle registration</li> <li>• NY State non-driver's license</li> <li>• Professional, vocational, or union ID</li> <li>• Passport</li> <li>• Rent bill</li> <li>• Rental or lease agreement</li> <li>• Social Security card</li> <li>• Student ID</li> <li>• Tax bill or receipt</li> <li>• Utility bill (electric, gas, telephone)</li> </ul>	
Русскоязычные ресурсы		
????		
משאבים בעברית		
Ressources en français		
Press Room		
Enlarge Text [+ ] [-]		
	<p><b>WHO CAN GET A LIBRARY CARD?</b></p> <ul style="list-style-type: none"> <li>• Adult cards are available for everyone 17 years and older.</li> <li>• Young adults, 13 to 16 years, get a Young Adult library</li> </ul>	



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The main content area is divided into two sections: SEARCH and SEARCH HELP.

**SEARCH**

Search Language: Choose [v]

Search by:  Keyword  Author  Title  Subject  ISBN/ISSN  Magazines/Journals/Newspapers

Search for:

Select location: View Entire Collection [v]

**SEARCH HELP**

<p><b>ADVANCED</b> <i>search using language, material type, year, etc...</i></p> <p><b>AUTHOR</b> <i>search for a specific author, editor, organization...</i></p> <p><b>TITLE</b> <i>search for a word or words in a title...</i></p> <p><b>KEYWORD</b> <i>search for a word or words...</i></p> <p><b>OTHER CATALOGS</b></p>	<p><b>SUBJECT</b> <i>search using standardized subjects...</i></p> <p><b>ISBN/ISSN</b> <i>Standard Number Search...</i></p> <p><b>TITLE/AUTHOR</b> <i>search for an author and a title ...</i></p> <p><b>CALL NUMBER</b> <i>search using a call number...</i></p> <p><b>Magazines/Journals/Newspapers</b></p>
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