IGeLU 2023 LEUVEN 11-14TH SEPTEMBER

Library Mobile:
1 Institute, 5 Libraries, 6 Profiles

Ido Aharon

Tel-Aviv University

TEL AVIV UNIVERSITY אוניברסיטת תל אביב

ExLibris Part of Clarivate

TAU University

1 Institution

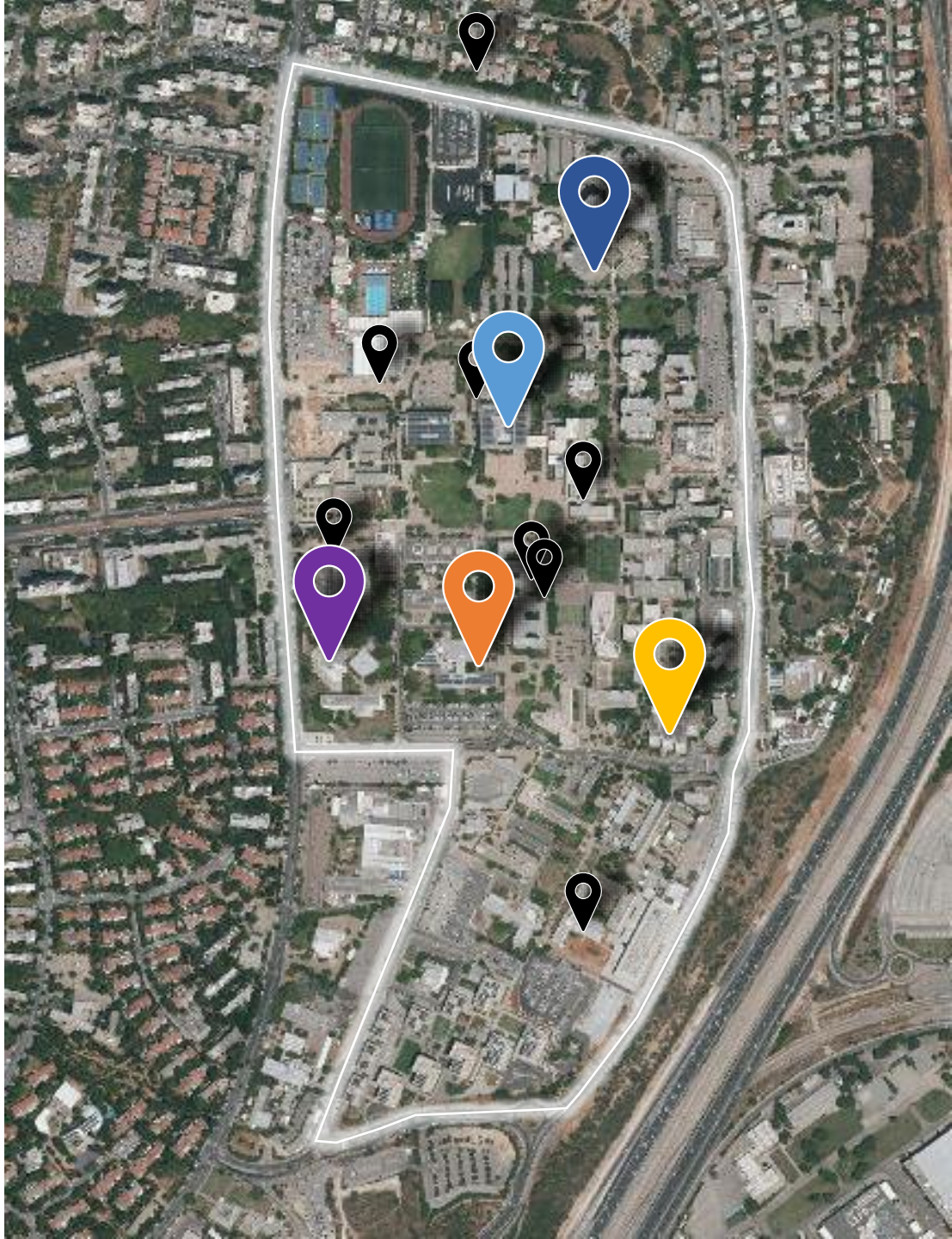
5 libraries

10 Faculties/Schools

Arts & Humanities, Life Science & Medicine,

Exact Science & Engineering, Law

Social Science, Management & Education



Work Process

Acquisition

purchasing *Library Mobile,* first assimilation in Hebrew

Training

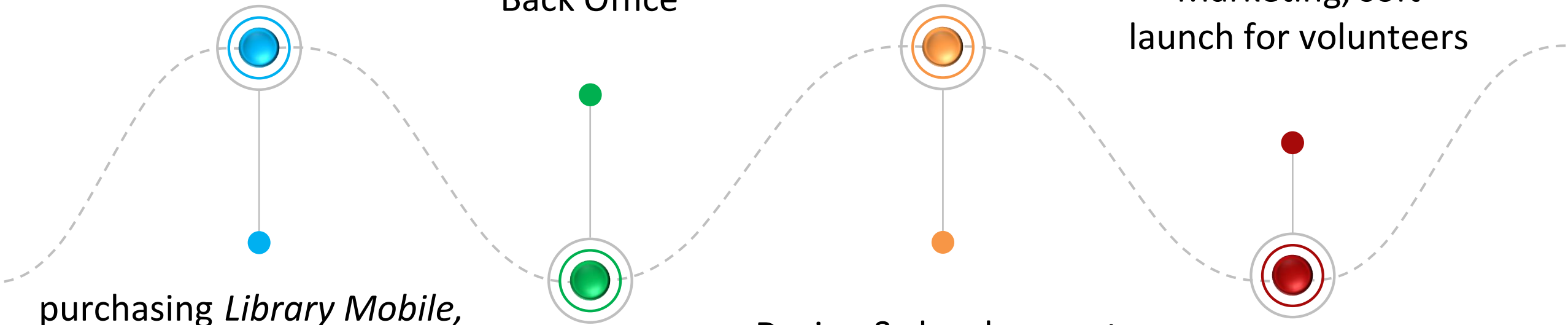
Back Office

App Building

Design & development of app components

Launch

Marketing, soft launch for volunteers



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Going live

Marketing

Feedback

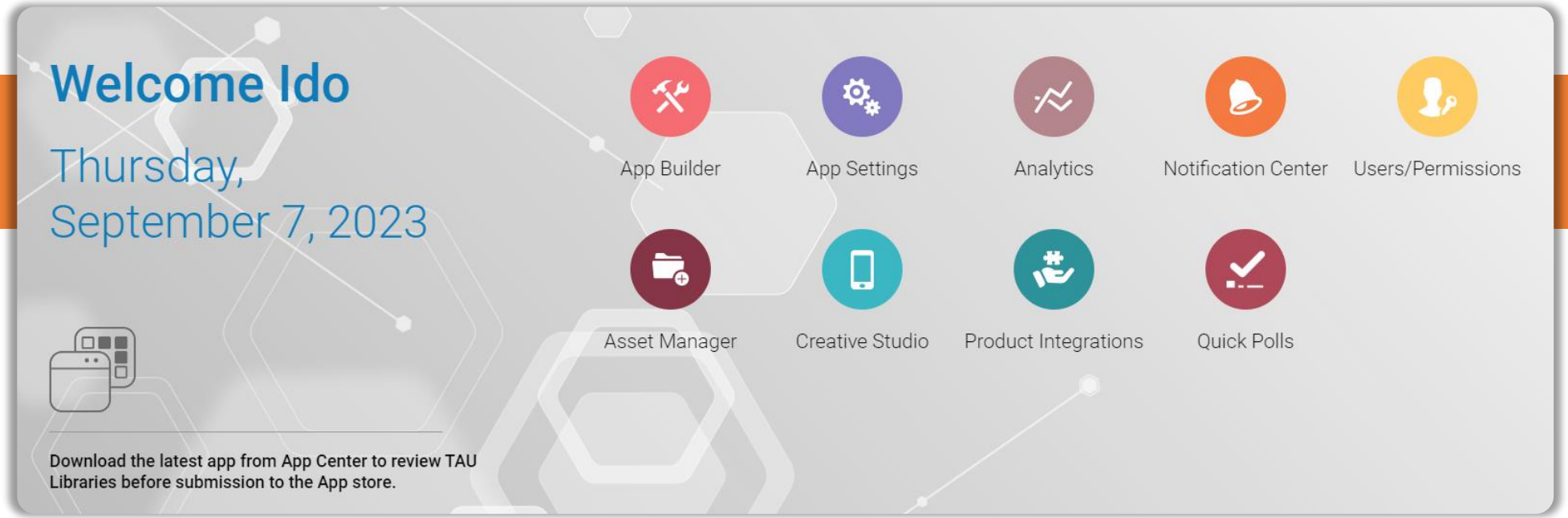
Link to university app

Further development

App Building

Back Office Interface

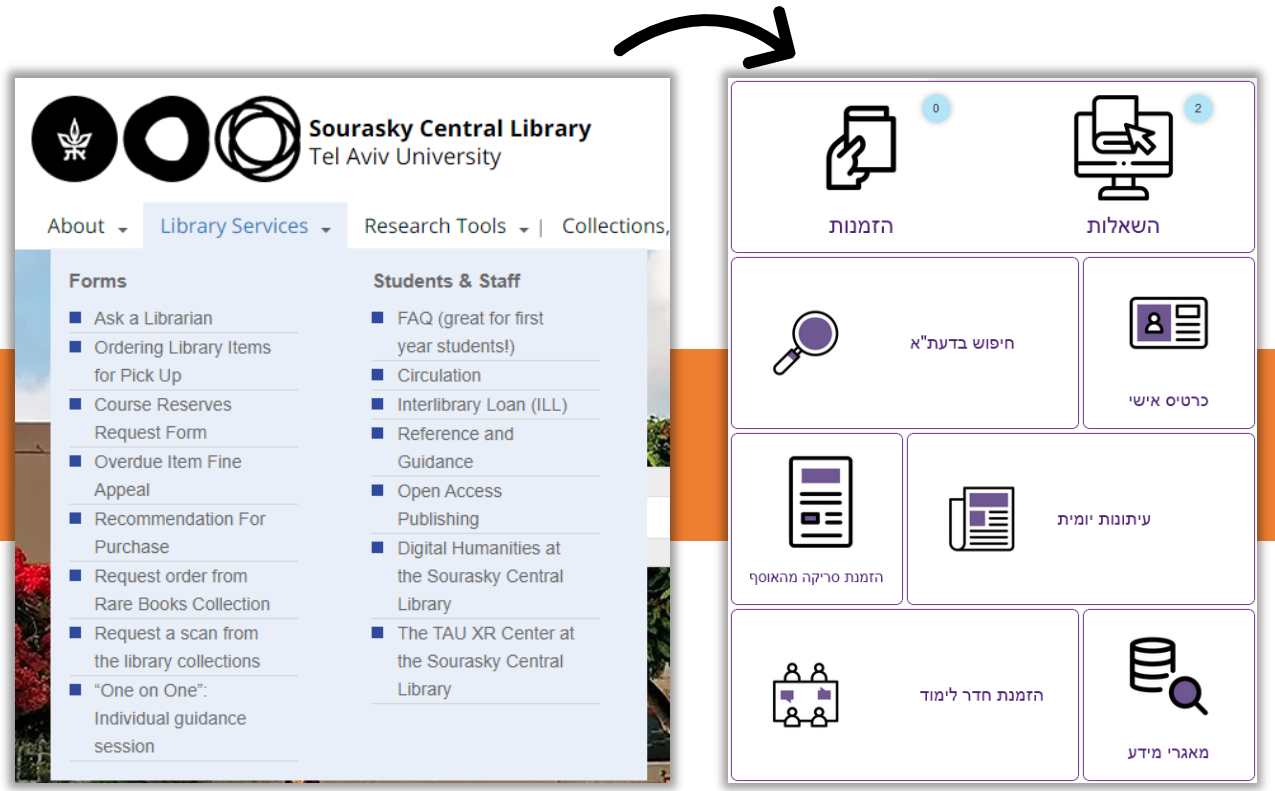
- App Building
- Settings
- Analytics
- Creative Studio
- Notification center
- User permissions



App Building

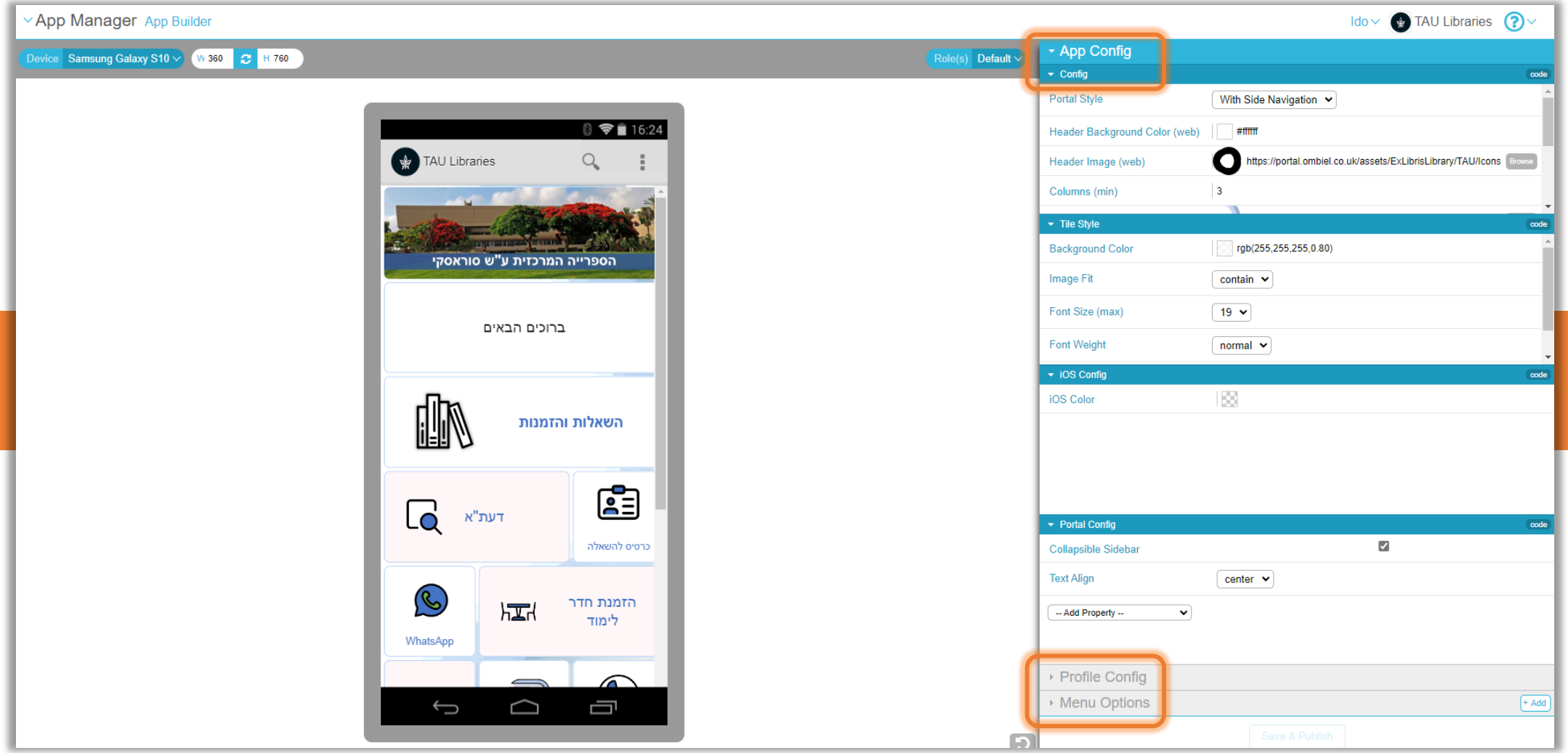
App Builder

- Web site most common usage
  - Study stations reservation
  - Loans & requests
  - Primo search
  - Opening hours



App Building

App Builder



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App Builder

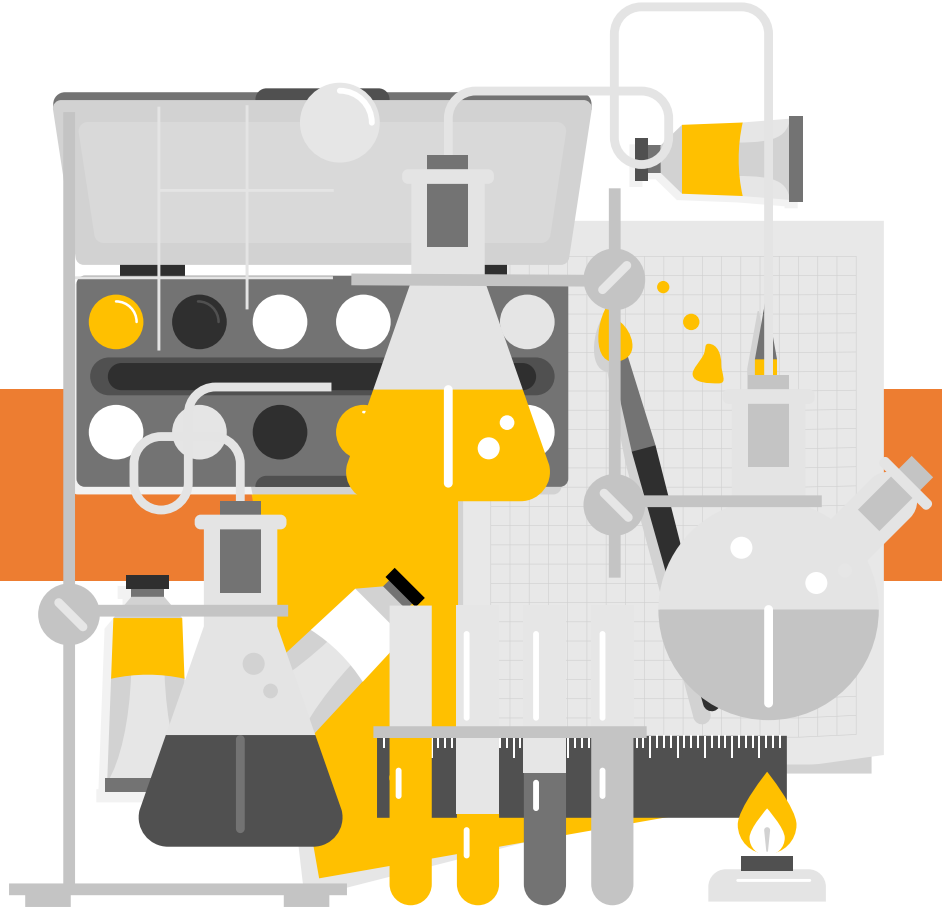
Tile configuration

- Title
- Color
- Etc.

Creative Studio

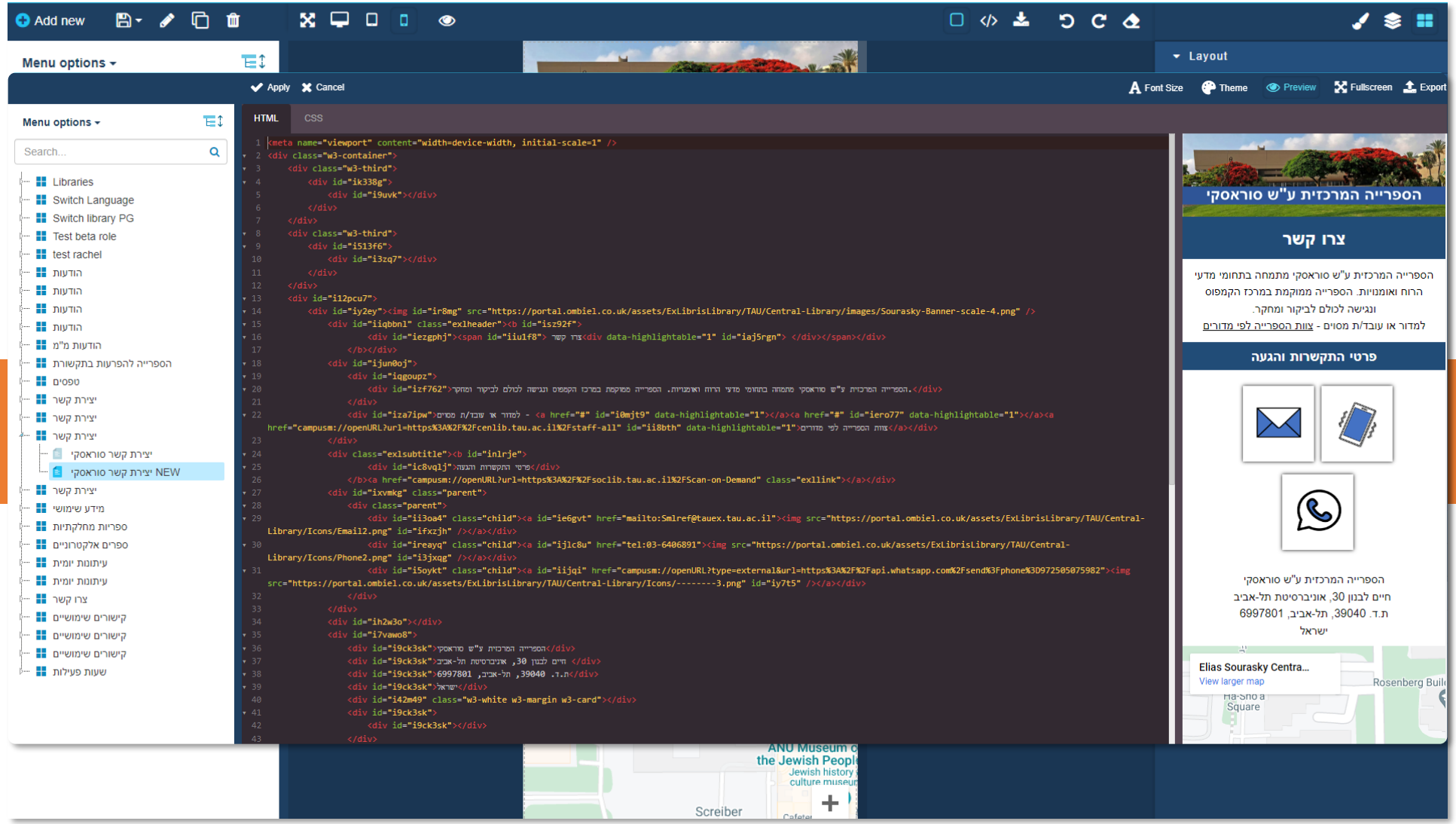
Tool to create app pages

- Templates\Blank
- Basic & advanced configurations
- Creative, Not Intuitive



App Building

Creative Studio



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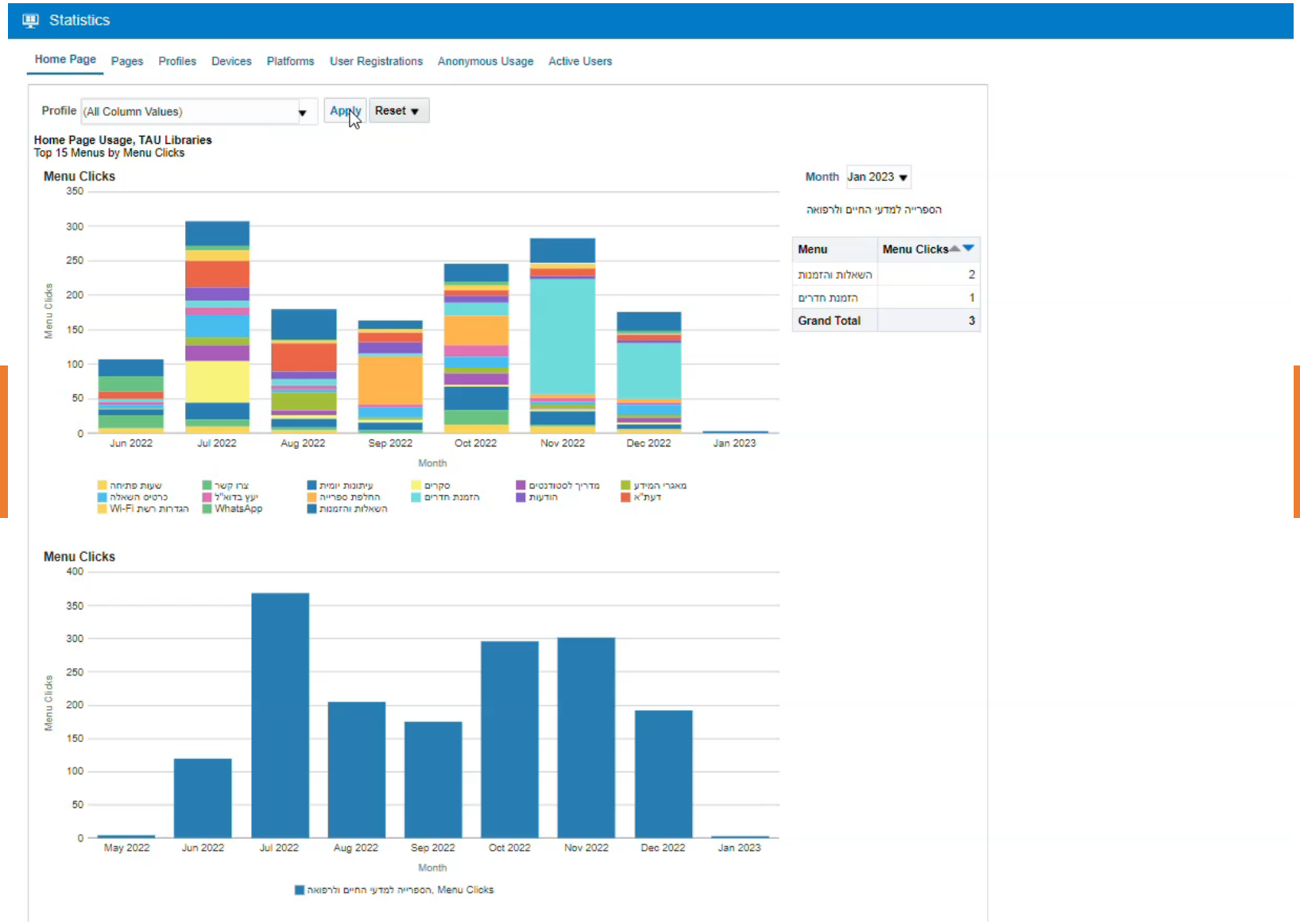
TEL AVIV UNIVERSITY

App Building

Analytics



App

Pages

Profiles

Devices

Platforms

Profile comparison

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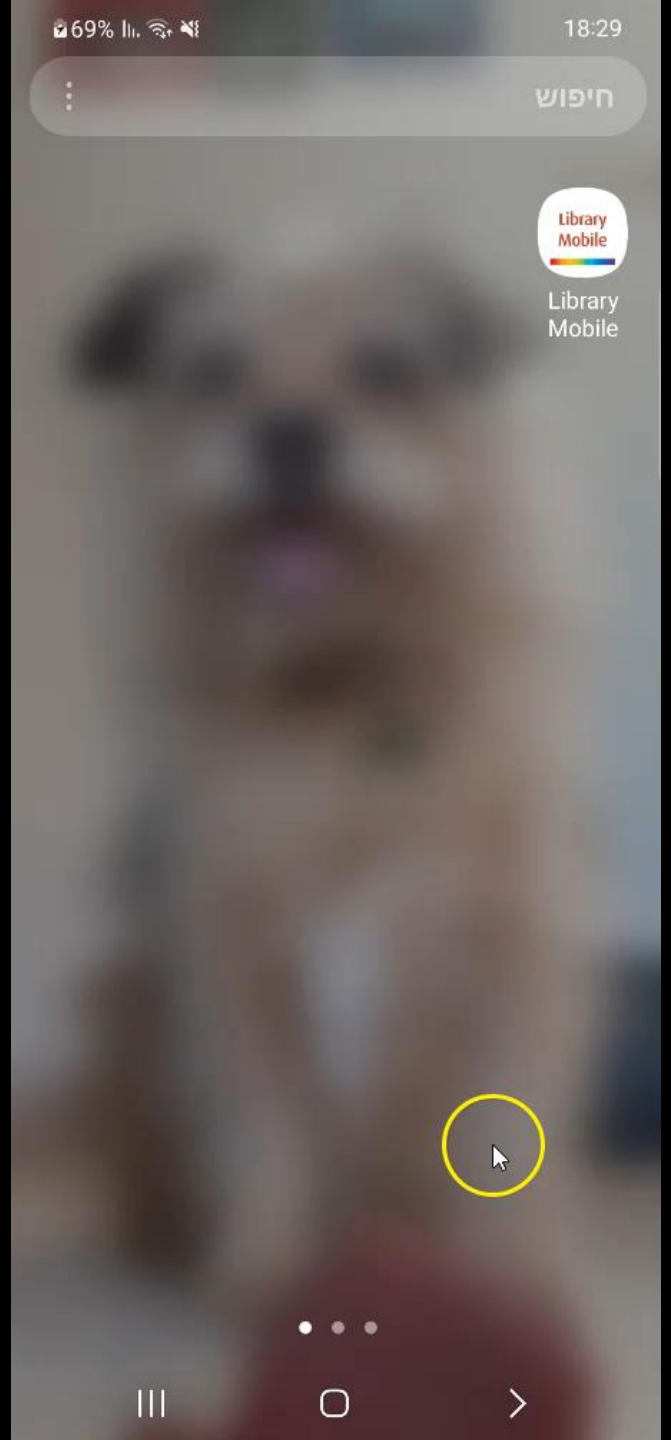
69%
18:29
חיפוש
Library Mobile
Library Mobile

Marketing

Soft launch

- Printed ads at the reference desk
- Staff introduction
- Teasers

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Marketing

Advertising by Exlibris

A5, A4, A3, rollup, bookmarks

Social media

- Official launch
- Special features
- Facebook, Instagram

Insights

Primo vs Primo VE

Interface of the ‘live tile’ is working better with Primo VE

Insights

Loans\Request

Interview #1, First-year medical student on the 4-year Program:

”As an example, in loans, I would like to know when the next return is due or even the item's name.”

Library Card

Not renewable

Insights

Right to left

RTL writing are aligned as LTR

For English speakers, it looks like this:

Dear Sir/Madam

The library uses an automatic loan renewal service. The following items were not renewed and should be returned according to their due date.

We would like to remind you that fines are charged for overdue loans.*

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Insights

What's Next?

Students have produced some great ideas for future development

Augmented Reality navigation:
the phone's camera will guide you to the right book on the shelf

A **'reading list'** within the app allows you to access your favorite books quickly and easily

Reserving working stations:
Dynamic and colored tiles to indicate occupancy

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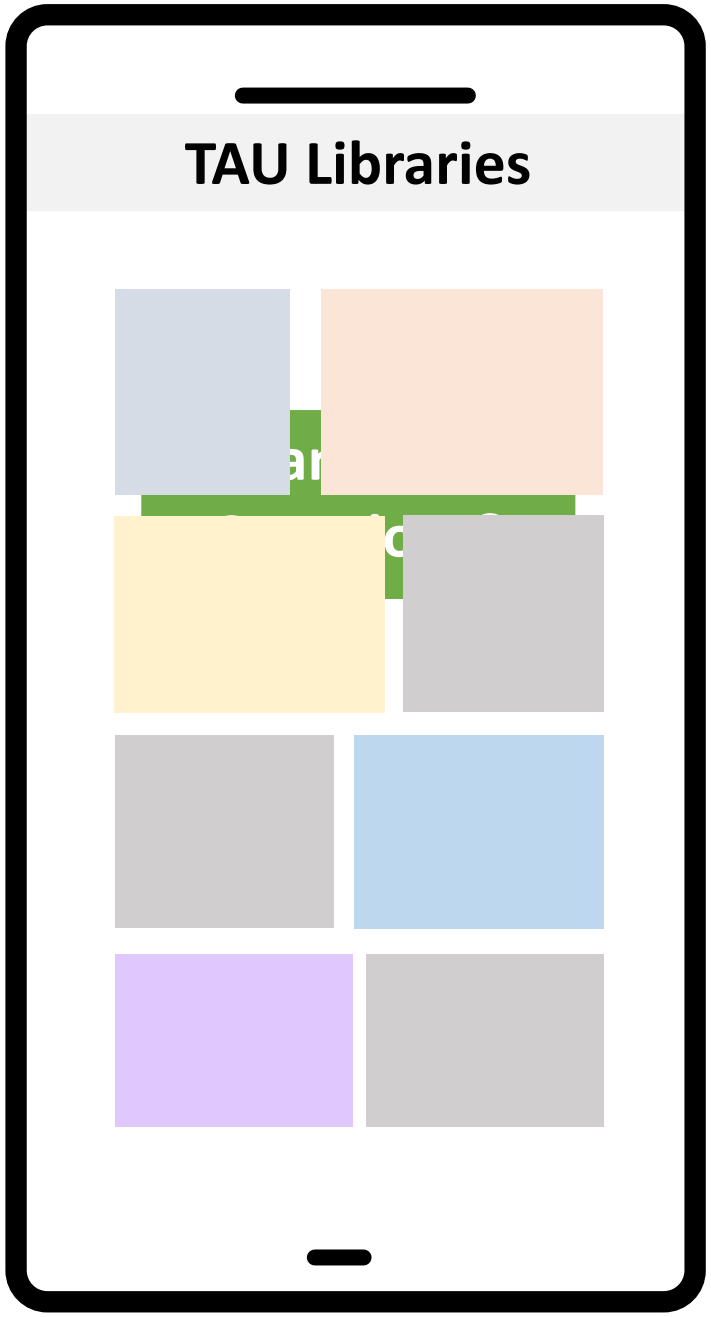

TAU Libraries

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