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
1. Do you own the following items?
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...
Focus Groups..

What did the users want?

- Personalisation – Mobile App
- Gateways
- Authentication
- Ability to scan barcodes
- Interactive Library Maps – LBS?
- Personalised text messages
- 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
- Smartphones are not good for reading large amounts of information
- Rented devices – not necessary
- Mobile website – not highly desirable
- Texts – only if direct, relevant and personalised
- QR codes

Users don’t want barriers to information!
## Next Step - Taking Action!

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

The library’s role: what you can do
Actions – what can we do?

The Library’s Role:

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

2. Signpost users to information

3. Provide tools which enable the user to access information via mobile means
Physical Enabler/Librarian BARRIER (in some cases!)

Library Resources

Technology/Mobile Service ENABLER

USER
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

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

Have your ear to the ground – regular benchmarking
Sharing Ideas and Progress...

Where can we go from here?

- Virtual sharing of ideas in blogs/social media
- Taking a global approach
- Further research in our institutions and sharing findings
- Webinars to discuss best practice with colleagues around the world