How to focus your limited resources…

What do mobile library users want?

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Overview

- Research from Leeds University library, UK

- Survey stats – comparison 2012 and 2013

- Follow up focus groups – what the users told us

- The future – what action can be taken to improve mobile services for users?

How to focus your limited resources....

Number crunching: What the survey data says....

What do the users want?

What kind of mobile service (not currently offered) do users at Leeds want most?

- Receive SMS/text when a reserved item becomes available for pick up
- Ask a librarian for help via chat/instant messenger
- Use QR codes on information posters pointing to relevant web pages/ information
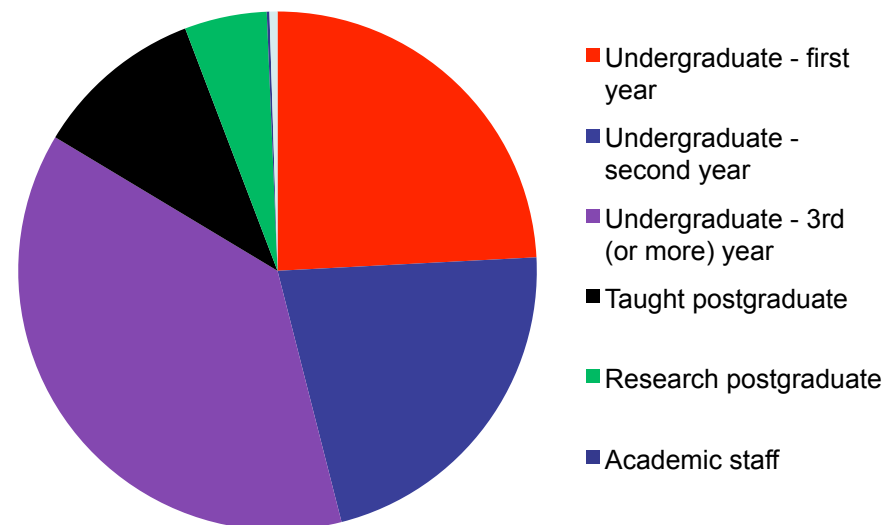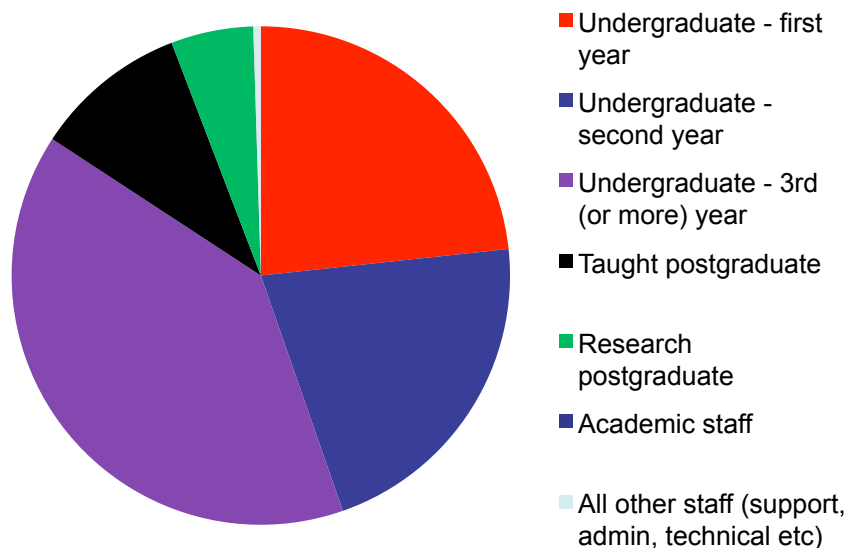
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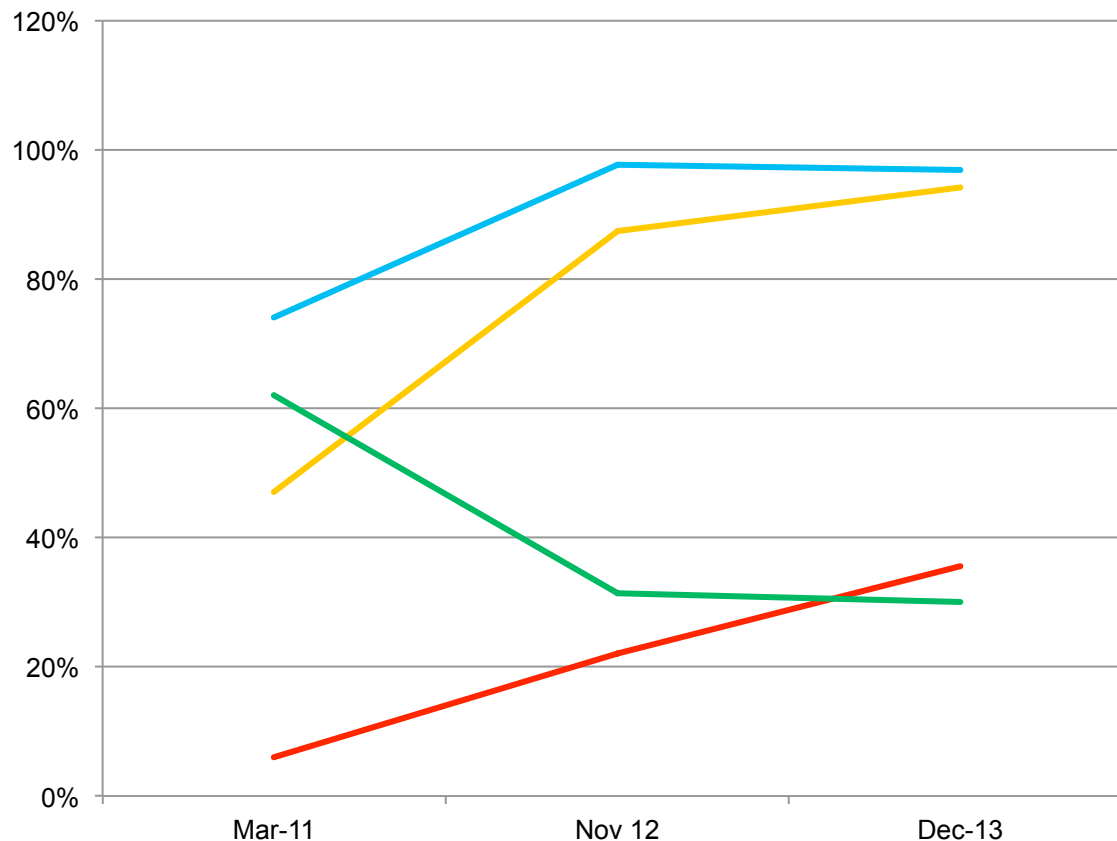
Surveying the Users – Demographics

- March 11. 3168 responses at California Community College (previous study)

- Nov 12. 1364 responses at University of Leeds

- Dec 13. 604 responses at University of Leeds

Legend (left chart):
- Undergraduate - first year
- Undergraduate - second year
- Undergraduate - 3rd (or more) year
- Taught postgraduate
- Research postgraduate
- Academic staff
- All other staff (support, admin, technical etc)

Legend (right chart):
- Undergraduate - first year
- Undergraduate - second year
- Undergraduate - 3rd (or more) year
- Taught postgraduate
- Research postgraduate
- Academic staff

Mobile use is increasing for:

1. Using a Search Engine
2. Sending email
3. Conducting personal business
4. Watching videos
5. Doing research for coursework
6. Reading ebooks

Likelihood of using library services

Most likely to use:

1. Renew books

2. Check for books in the library catalogue

3. Find library opening hours/locations/phone numbers

Least likely to use:

1. Use research guides and tutorials

2. Read online articles or ebooks

Desirable library services (likelihood of use)

1. Receive SMS about overdue books
2. Receive SMS when hold is placed on a book
3. Add renewal dates to a mobile calendar
4. Scan ISBN of a book anywhere and see if it is held by the library

Undesirable library services (likelihood of use)

1. Ask librarian for help via SMS
2. Ask librarian for help via chat/IM
3. Use QR codes on posters pointing to services/information
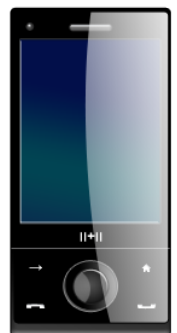
From survey to focus groups - taking the survey findings to inform the next step...

- Survey highlighted areas to investigate in focus groups:
  - Institutional App evaluation
  - Text message communications – how does the user want to communicate with the library?
  - QR codes
  - Potential library services e.g. live lab initiatives
- Two focus groups run comprising of a mixture of year 1-3 undergraduates in February 2013

How to focus your limited resources….

Asking the user: what the focus groups told us…

THE UNIVERSITY LIBRARY
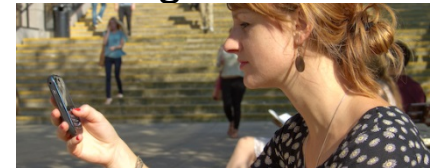
UNIVERSITY OF LEEDS

Focus Groups..

Interactive Library Maps – LBS?

Personalisation – Mobile App

Personalised text messages

What did the users want?

Gateways

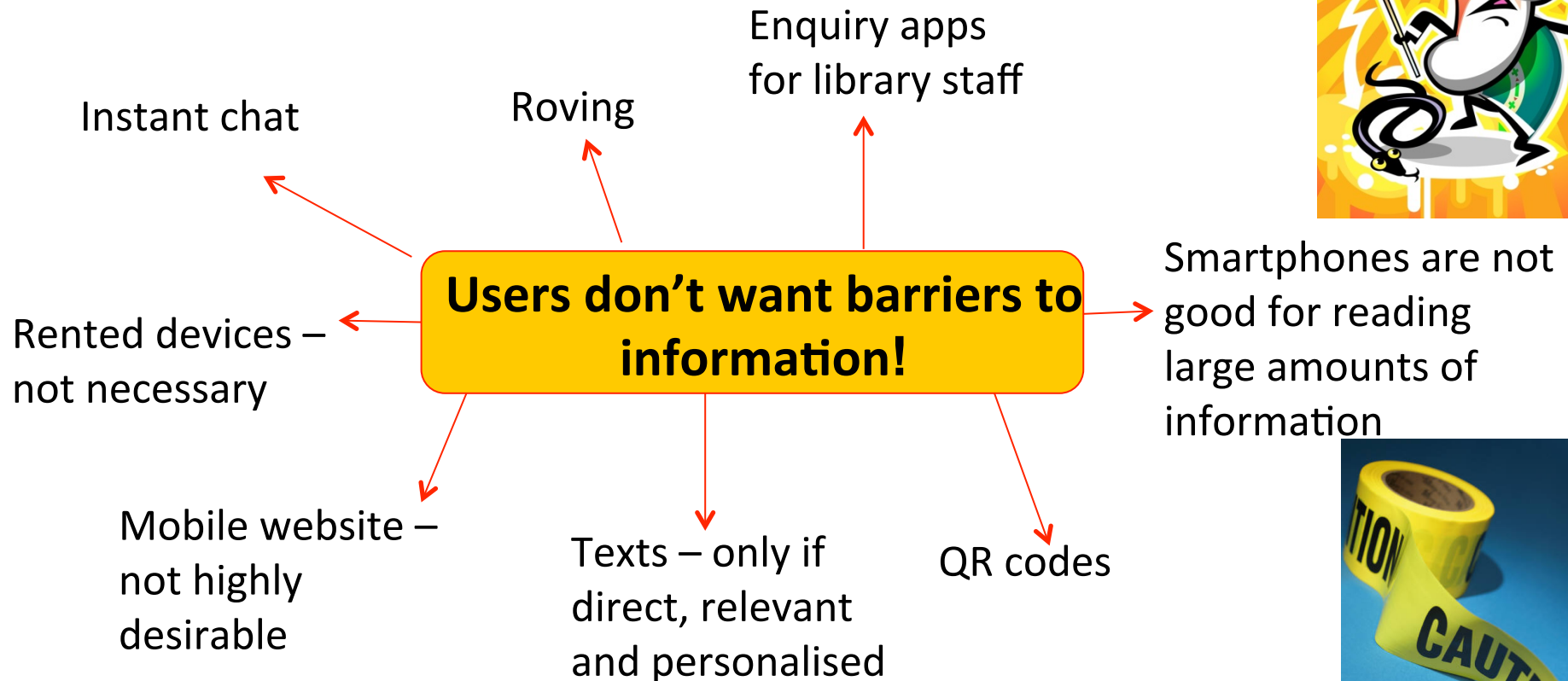Authentication

Ability to scan barcodes

Physical access to the library using mobile device

How to focus your limited resources....translating findings into action!

What Users Don't Want..

Instant chat

Roving

Enquiry apps
for library staff

Users don't want barriers to information!

Rented devices –
not necessary

Smartphones are not
good for reading
large amounts of
information

Mobile website –
not highly
desirable

Texts – only if
direct, relevant
and personalised

QR codes

Next Step - Taking Action!

What we stopped	What we pursued
• QR Codes	• Mobile App which includes: - Renewal of items - Library catalogue search - Read ebooks online
• Roving Librarians (barriers)	• Mobile library website: - Access to all parts of website on Mobile device, e.g. opening hours
• Instant chat/text ideas	• Continuing survey of user needs
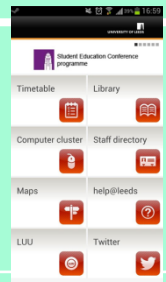
How to focus **your** limited resources….

The library's role: what you can do

Actions – what can we do?

The Library's Role:

2. Signpost users to information

1. Provide quick, direct and instant **access** to desired information

3. Provide **tools** which enable the user to access information via mobile means
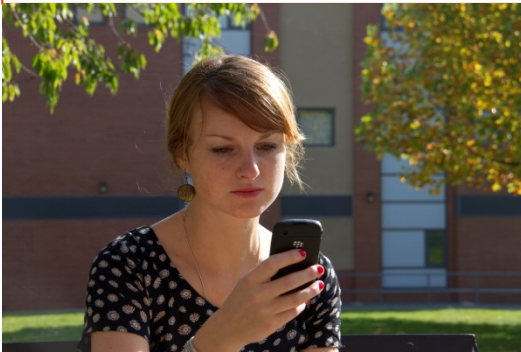
Train and engage:

- **Your library staff** - start a mobile innovation group?, regular training slots/sessions in staff meetings?
- **Your users -** encourage innovation and ideas. Hands on trials

Have your ear to the ground – regular benchmarking

How do we provide the big 3? What can you do?

Ask your users

Market your services

Pick one or two services to focus on and make them work

Sharing Ideas and Progress...

Where can we go from here?

Virtual sharing of ideas in blogs/social media

Further research in our institutions and sharing findings

Taking a global approach

Webinars to discuss best practice with colleagues around the world