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# A Manifesto for Mobile:

Developing a Shared Mobile Resources Checklist

Mark Williams  
UK Access Management federation manager

[mark.williams@ja.net](mailto:mark.williams@ja.net)

@markjisc

Jisc Collections & Janet

Jisc.ac.uk

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## A manifesto for mobile:

5<sup>th</sup> Mobile Libraries Conference, Hong Kong, May 29<sup>th</sup>

## Key Contributors

- » Ben Showers, Jisc, [b.showers@jisc.ac.uk](mailto:b.showers@jisc.ac.uk), @benshowers
- » Jo Alcock, Birmingham City University, [j.o.alcock@bcu.ac.uk](mailto:j.o.alcock@bcu.ac.uk), @joeyanne
- » Keren Mills, Open University, @mirya
- » Claire Koch, University of Surrey, [c.koch@surrey.ac.uk](mailto:c.koch@surrey.ac.uk), @claire\_joanne
- » Claire Gravely, University of Surrey, [c.graverly@surrey.ac.uk](mailto:c.graverly@surrey.ac.uk), @library\_claire

## Session will cover:

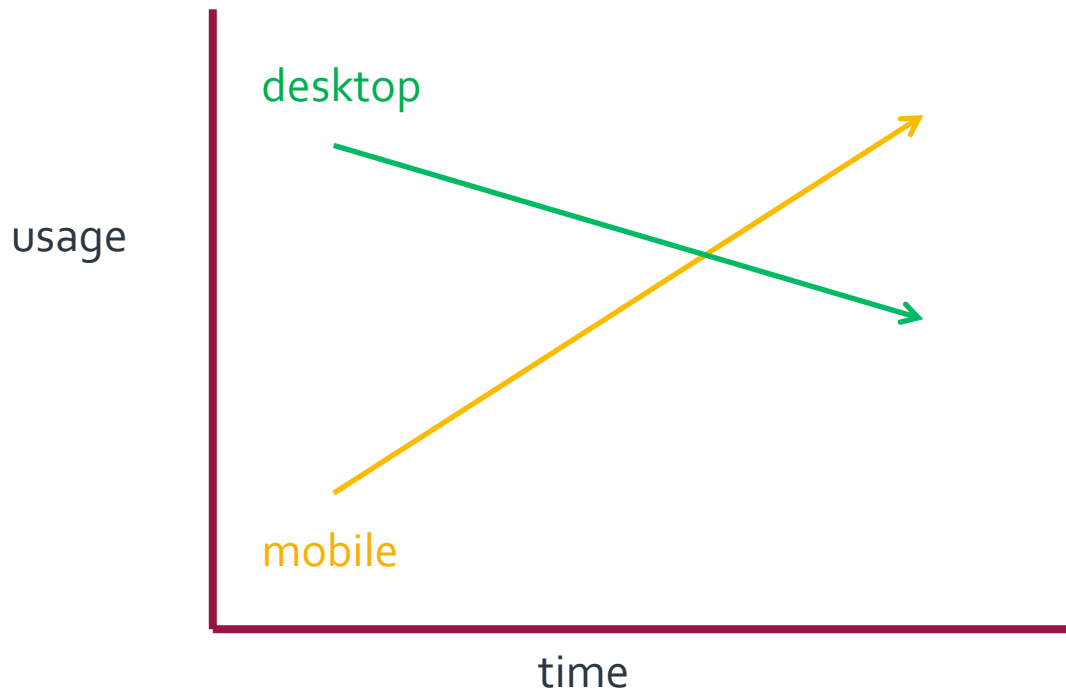
- » Brief background about Jisc
- » The current situation
- » The problem space
- » Sector requirements: the manifesto
- » Existing work
- » Solutions & caveats

## About Jisc

- » Covers UK HE, FE (16-18+ vocational )and Research
- » Provides UK broadband network for education ( equivalent of CSTNET )
- » Central Licensing and procurement through Jisc Collections
- » R&D in library & IT through Jisc Futures
- » Federated access to content through UK Access Management federation

# The situation

## Mobile v Desktop tipping point



## The problem space: The publisher's response

- » Massive growth of use of mobile devices
- » A response to *perceived* demand for *apps*
- » A timely, wide & varied response by publishers

### But the response breaks existing models of:

- › Discovery & research pedagogy
- › Authentication
- › Application usability
- › Content usability
- › Licensing

# Discovery issues

- » Discovery on mobile devices and apps is poor
- » Breaks discovery pedagogy
- » Difficult to follow VLE link to content
- » Apps propagate *siloes*
- » Google v mobile optimised library discovery experience
- » Mobile – fit for consumption & discovery?



# Authentication issues

- » Federated login – by passed or made more difficult – WAYFless urls
- » IP
- » Activation keys
- » Social identity login
- » Device twinning
- » *Escher* like maze: the consequences of failure in *discovery to download* phase

# Application and Content usability

- » Poor experience & W3C issues
- » Online or off –line access?
- » Content reflow & display
- » Redirects and crashes
- » Usefulness of *content*
- » Loss of library *walled garden*

# Licensing

- » Already a subscriber?
- » Statistics?
- » Available by existing institutional subscription?
- » Full or partial content?
- » Download? Export?
- » Compromises license in authentication etc?

# A manifesto for mobile: what libraries want

- » Simple, consistent & clear login experience
- » Stable
- » Cross platform compatibility
- » Cross device transfer
- » Life cycle continuity
- » Mobile as a core product

# A manifesto for mobile: what libraries want

» Mobile adapted content not device specific *Apps*

No more *Apps*!

## Solutions: Way-forward – existing resources

- » MACON project
- » Mobile technologies in libraries project
- » Library success wiki

# Way-forward: working with libraries & publishers

- » Jisc workshops with libraries & publishers
- » Highlight standards for developing for mobile
- » Jisc leadership directorate workplan
- » Authorative Wiki on mobile resources

# Mobile resource Wiki? A process

- » Initial Jisc Collections focus
- » Criteria
- » Self declaration
- » Moderation
- » International
- » Epub support Grid, library success wiki as examples



# Mobile resource criteria

- » Web app or device specific?
- » Platform compatibility
- » Mobile browser auto detect
- » Mobile url
- » Authentication methods
- » Mobile federated access WAYF
- » Embedded federated access discovery
- » Direct url access to content
- » Content coverage (full or partial)?
- » Site and content usability according to existing standards
- » Cross platform portability

Opportunities	Barriers	Who
<ul style="list-style-type: none"> <li>• Increase access and usage</li> <li>• Focus on specific mobile issues</li> <li>• Discoverability- see in a list</li> <li>• Use for discussions between publishers and societies</li> <li>• Help product development</li> <li>• Publishers would have access to more direct Feedback</li> <li>• Conversation with users</li> <li>• Publisher checklist</li> <li>• Credible, objective ratings</li> <li>• Consolidate list of requirements and best practice and provide targets for product development</li> <li>• Could prove model for communication about standards for other products</li> </ul>	<ul style="list-style-type: none"> <li>• Subjectivity</li> <li>• Cost</li> <li>• Legacy content hard to represent</li> <li>• People who don't have to the resource rating and commenting</li> <li>• Criteria too library focused rather than end user focused</li> <li>• Lack of opportunity to respond to negative comments</li> <li>• Too UK focused</li> <li>• Too much work to keep up with comments and responses</li> <li>• Fear of buyers being put off by negative ratings</li> <li>• Lack of standards / is there a community census of criteria and requirements in UK /globally</li> <li>• Resource available to complete form so make it clear what is high priority</li> </ul>	<ul style="list-style-type: none"> <li>• Initial set up by one organisation</li> <li>• Content crowd sourced with guidance from the initiator</li> <li>• Libraries /Jisc determine checklist criteria</li> <li>• Publishers provide factual data</li> <li>• Users/libraries/crowd sourcing provide ratings</li> <li>• Moderation by independent groups</li> <li>• Publisher owns checklist</li> <li>• Right of reply</li> <li>• ISO /NISO?</li> <li>• working group to establish criteria up to date and maintain criteria</li> <li>• contribution to assessing products from libraries and users</li> <li>• Who represents end users? Libraries? Publishers/ student bodies</li> <li>• UK but have global agenda</li> </ul>

## Where?

- » One central place
- » Open
- » Robust
- » Global editing
- » Jisc?
- » Ultimate aim: *publishers can closely engage and work with libraries to ensure that they are producing a product that meets the needs of users*

## Discussion:

- » Is this the way forward?
  
- » Anything missing?
  
- » Global issues?
  
- » Who should Jisc work with?
  
- » Can you help?
  - > @markjisc
  - > **Mark.williams@ja.net**