

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.



maps



places



directory



events



news



library



find a pc



my mcr



learn



emergency



welcome

MANCHESTER
1824

The University of Manchester

Powered by Blackboard

[Back](#)

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



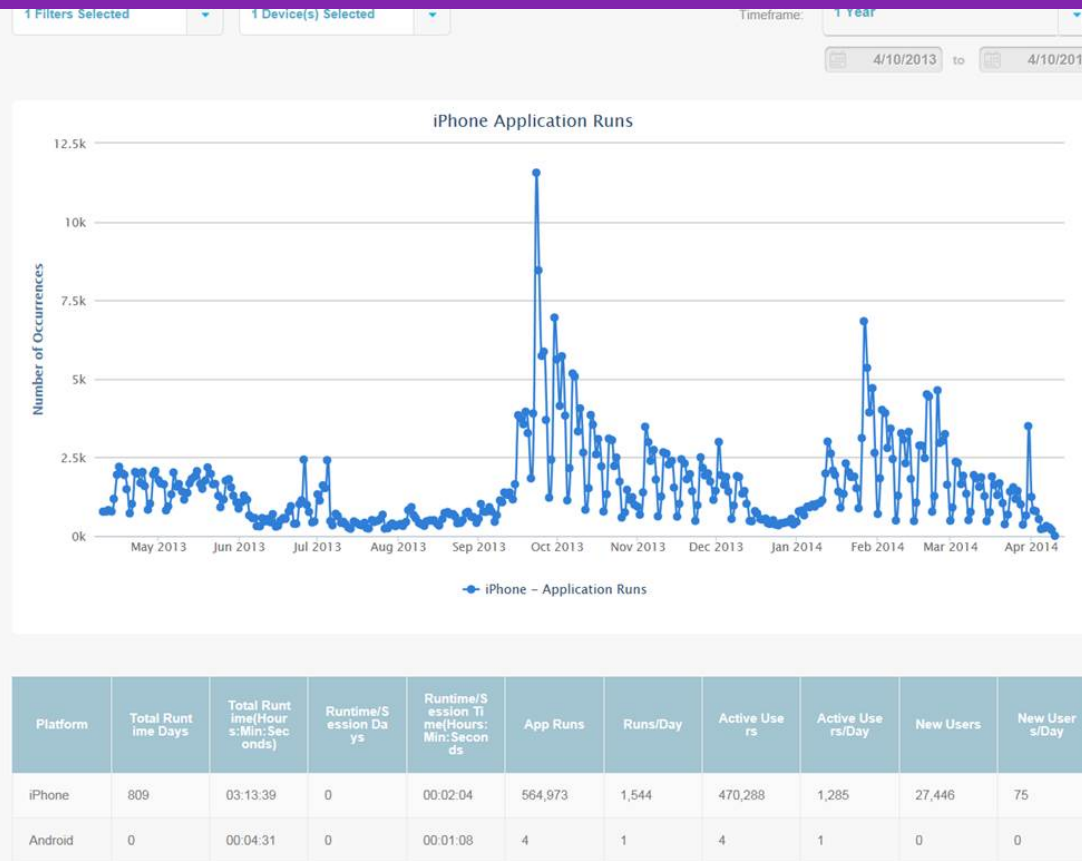
iManchester usage

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

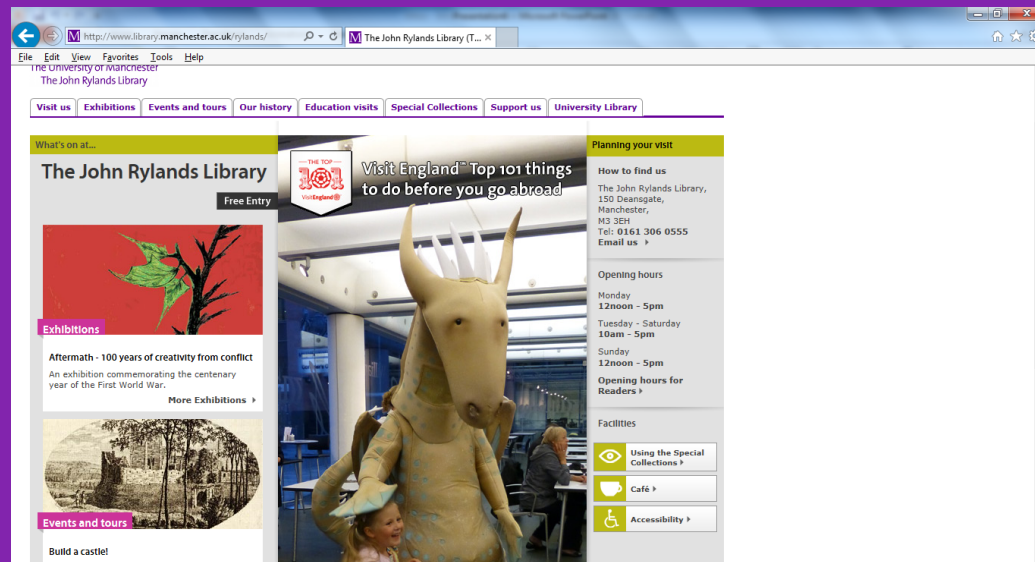


Library strategy and mobile

- 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



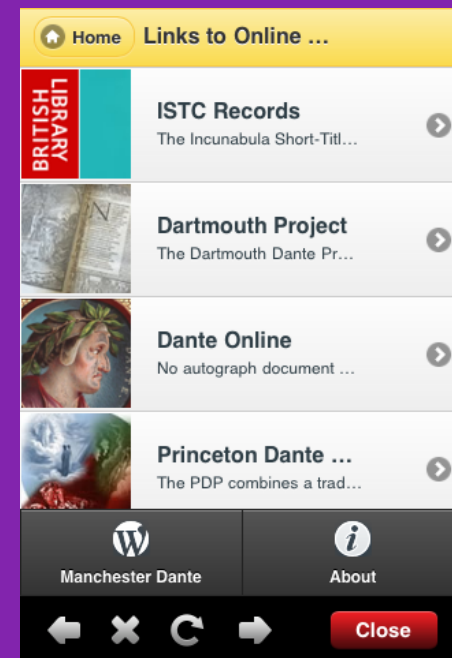
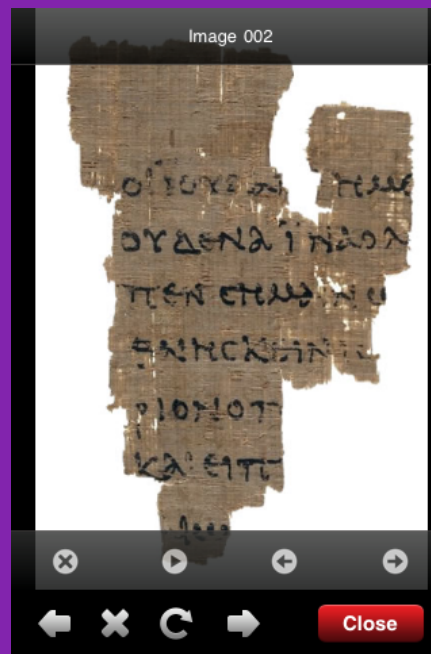
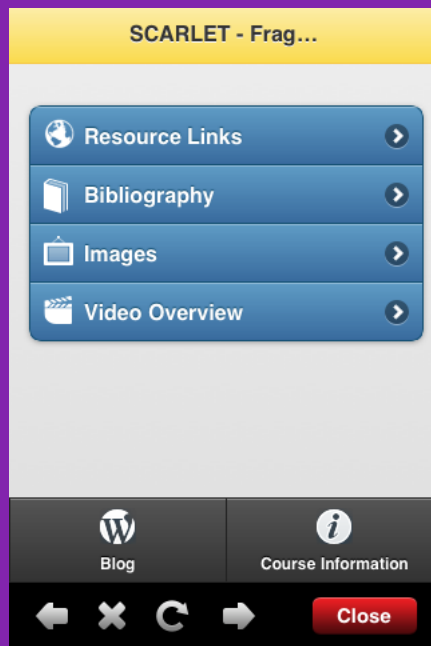
Partnership - Team SCARLET



SCARLET Content



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 book



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



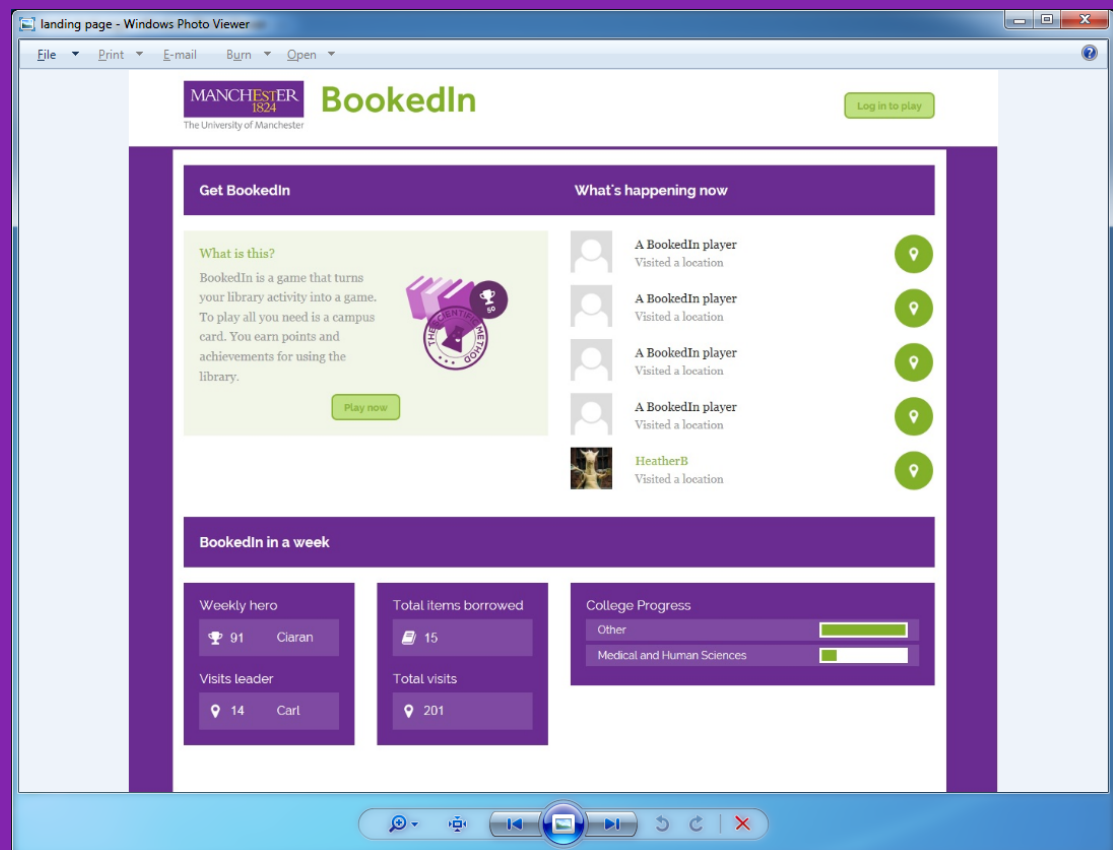
Eureka and mobile

- 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



MANCHESTER
The University of Manchester

Personal Device Support Desk

FREE support for your personal equipment

Get free technical advice and guidance for your personal computer, tablet or smartphone

Tuesday, 15 April - Friday, 13 June
Alan Gilbert Learning Commons, Ground Floor

We can advise on the following:

- Software setup, troubleshooting and general advice
- Virus and malware removal
- Connecting equipment to the network, including WiFi and the VPN*
- Mobile device setup
- General hardware advice**

Opening times:
Monday to Friday: 10am to 6pm
Saturday: 10am to 2pm

No need to book, just turn up!
www.manchester.ac.uk/itservices/personal

* This does not include connectivity in halls of residence. Please to enquire through manchester.ac.uk

** Diagnostics, maintenance fees not included

Challenges

Challenges	Approach
Library v institutional strategies	Ensure engaged with key stakeholders
Innovation v core business	Focus innovations on core business needs Listen to customers Build culture of innovation
Attitude to risk	Culture change
Skills and capacity	Flexibility – buy in where more cost effective
Technical Infrastructure eg wifi	Articulate requirements clearly

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

