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

Josh Clark (& Rosalind Pan)
Opinion: ‘There’s a quiet revolution in Irish education’ says David Puttnam

We’re watching a massively disruptive evolution impacting every sphere of education, possibly for the first time in 100 years, writes David Puttnam
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
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

FindIt@NUIML...

Find an item

Find a place

NUI MAYNOOOTH

Walk through the entry gates to the left of the admission desk.
Mobile website & cloud-based app creator
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

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. 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
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
  - E-reader
  - Loyalty Card
  - M-Commerce

- Multimedia
  - Audio
  - Video
  - Pocket Tools

- Contact & Info
  - Login
  - Quote
  - Website

Question?
Photo Credits

- Go Mall, by Bart Maguire  https://flic.kr/p/w1iB2


- El diseño web adaptativo o responsive design, by infocux Technologies  https://flic.kr/p/dydMTQ
Thank you

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