

Strategic Mobile Library Development: the Place of Library Apps and the Options for Creating Them

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University College Dublin
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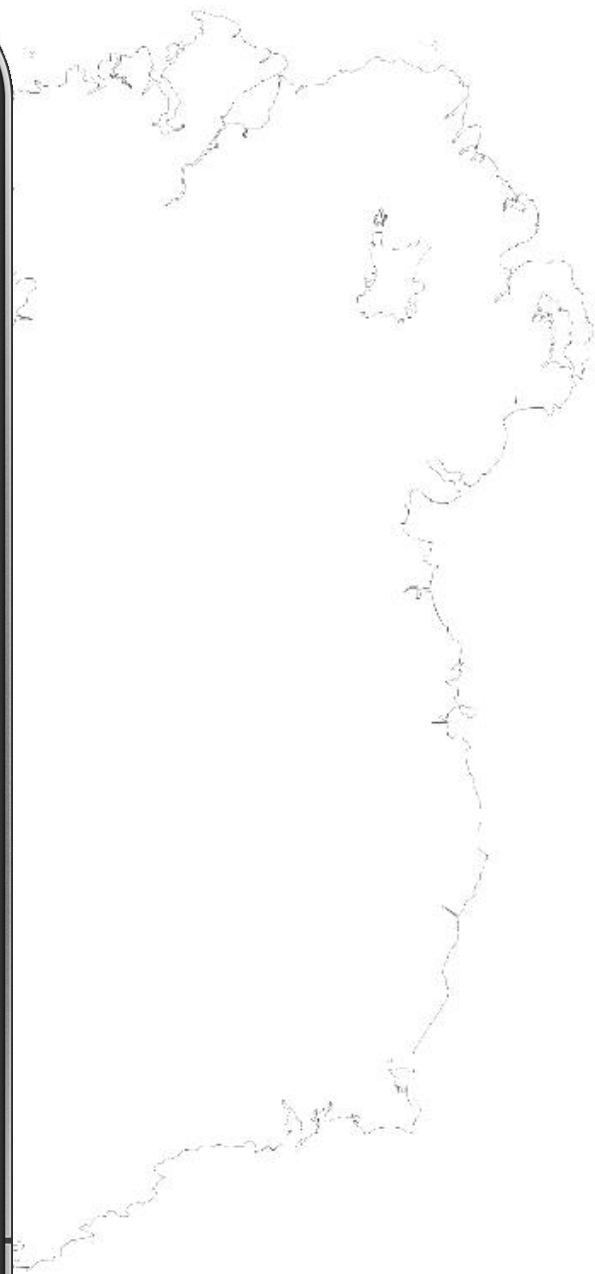
Leabharlann UCD
An Coláiste Ollscoil, Baile Átha Cliath
Belfield, Baile Átha Cliath
Eire

ANLTC/Swets Research Fund Award 2012



Academic and National Library Training Co-operative
www.anltc.ie





Devices

- Smartphones & tablets
- Mainly iOS & Android
- Mainly focused on native app & web app development



Native v Web-based?

- Pros & cons for both
- Leaning toward web development
- Responsive web design – the way to go?
- RWD offers a consistent cross-channel experience





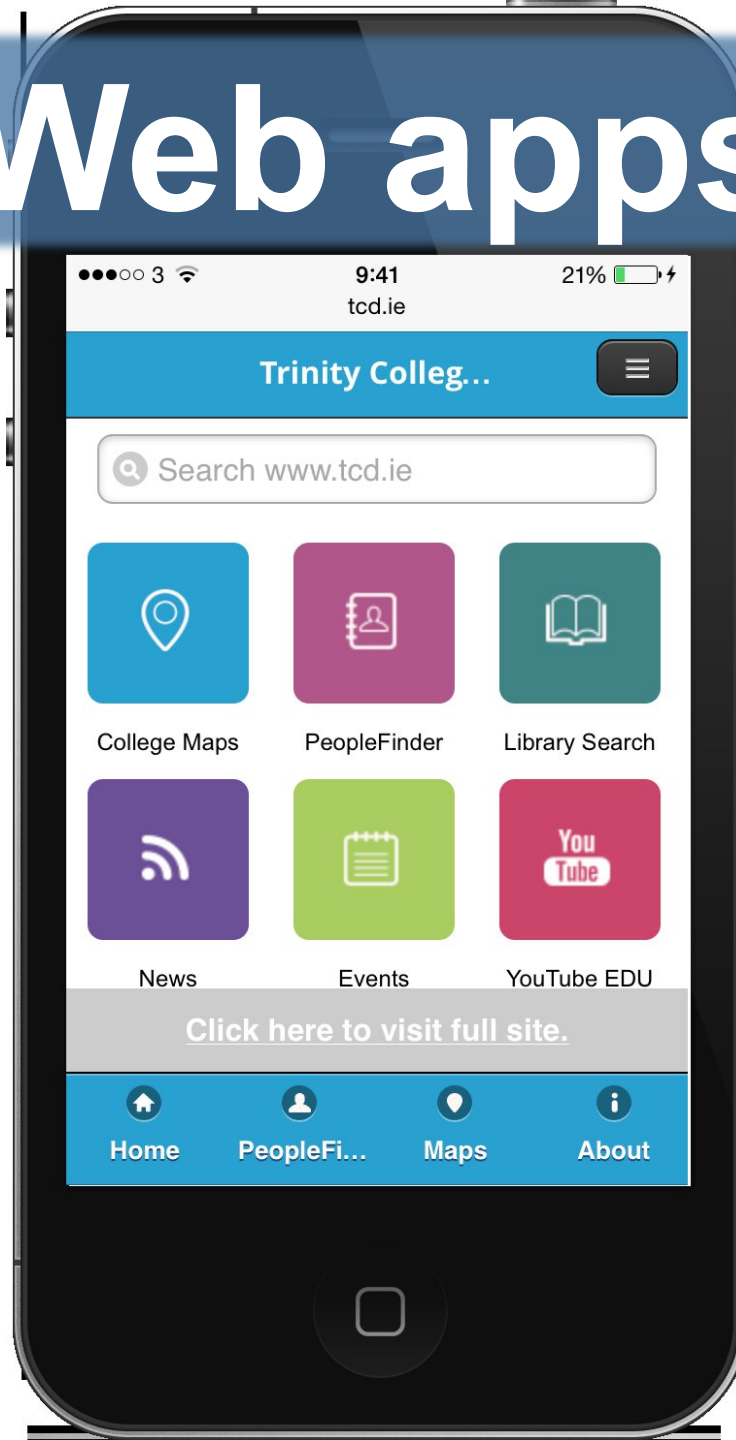
So...

Which Way to Go?

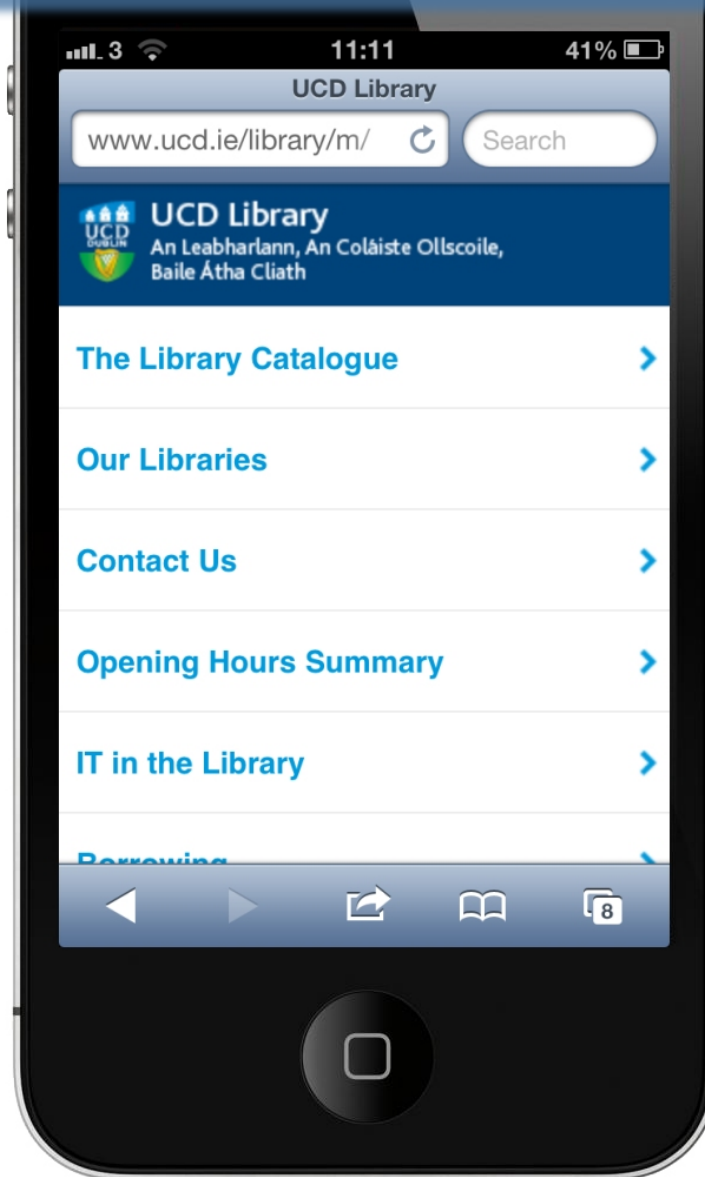


Native Apps

Web apps



Mobile Websites



Responsive Web



Responsive Web Design

- Rise of the tablet device
- ECAR Survey 2013
- The “Digital Omnivore”
- Libraries should offer consistency across devices



What content?

- Find out what the user wants!
- Tailor the solution to the library environment
- Study indirect user feedback
- Plan>Develop>Launch>Evaluate & Adapt (or trash...)



Survey of Irish Institutions



Mobile library anyone?



Summary (2012)

- 24 responses
- Only **one** institution with a mobile-enabled website
- Only **three** with an institutional app
- Only **three** with a library mobile website



SLOW



Go Mall



Some Reasons...

- Lack of strategic vision
- Lack of technical expertise or specialist staff
- Lack of finance (the Irish situation)
- A confused area – not sure which way to go



Progress 2014



Moving right along....?

- Now **six** institutions with mobile website
- **Four** with an institutional app
- **Five** with a library mobile website

Still slow...but improving



Case studies

Locator App

9:45 25%

FindIt@NUIML...



NUI MAYNOOTH
Oileán na hÉireann Mhá Nuad

Find an item

Find a place



9:47 26%

Back

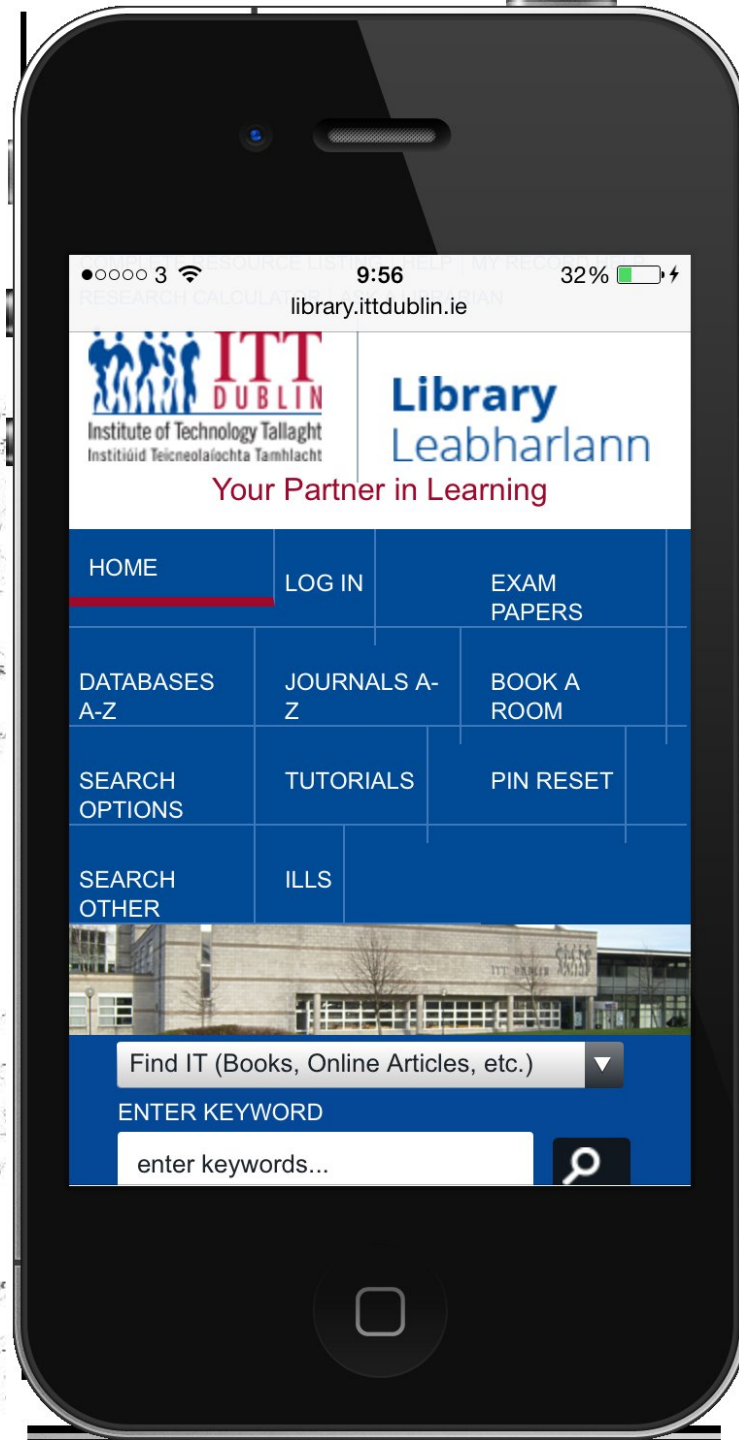
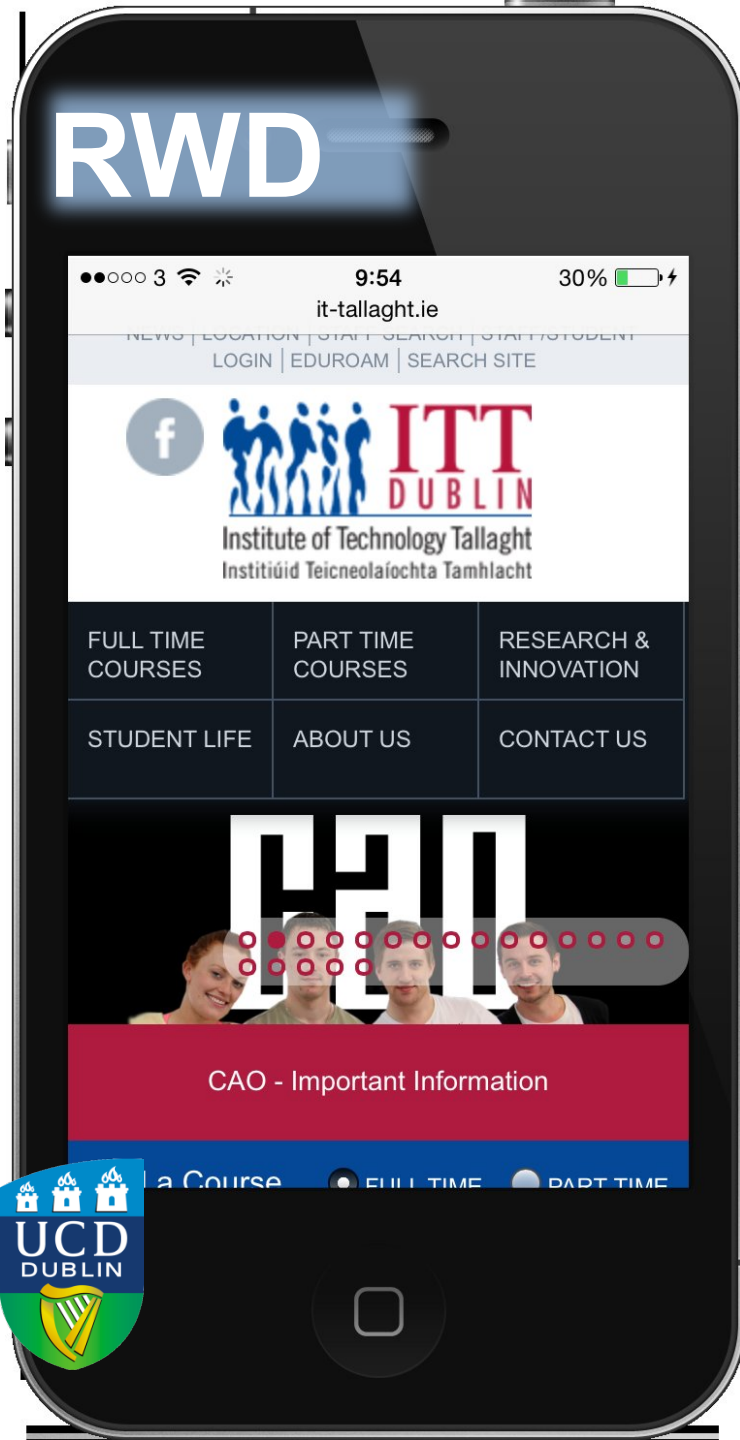
Arts Periodicals



Walk through the entry gates to the left
of the admission desk.

Next

RWD



Mobile website & cloud-based app creator



LEABHARLANN
LIBRARY

Informal Student Survey



Student survey

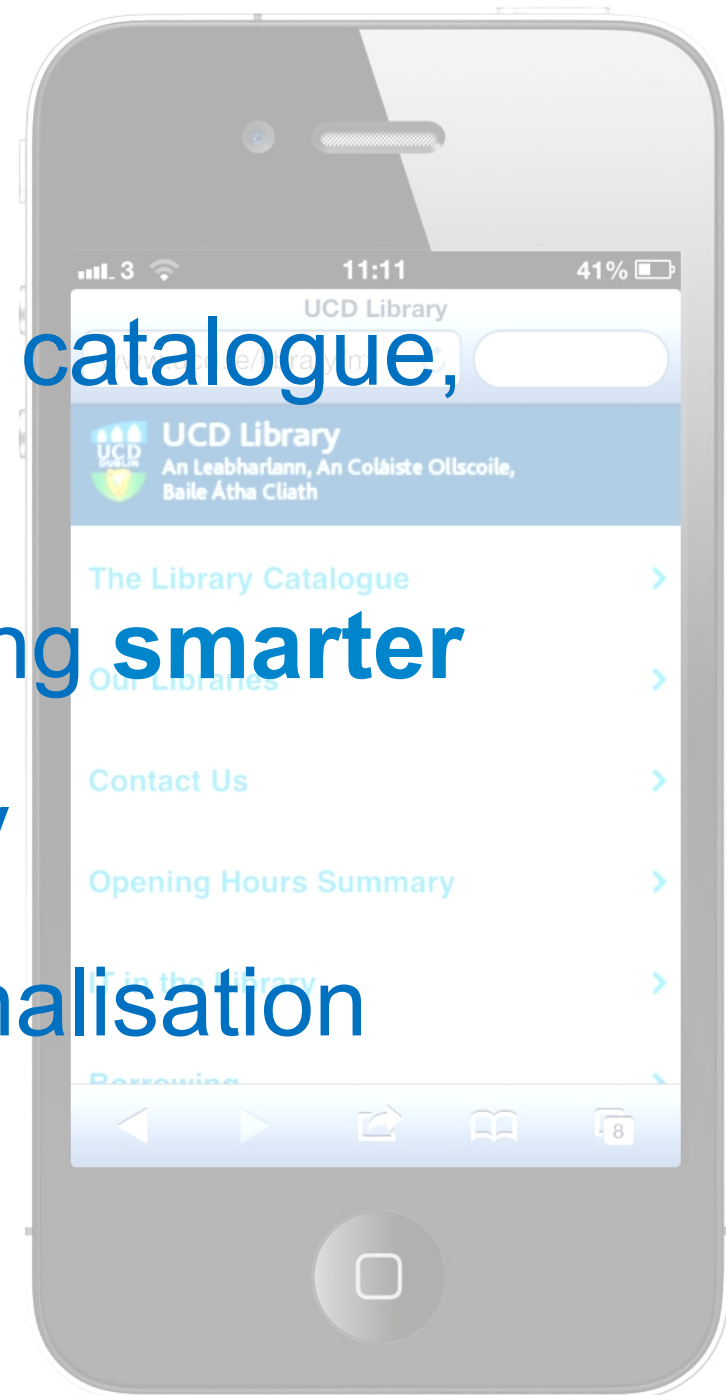
834 surveys returned

88% by undergraduates



Student wishlist:

- No 1 priority: mobile catalogue, opening hours
- Looking for something **smarter**
- Self checkout facility
- Shelf locator, personalisation features



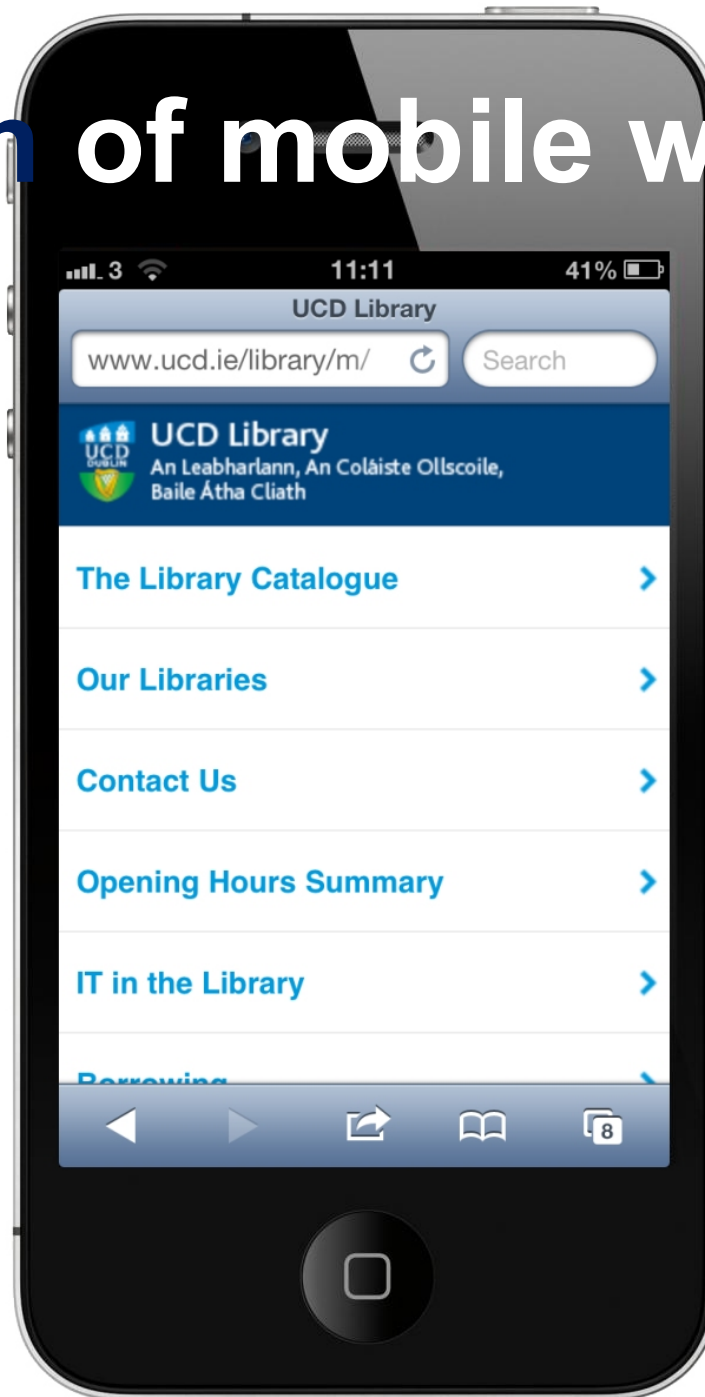
Demo apps

Decided on two different approaches:

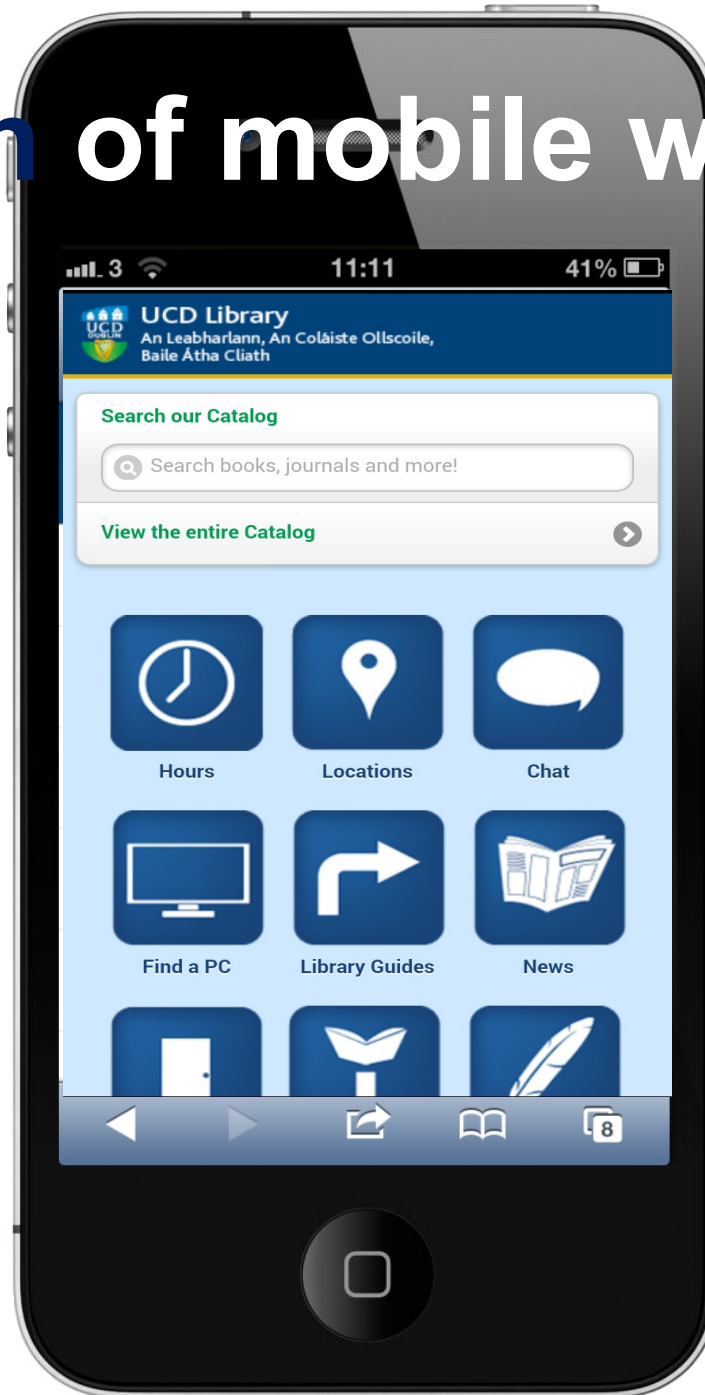
- Revamp of our own mobile website
- Native app for a “niche” area



Redesign of mobile website



Redesign of mobile website

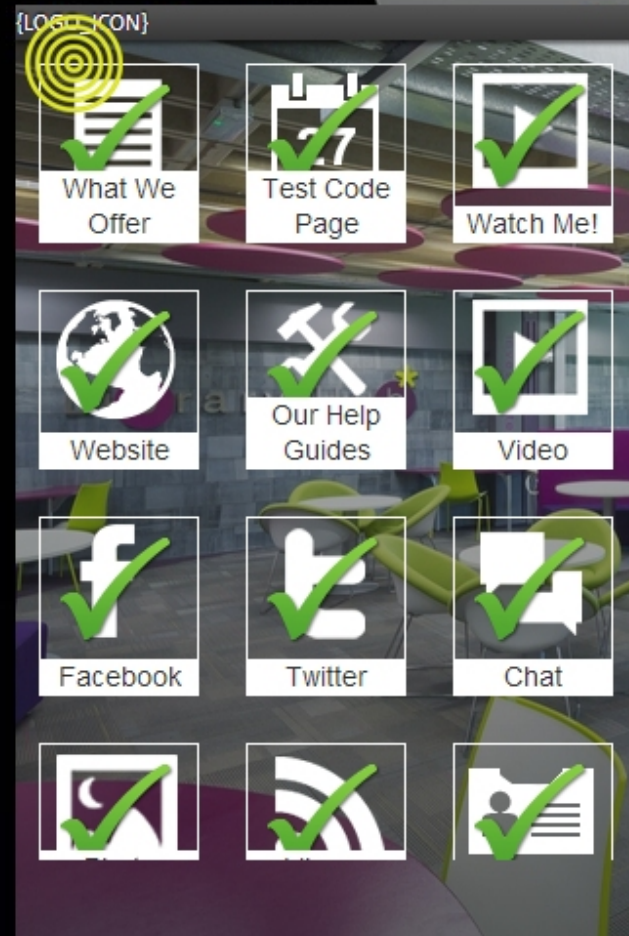
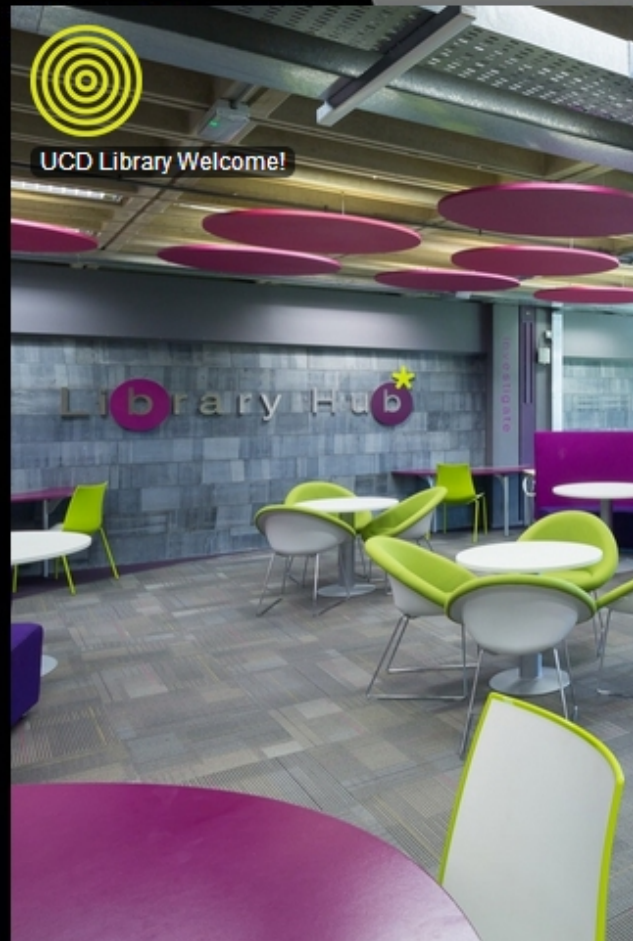


Mobile website

- Development by Computer Science postgraduates
- Created using HTML5, Javascript, JQuery (mobile), CSS
- Issues



Native app



Native app



UCD Library Welcome!

For you...

- Five libraries with friendly staff on hand to assist you
- 3,150 reading places for quiet study or relaxed reading
- Group study rooms and new social learning space
- Printed books, journal articles, eBooks, music and film
- Self-issue/return terminals to avoid queues and online room booking and fines payment
- Wireless and wired network access: work on your laptop/tablet, on PCs we provide, or avail of our laptop loan service. Find a computer in our libraries [here](#).



Native app

- Wanted to explore a niche area
- Appy Pie -a cloud-based solution
- Lots of limitations
- Offers a quick “out of the box” solution
- Reviewed & published to App Store, etc for you





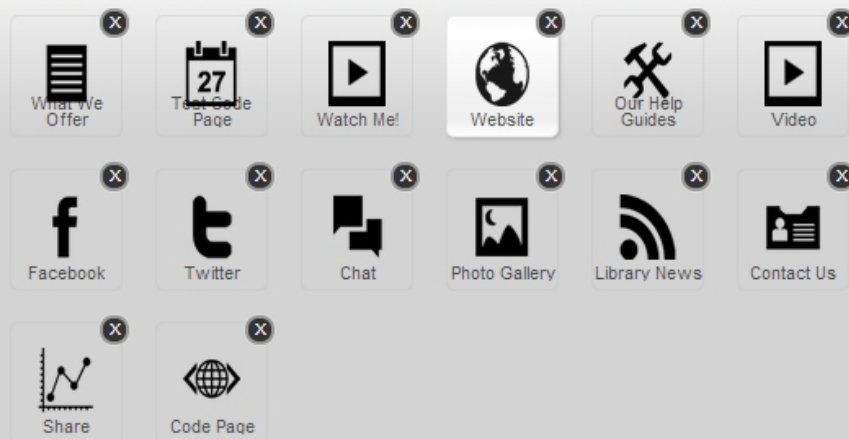
Select App Type App Setting App Pages Publish

Reset Your App

App Page

Add Pages to your App & click "Next" or Watch user [Video](#) for Help.

Dashboard with default App Pages. Improve App by adding more Pages.



Choose from following pages to add to your Mobile App:

	General Content	Multimedia	Contact & Info
	E-reader		Audio
	Loyalty Card		Video
	M-Commerce		Pocket Tools
	Facebook		Login
			Quote
			Website

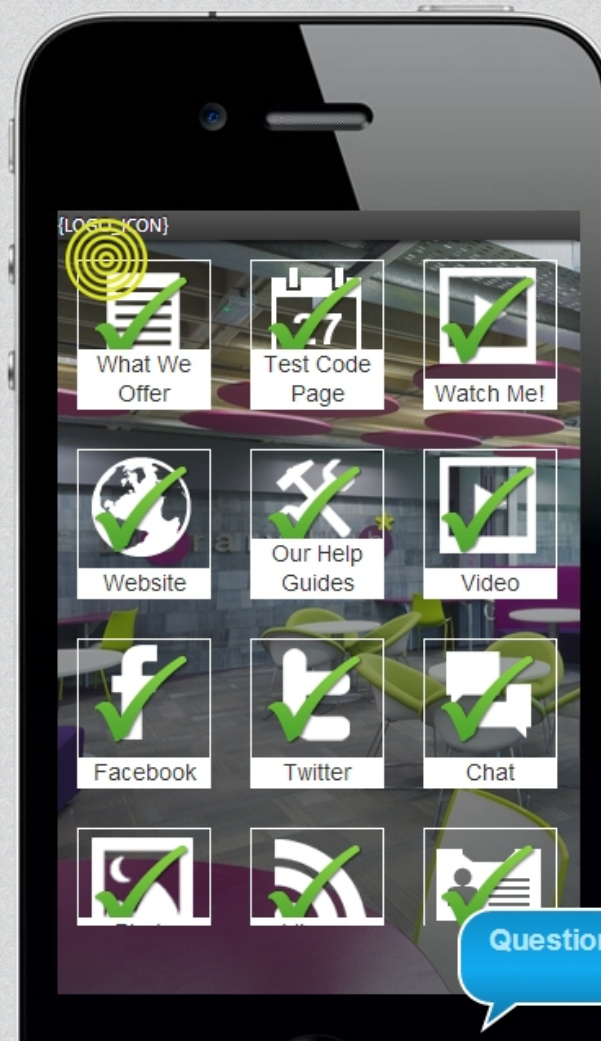


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非常感谢
Thank you



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