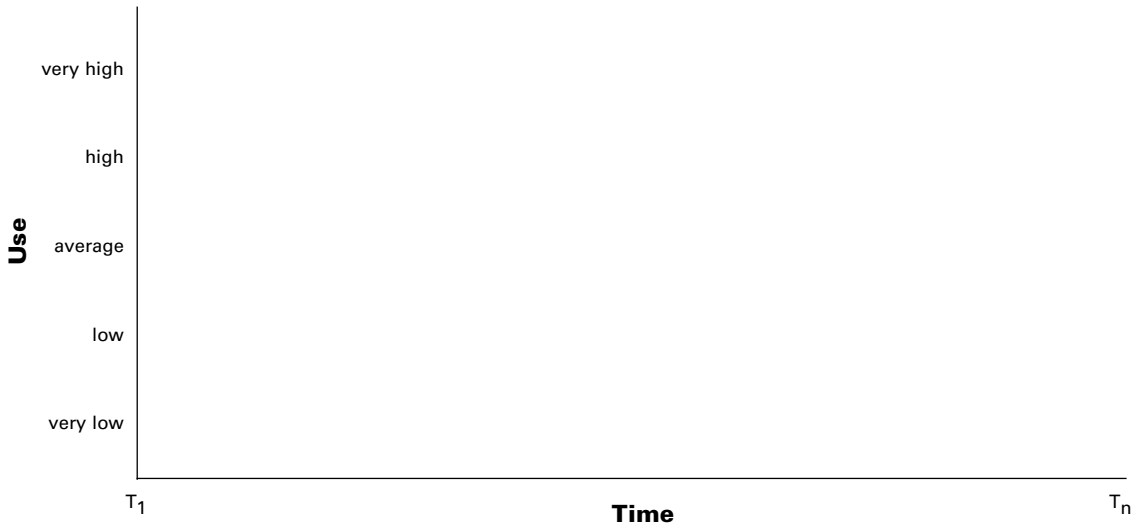


WORKSHEET 5

Service Life Cycle

Service



Sketch a rough draft of the volume of use curve of the type of service you want to introduce or promote based on information you have gathered about how the service has performed in the marketplace.

1. Gather information from library literature, library vendors, and your own records (if you have already introduced this service in your library) about the approximate volume of use for varying periods over the service's life so far. Remember: Think overall market. You don't need exact figures, only whether the use is very low, low, average, high, or very high.
2. Label the approximate time (T_1) when the service was first introduced.
3. Sketch the line showing volume of use starting at zero when it was introduced (T_1) and moving along the Time axis to $T_2, T_3, T_4 \dots$ to the present (T_n).

If this is a relatively new service, the line from T_1 to T_n may represent only a few years, and it may show volume of use going from zero to very low usage. For example, some public libraries have just begun to introduce e-book service, which allows customers to download books to computers or personal digital assis-

tants (PDAs). The e-books can be read for a period of three weeks or more before they expire and then can no longer be viewed on the computer or PDA. Library literature has discussed the technologies and copyright issues of e-books since the late 1990s. Recently, publishers and book jobbers have developed licensing agreements for libraries to offer the service. There should be ample sources of information on which you can base volume-of-use assumptions.

If this is a service that has been in the marketplace for some time, the line from T_1 to T_n may represent a few decades, and it may show volume of use going from zero until it plateaus and begins to decline in usage. For example, academic libraries have offered traditional reference service to students at the desk in the library for years. With the advent of Internet search engines, the volume of use of traditional reference service has declined. This phenomenon has been discussed in library literature, which should provide ample sources of information on which you can base volume-of-use assumptions.

4. Compare your sketch to figure 4-2 to determine the stage of the life cycle your service is in.