

Carson Block for Poudre Libraries

Got Mobile?



CALCON11
TEAM UP!

POWERING LIBRARY PARTNERSHIPS
Colorado Association of Libraries • www.cai-webs.org

A small illustration of a diverse group of people of various ages and ethnicities sitting on the ground in front of the 'TEAM UP!' text.

OCTOBER 13-15
LOVELAND, CO

Have one yet?



Our patrons do, and in increasing numbers.

- Pewinternet.org 2011 survey: 35% of Americans own smartphones; 83% have cell phones.
- OCLC 2010 study: 100% growth in mobile access to the internet – doubled since 2005
- OCLC: 80% of smartphone owners use apps

Mobile Strategy



POUDRE RIVER
PUBLIC LIBRARY
DISTRICT

From technology plan:

Electronic library services via the web will serve the informational needs of library users now and in the future.

- Objective: Serve the emerging needs of mobile users.
 - Task 1: Study current developments in mobile computing devices (including cell phones, e-readers, and e-media players) and create a road map to serve library users through their mobile devices.
 - Task 2: Budget for and implement services as feasible.

Short and long-term approaches

- Boopsie App (short-term)
 - Vendor
- Mobile web (long term)
 - Programming/platforms

boopsie®

HTML



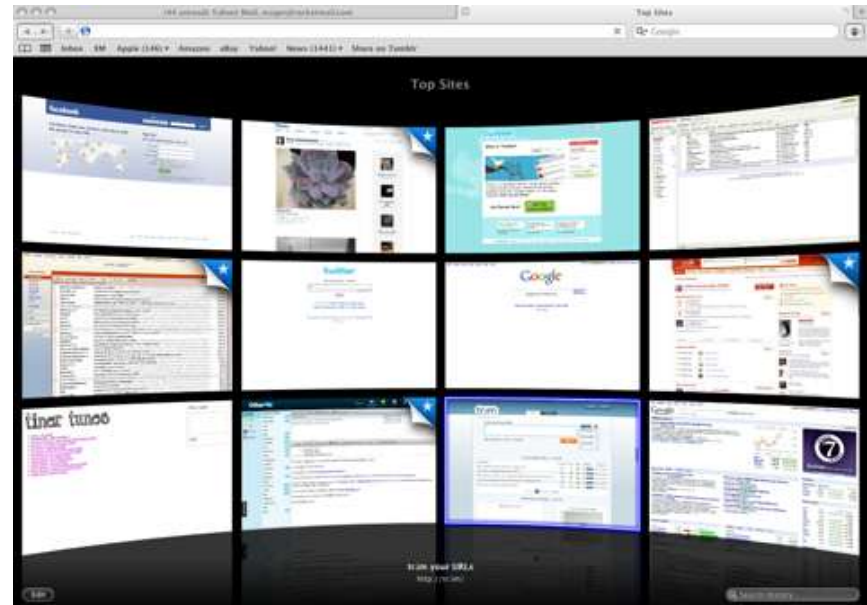
We have an App – now what?

Marketing!



What's a QR Code?

- QR stands for “Quick Response”
- A symbol that can be read by a mobile device to quickly connect a person to an Internet resource



Why are QR Codes quickly becoming prominent?



- Camera+app+Internet connection = bridge from the physical to virtual world

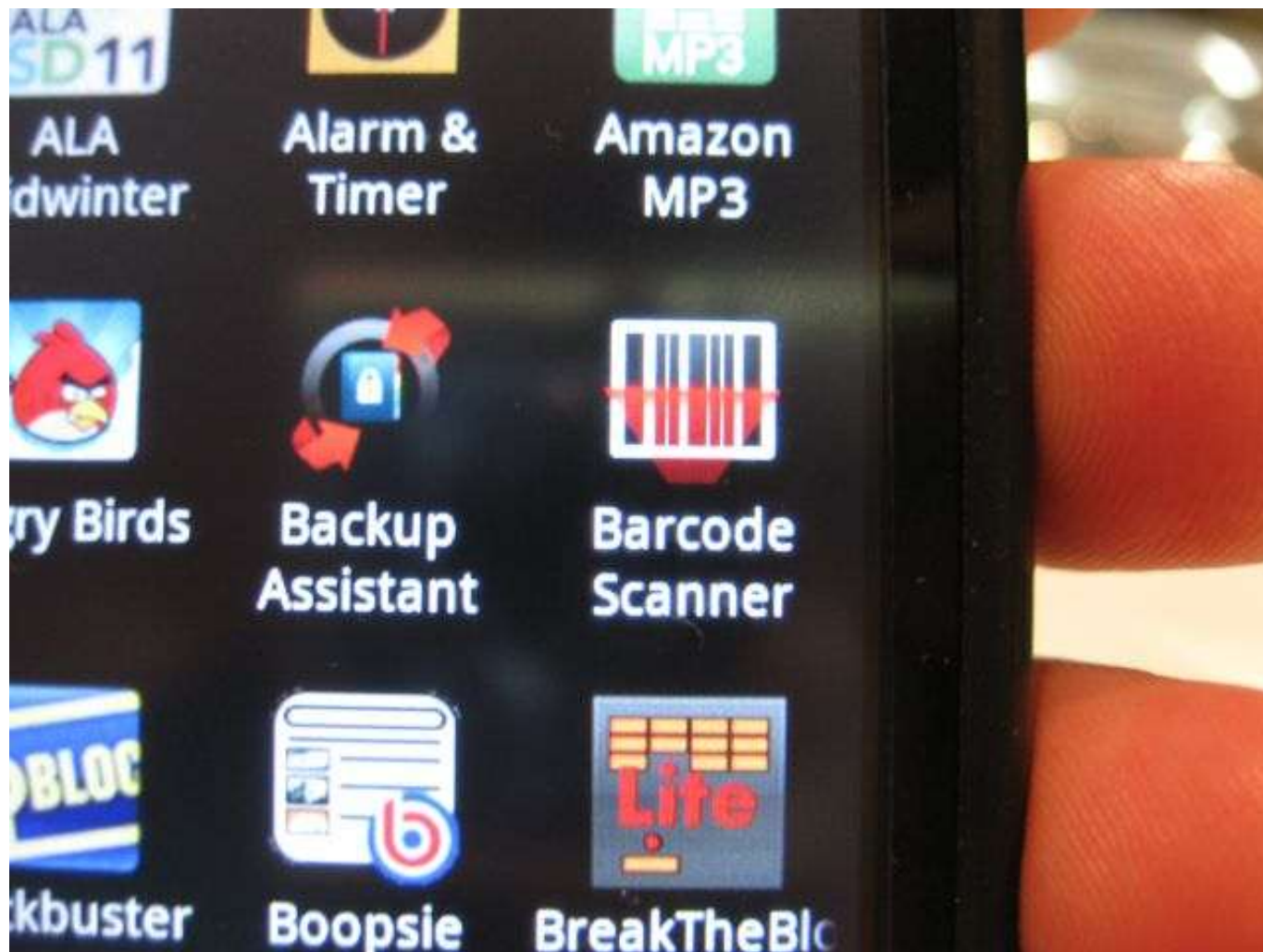
Time Out! How does it work?



How does it work?



How does it work?



How does it work?



How does it work?



How does it work?



How does it work?



Bookmark as gateway to mobile app

Objectives:

- Get app in patron's hands
- No barriers to patrons
- Low-to-no staff support needed



Staff response



Vicky's inspiration: cross stitch!



Patron Response

- Two methods of measuring use:
 - Poudrelibraries.org/m (via Google Analytics)
 - Stats from Boopsie (hit and miss)

Poudrelibraries.org/m/

- January – August 2011:
 - 2,334 visits total (but stats are not “pure.”)
 - After initial burst (over 1,100) access to page has held steady.

Library Website (all servers)
Top Content

Jan 1, 2011 - Oct 4, 2011
Comparing to: Site



Stats from Boopsie – Feb 2011

- Top devices: iPhone, Blackberry, Android and iPod; total users 1,163
- Total Queries: 18,501!
- Top uses:
 - My Account
 - Catalog Search
 - Calendar
 - Library and dropbox locator

Stats from Boopsie – Aug 2011

- Top devices: iPhone, Android, iPod; Blackberry, iPad; total users 484
- Total Queries: 18,772!
- Top uses:
 - My Account
 - Catalog Search
 - Library and dropbox locator

Stats from Boopsie – 2011 to date

- Top devices: Android, Blackberry, iPhone, iPod, iPad
- Total queries: 164,745!
- Top uses:
 - Catalog search (conflicts w/Boopsie's findings)
 - My account
 - Library and Dropbox locators

What could we improve?

- Survey smartphone users on satisfaction and effectiveness of mobile app.
- Use data to inform long-term strategy.

Try QR for yourself!



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