

Increasing the Library Patron Engagement: Two Experiences with Library Mobile

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Why implement the app?

- Student expectations
- Simple to deploy
- Access to core services and systems
- Communication via push notifications
- Move to mobile first

Implementation Project

Liège

- Kickoff on October 11, 2021
- ExL Project Leader changed
- Training: Online videos and documentation
- Configuration Form
 - Positions template!
 - First version realized by ExL
- Mid-November: access to App Manager
- Mid-Nov > Mid-Dec: strong revision of the content and layout
- Mid-December 2021: “end” of project for ExL
- Smooth go-live
 - 13/12/2021 : go-live I with volunteers and beta testers
 - 17/01/2022 : go-live II ULiège Library staff
 - 14/02/2022 : official go-live

Salford

- July 2021
 - Contract signed
 - Salford project team established
 - Access to App welcome kit and configuration forms
- August 2021
 - Completed configuration forms
 - Worked through training
 - Access to Basecamp project site
 - Kickoff meeting 9th September 2021
- October - Revision of content & testing
- Go live 8th November 2021
- Issue resolution throughout the project, with weekly meetings in October, November & December

What has worked well

Liège

- Product Integrations (PI)
 - Events PI (LibCal)
 - Primo (Catalogue + MyAccount)
 - ID Card
- Alma integration for notifications via letters
- Working in the App Builder to organize and customize tiles
- SAML authentication
- 2 profiles: FRE and ENG
- Ex Libris implementation team

Salford

- System Integrations
 - Leganto
 - Primo / Library Account
- Single sign on across systems - Open Athens
 - Seat bookings
 - Check-in online registers
- Accessible view using a second profile
- Staff role to introduce seat bookings for library staff
- Analytics to support decision making on content
- Use of lists
- Easy to configure and add / retire tiles
- Beta test view to easily check new tiles and integrations

What have been the challenges

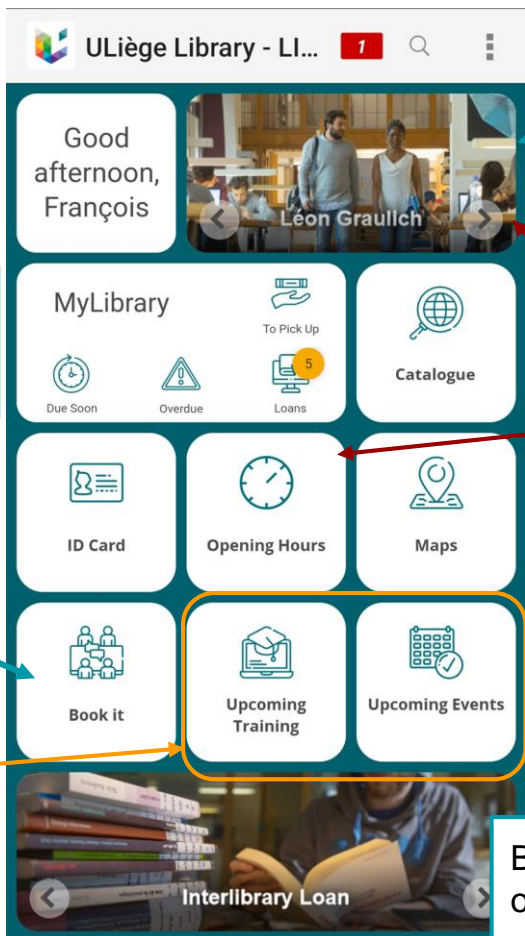
Liège

- Working in Creative Studio
- Push notifications
- Documentation
 - Library Mobile vs campusM
- Issue tracking
 - Multiplicity of devices, OS, and versions
- Involving students' representatives

Salford

- Events feed due to internal product that we are using
- Displaying twitter feed
- Push notifications
- Documentation
- Analytics - initially

ULiège App



Banner tile with focus on library **branches**

News feed from library website

Separate tiles:
- MyAccount
- Primo catalogue

LibCal Space bookings




LibCal Events (rss feeds)

Reusing the existing – Don't reinvent the wheel!

Banner tile with focus on library **services**








←  Categories  

LIÈGE SART TILMAN | LIÈGE CITY CENTRE | GEME

- ULiège Library (8)
- Study & coworking spaces (15)
- Digitisation & print services (9)
- Press & bookshops (3)
- Restaurants & cafeterias (8)
- Student life (5)
- Mobility (6)**
- Bike racks (49)



 SHOW MAP | DEFAULT MAP





← **Mobility (6)**  

- Bicycle workshop
- Charging point for electric bicycles - Europe
- Charging point for electric bicycles - Resto Agora
- Charging point for electric cars - Car park B1
- Charging point for electric cars - Car park D
- Country Hall By Pass Car Park for CHU**




←  Country Hall By Pass... 

 Tour émetrice du Bol d'Air

Country Hall By Pass Car Park for CHU  9,7 km

Allée du Bol d'Air 13, 4031 Angleur



Hundreds of free parking spaces available at the Country Hall.

- Add to Favourites
- Directions
- Open in Maps
- Around Here
- CHUttle info

App Positions - Probably one of the most time consuming parts of the project!



Upcoming
Training

Upcoming Events

Events PI



Afficher toutes les formations

Effective Researching with IEEE Xplore

🕒 Thu, 5 May 2022 14:00

📍 Online

GEMBLOUX

L'écriture académique au format texte

🕒 Mon, 16 May 2022 14:00

📍 Salle d'application Phyto (Palais abbatial, bât. 1, bibliothèqu...

SART TILMAN PO...

Encoder sa thèse en LaTeX (base)

🕒 Wed, 18 May 2022 09:00

📍 Salle informatique de l'Institut de Mathématiques (bât. B37)

Effective Researching with IEEE Xplore



- LibCal RSS feed
- Easy to implement
- Merging of feeds possible since spring 2022
- No manual update required from staff (vs upload of Excel spreadsheet)
- But only the next 30 days with Springshare's feeds!
 - Idea to support:
<https://lounge.springshare.com/discussion/777/rss-feed-not-longer-than-the-next-month>



ID Card

ID Card PI

← ID Card



🕒 29-8-2022, 16:42:32

ID Number U183995

First Name François

Last Name Renaville



- If you have patron pictures in Alma, you cannot automatically reuse them
- URL linking to the image must be in the user record

○ here 'Website URL':

First name * François

Last name * Renaville

Preferred middle name

Primary identifier * U183995

PIN number ****

Job description ULiège Library : Direction générale et services communs

User group ULiège - Personnel ULiège / CHU

Website URL **https://img.lib.uliege/.../183995.jpg**

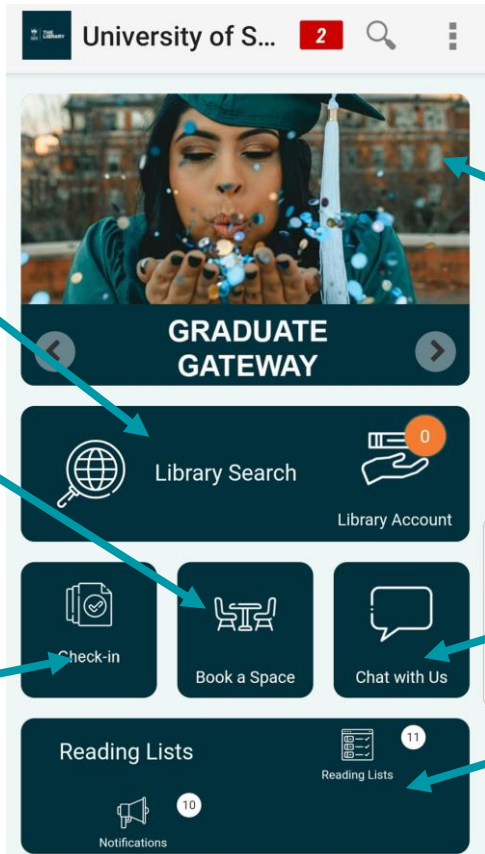
Status Active

- No default static note possible:

○ Idea: **Add a Note to the ID Card PI**

<https://ideas.exlibrisgroup.com/forums/308182-campusm/suggestions/44914852-add-a-note-to-the-id-card-pi>

Salford App



Simplified this tile as we have auto renewals

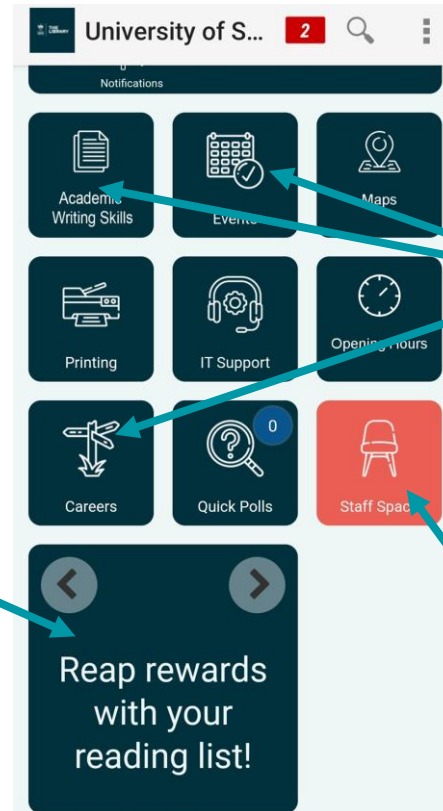
Libcal space bookings

Online registers

Rotating news banners with links to content

Online chat

Leganto integration



Using lists to create links

Library staff tile.

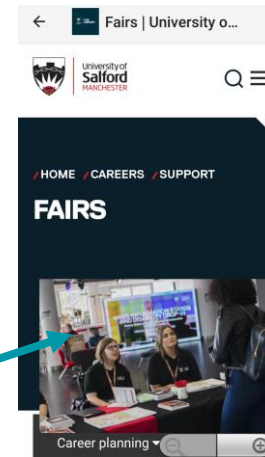
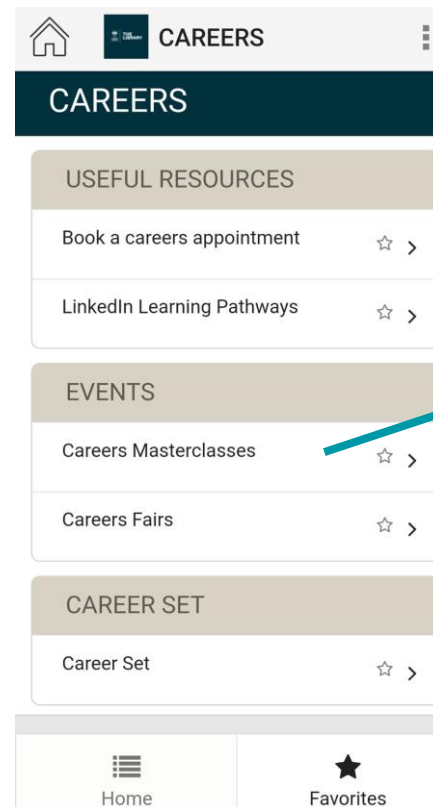
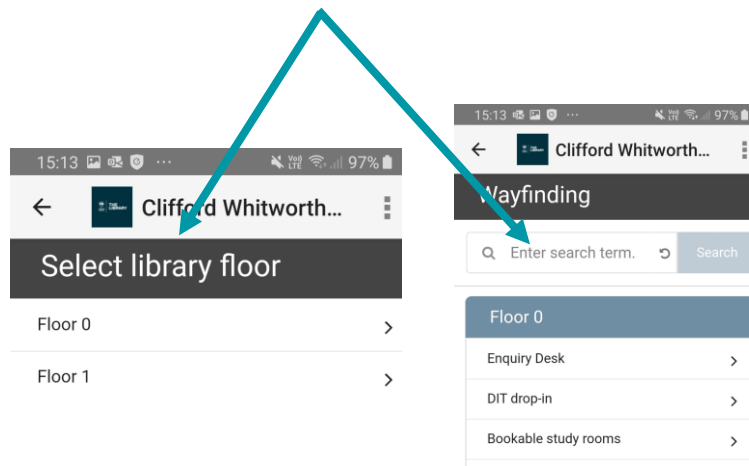
Staff have a separate role

Lists

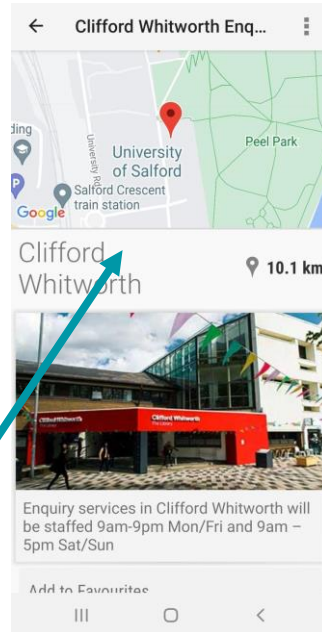
Rather than use creative studio we use lists to link out to website content

Can add favourites and checklists

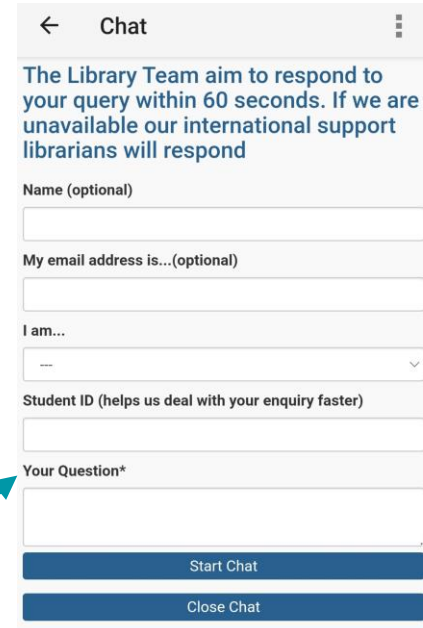
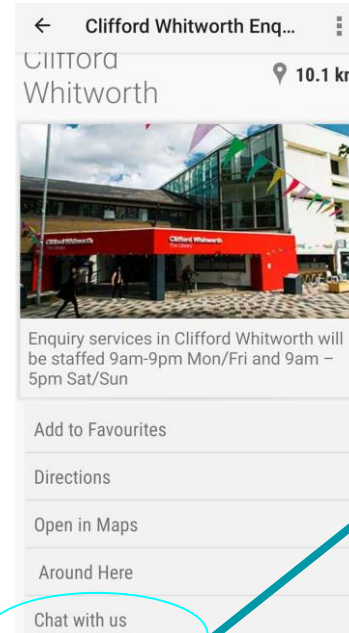
Can create filters and add search capability



Maps



Plotted on to google maps



Links to other services i.e. chat or seat bookings

Special Events

Easy to add promotional tiles for short time periods

Word search in the app using the tiles with coloured letters

Tile with a link to a microsoft form



Library App Quiz

1. What is the hidden word?

2. What is your e-mail address

Submit

User experience

Liège

- About 2,000 sign ups since Feb 2022
 - 1760 students
 - 210 faculty & staff
- Very little feedback received
- Most used tiles:
 - MyAccount
 - Primo Catalogue
 - Opening Hours
- Hard to build awareness among library workers

Salford

- Over 3,000 sign ups in the first year
- Over 1000 active users a month
- Most used tiles:
 - Check in
 - My Account
 - Seat bookings
- Strong support from library staff
 - Actively promote with our users in the library
 - Embedded in the induction sessions for students

Future plans

Liège

- New promotion campaign (again & again!)
- New library bookmarks with info about the app
- UX project planned for 2023
 - In collaboration with the French BULCO library
 - What should be added, removed, improved

Salford

- Issue of resources using the app
- Display of laptop availability
- Wayfinding in the app

Conclusions

- Simple to deploy
 - But potential key pain points like authentication or push notifications need to be fixed before going live
- Has become an additional communication channel (next to website news, Alma letters, and social media)
- Few feedback received, but at least no negative feedback...
- New students joining the University every year > promotion again and again
- Don't reinvent the wheel and reuse the existing
- More integrations are always welcome (self-check...)

