Mobile delivery at the University of Manchester Library – strategy and innovation

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Outline

• University approach - iManchester
• Library strategy
• Innovation projects - Scarlet project, Eureka and BookedIn
• Personal device support
• Challenges & approaches
Background to University of Manchester

- Research intensive, Russell Group
- Largest campus based University in the UK
- 40K students - 28 UG, 12K PG, of which 9K overseas
- 11k staff, over 5k academic and research
- 1 billion Estates Master plan
- Organised into 4 Faculties, with 26 schools in total
Mission and vision of the University

‘By 2020, The University of Manchester will be one of the top 25 research universities in the world’

Goals:

• World class research
• Outstanding student experience
• Social responsibility
The University approach - iManchester

1. Deliver a core set of mobile web services
2. Implement governance arrangements for managing the development of mobile content
3. Produced a technical development framework
4. Delivered iManchester September 2012
5. Partnership Library and IT, senior academic lead
What did iManchester deliver?

• An app for iOS and Android
• Used Blackboard Mobile as the development platform
• Targeted new students as the key audience
• Build back-end database to manage content
Technical development framework

Toolkit developed to include:

• Development tools
• Branding
• Information about procurement
• Information about data protection.
• Advice on source control and issues tracking
• Provision of code libraries.
• Information about authentication
• App development approval.
find a pc

Joule Library
- Closed
0 of 78 available

Main Library Blue One
- 96 of 128 available

Main Library Blue Three
- 49 of 60 available

Main Library Blue Two
- 59 of 70 available

Mansfield Cooper 2.1
- 39 of 41 available

Owens Park Main Building
1st Floor
- Closed
0 of 113 available
iManchester usage

Over last 12 months:

• Average of 1487 application runs per day and 1252 active users per day

• We have had 27,430 new users (an average of 75 new users per day)

• The peak usage was on Sept 23rd 2013 when we had 11,565 application runs in one day
Usage of Primo on iManchester
The University of Manchester Library
Manchester

- Over 4 million printed books and manuscripts
- 41k ejournals and 500k ebooks
- Spread over 9 sites
- Includes the Alan Gilbert Learning Commons and John Rylands Library
Library strategy and mobile

- New strategy until 2016 – *Leading, challenging and connecting*

- ‘ensure our digital services are intuitive to use and accessible on mobile devices’

- ‘transform the way our customers access, interact and contribute to digital content’ in the context of the wider information landscape

- Transform the way in which customers interact with Library content embedded within their own personal working environment
John Rylands Library

- Developing a mobile strategy for public engagement
- Augmented reality tours etc
- Link up data with other cultural institutions in Manchester
- Appealing to different audiences – schools etc
Library strategy projects - iLibrary

- Transformation of the Digital Library, including website, mobile etc
- How customers are currently using digital library content
- How Library’s digital library fits with external digital
- Sero consultancy worked with us
- Survey, focus groups and focused interviews
Library strategy projects - DigiLab

- Space and concept to equip students with skills in using latest technologies and in product development
- Enable researchers to test out apps etc they have developed
- Linked to our skills strategy
- Library to work in partnership with academics
- Market research led
Innovations projects - Scarlet project
Aims of Scarlet

- Open up access to fragile, rare material
- Uses augmented reality to enrich learner experience
Partnership - Team SCARLET
CANTO PRIMO DELLA PRIMA CANTICA O VERO
COMEDIA DEL DIVINO POETA FIORINTINO
DANTE ALIGHIERI
CAPITOLO PRIMO:

Mi ritrovarsi fui in una selva oscura
Che la diritta via era smarrita.
Student Learning Materials
Feedback – Student Quotes

• “Makes learning fun”
• “Offer a fresh perspective. Student-led, i.e., using more initiative about how to research/study
• “Give a more realistic perspective – puts you “in” the situation. Makes learning more exciting and interactive”
• “It can make you feel like you’re not studying, almost fun and I think information goes in more like that.”
Innovation projects - Eureka

- Student innovation competition
- Over 250 entries
- Key themes:
  - PC/desk availability
  - Finding a book
  - Sharing reviews
  - Student well being
  - Storage – lockers and books
Eureka winner 2013

- Jade Brodie – study space availability
- Partnered with telepen
- Branded ‘Book a space’
- Launching in June
Eureka Winner 2014

• Jack Green – delivering books to students
• ‘Click and collect’
• - app based
• - Amazon lockers for collection
• www.manchester.ac.uk/library/eureka
Eureka and mobile

- **Eureka**
- Many mobile related entries
  - personalised
  - navigation
  - bookings
  - transactions
    - payments etc

- eReader Library
Innovation projects - BookedIn

- Rewards system
- Share reviews or resources with friends
- Joint project with Glasgow
Support for mobile devices

- Launched Personal Device Support Service
- Virus removal, software support, licensing etc
- For students, by students
- Student Rovers
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<th>Challenges</th>
<th>Approach</th>
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<tr>
<td>Library v institutional strategies</td>
<td>Ensure engaged with key stakeholders</td>
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<tr>
<td>Innovation v core business</td>
<td>Focus innovations on core business needs</td>
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<tr>
<td></td>
<td>Listen to customers</td>
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<td></td>
<td>Build culture of innovation</td>
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<tr>
<td>Attitude to risk</td>
<td>Culture change</td>
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<tr>
<td>Skills and capacity</td>
<td>Flexibility – buy in where more cost effective</td>
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<td>Technical Infrastructure eg wifi</td>
<td>Articulate requirements clearly</td>
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Summary…

• Importance of understanding your customer needs – different ways of doing this
• Focus innovations on strategic benefits
• Greatest challenges are not the technology!
• Partnership is key
• Be willing to take some risks