The Psychology of Consumer Environments
Lunch Line Redesign

School cafeteria menus are often criticized for offering the kind of snack foods and desserts that contribute to childhood obesity. But banning junk food from schools, as some schools have tried, or selling only salads or tofu, can backfire. Students then skip lunch, bring in their own snacks or head out for fast food. We've even seen some pizzads delivered to a side door.

Children and teenagers resist heavy-handed nutritional policies—and the food that is associated with the heavy hand. No food is nutritious, after all, until it is actually eaten.

A smarter lunchroom wouldn't be draconian. Rather, it would nudge students toward making better choices on their own by changing the way their options are presented. One school we have observed in upstate New York, for instance, tripled the number of salads students bought simply by moving the salad bar away from the wall and placing it in front of the cash registers. Experiments that we and other researchers have done in cafeterias at high schools, middle schools and summer camp programs, as well as in laboratories, have revealed many ways to use behavioral psychology to coax children to eat better. Here are a dozen such strategies that work without requiring drastic or expensive changes in school menus.

- Putting apples and oranges in a fruit bowl, rather than a stainless steel pan, more than doubled fruit sales.
- Pulling the salad bar away from the wall and putting it in front of the checkout register nearly tripled sales of salads.
- A "cash for cookies" policy—that is, forbidding the use of lunch tickets for desserts—led students to buy 71 percent more fruit and 55 percent fewer desserts.
- When cafeteria workers asked each child, "Do you want a salad?" salad sales increased by a third.
- Creating a speedy "healthy express" checkout line for students who were not buying desserts and chips doubled the sales of healthy sandwiches.
- Decreasing the size of bowls from 18 ounces to 14 ounces reduced the size of the average cereal serving at breakfast by 24 percent.
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- Students given a choice between carrots and celery were much more likely to eat their vegetables than students forced to take only carrots.
- Keeping ice cream in a freezer with a closed opaque top significantly reduced ice cream sales.
- Giving healthy food choices more descriptive names—for example, "creamy corn" rather than "corn"—increased their sales by 27 percent.
- Requiring or encouraging the use of cafeteria trays increased vegetable consumption: students without trays eat 21 percent less salad but no less ice cream.
### Principles of Design
- Unity
- Harmony
- Repetition
- Balance
- Rhythm
- Contrast
- Emphasis
- Surprise

### Design Elements
- Color
- Texture
- Proportion
- Direction
- Size
- Shape
- Line
- Sequence
- Tension

_Silent Selling, Bell & Ternus_
What Do Users Need Today?
What Might Users Need Tomorrow?
CURATING THE:

- User Experience
- Learning Experience
- Research Experience
- XYZ Experience

Interactions    Behaviors    Outcomes    Expectations
5 RETAIL CONCEPTS APPLIED TO LIBRARIES

4 FUTURE CONCEPTS
RETAIL CONCEPTS APPLIED TO LIBRARIES

1. VISUAL CUES
RETAIL CONCEPTS APPLIED TO LIBRARIES

2. STORE-IN-A-STORE
Classrooms and studios

Virginia Tech Libraries, SCALE-UP
Eastern Kentucky University, Noel Studio for Academic Creativity
RETAIL CONCEPTS APPLIED TO LIBRARIES

3. VISUAL MERCHANDISING
RETAIL CONCEPTS APPLIED TO LIBRARIES

4. POINT-OF-NEED SERVICES
RETAIL CONCEPTS APPLIED TO LIBRARIES

5. POP UP SPACES & SERVICES
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CONCEPTS FOR THE FUTURE

1. PERSONALIZATION
Adidas NEO shoppable store windows feature life-size products on interactive mannequins, creating an irresistible digital draw for shoppers, passersby and the curious.
CONCEPT: CHAMELEON

"adaptable for a purpose"
University of Colorado
2. STOREFRONTS FOR ONLINE SERVICES
“These are the retail stores of the future: hyper-efficient, digitally enhanced showrooms that serve as physical storefronts for online retail operations.”

http://mashable.com/2013/06/09/retail-store-future/
CONCEPTS FOR THE FUTURE

3. RESPONSIVE DESIGN
CONCEPTS FOR THE FUTURE

4. WEARABLE COMPUTING
The impact of new retail technologies and services on library users

Laura VanTine
Global Business Advisor – Retail; IBM Global Services

Brian Mathews
Associate Dean – Virginia Tech Libraries