



# Library Mobile App Management: Out of the Weeds

**Shelly Hypes**

Resource Development & Access Librarian

UNC Charlotte

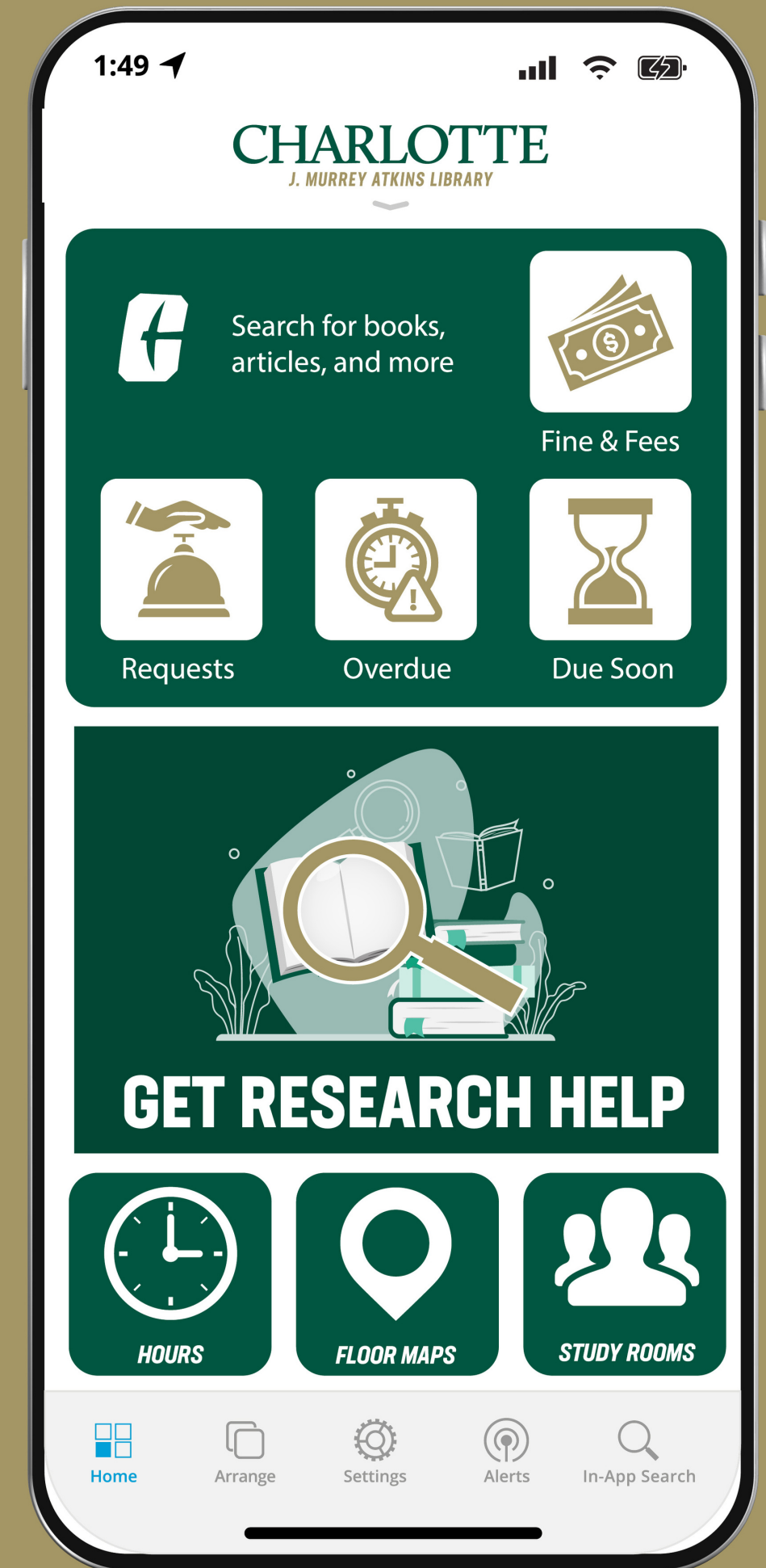
IGeLU 2023

UNIVERSITY OF NORTH CAROLINA  
**CHARLOTTE** | J. MURREY ATKINS  
LIBRARY

# Today



- One perspective
- Implementation and Management
- Zoom in and out (Weeds ---> 30,000 foot view)
- Configuration
- Quick Polls
- Marketing
- Analytics
- Strategic Connections



# Inspiration

- "Zoom In, Zoom Out: The Best Leaders Know When to Focus in and When to Pull Back."
- Rosabeth Moss Kanter
- Harvard Business Review, March 2011
- Zoom Framework.



## Timeline

- Go live in 30 days!

01

## Project Team

- UNC Charlotte: 9
- Representation from all library units.
- Ex Libris PM: Amazing!

02

## Success Factors

- Clear purpose
- Subject matter experts
- Campus support
- Decisiveness
- Organization
- Repetition in communication

03

## Integrations

- Primo VE

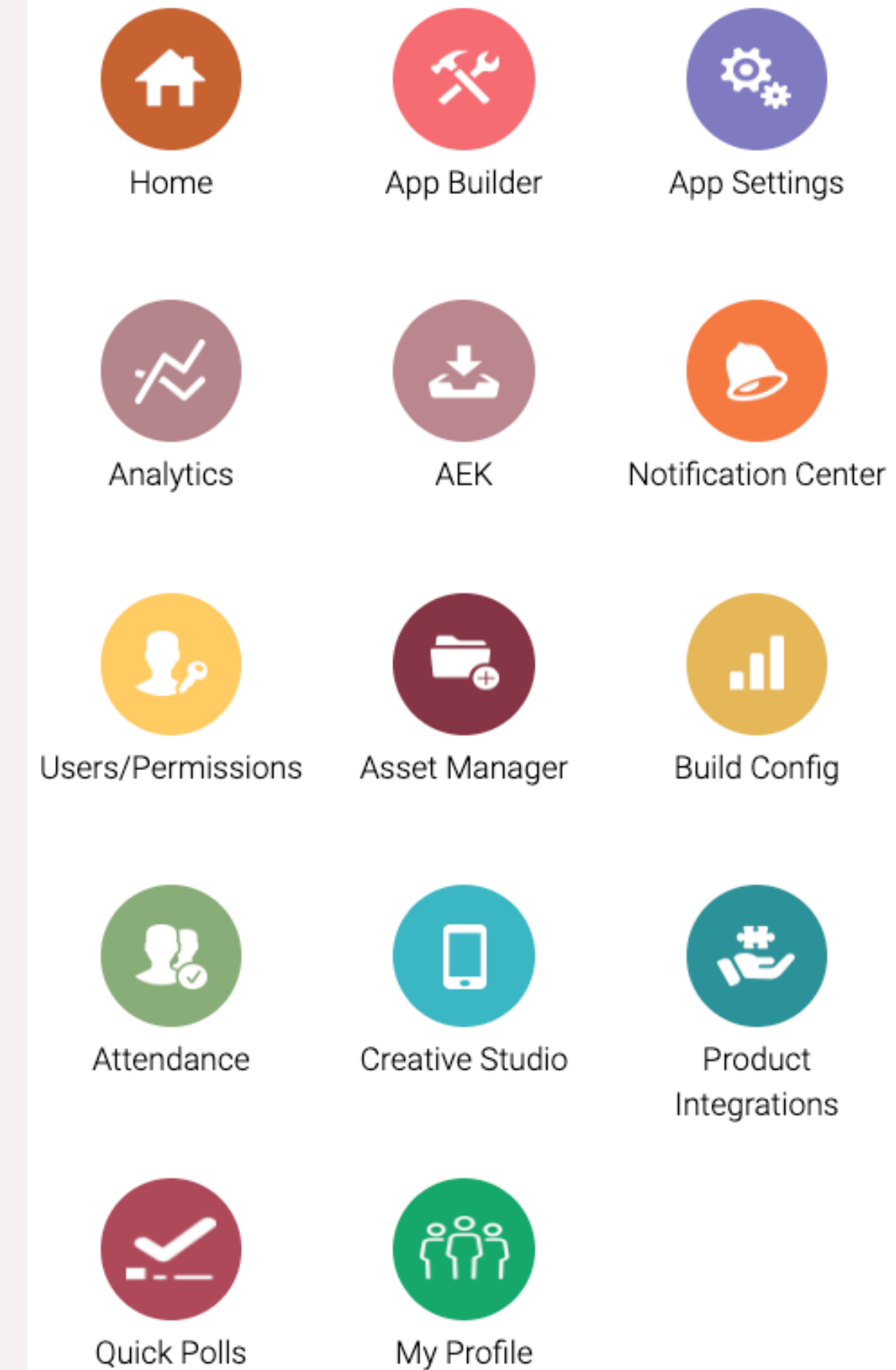
04

# About our Project

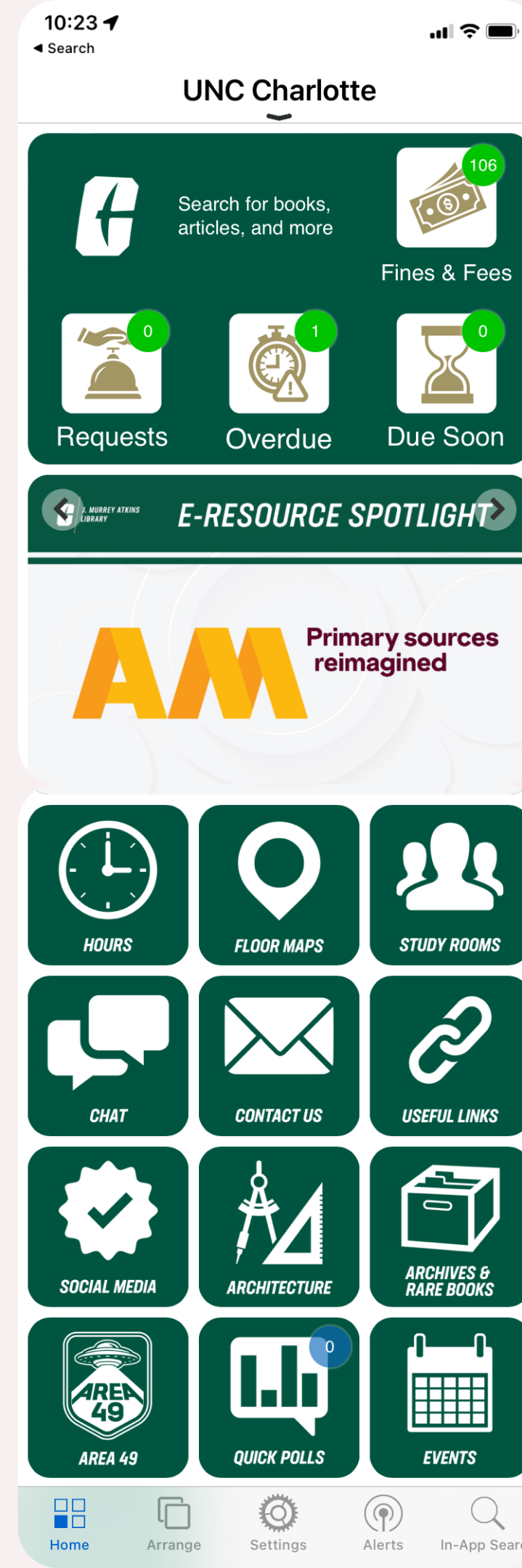


# App Manager

- Intuitive
- Easy to navigate
- Only 1-2 people required to manage the app.



# Details



1

## Tiles, Banners, Integrations

Primo VE integration, 1 Top Banner, 12 Tiles.

2

## Link Out/App Specific Pages?

Both.

3

## Notifications?

Important announcements.

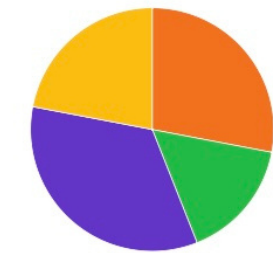
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## Quick Poll Frequency and Questions?

Crowdsourced best practices and spreadsheet.

## My Open Quick Polls

The library is open 24/7 during exams. What's your favorite time of day to study and do research?



Afternoon

Morning

Evening

Overnight

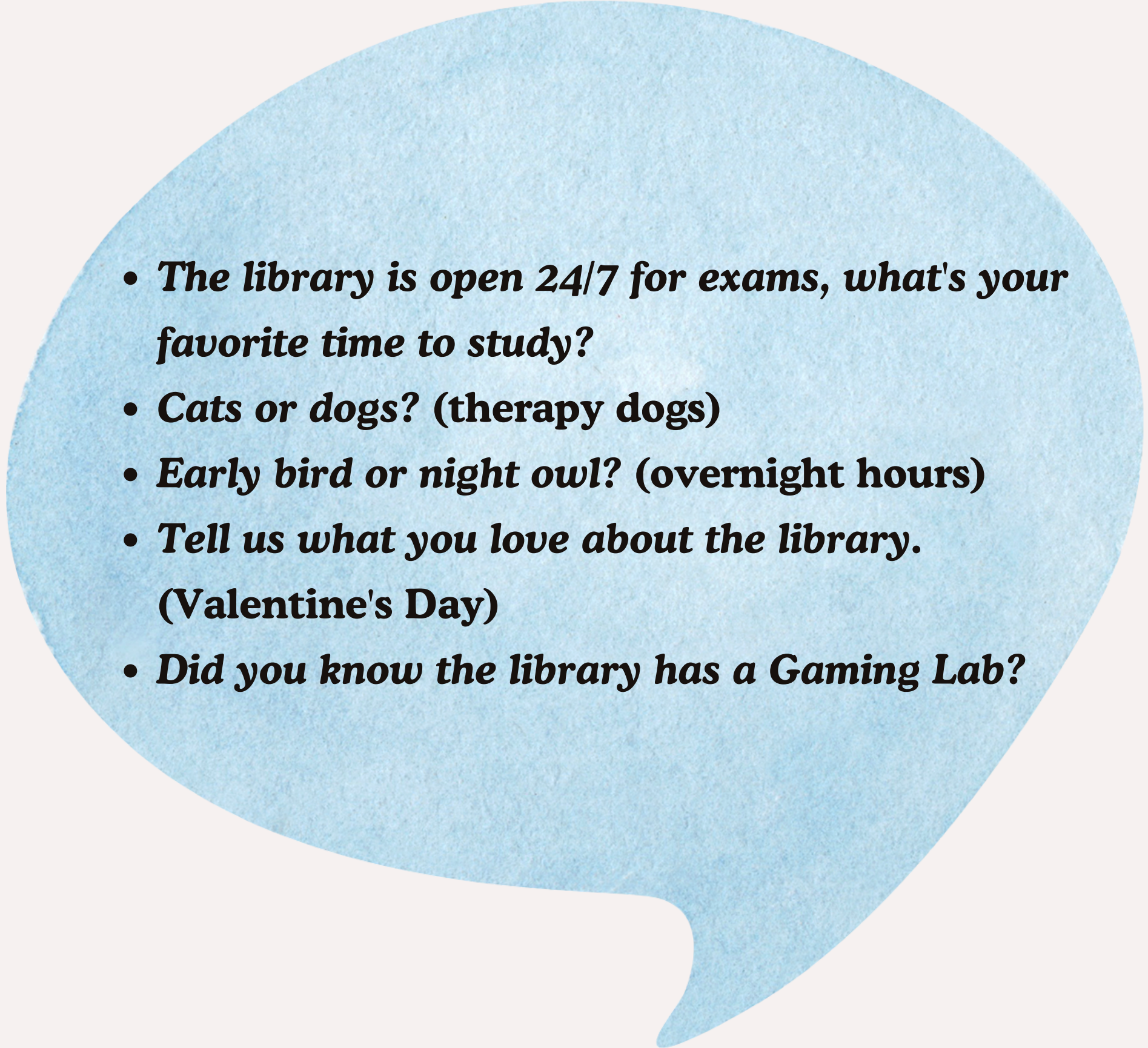
Quick Polls

History

Information

# Quick Polls Best Practices

- **Frequency:** 2 monthly
- Tuesday, Wednesday, or Thursday around noon
- All **anonymous**
- Use **Response Text** to share more about library resources and services.
- Upload **results** to shared drive
- Have **fun!**

- 
- ***The library is open 24/7 for exams, what's your favorite time to study?***
  - ***Cats or dogs? (therapy dogs)***
  - ***Early bird or night owl? (overnight hours)***
  - ***Tell us what you love about the library. (Valentine's Day)***
  - ***Did you know the library has a Gaming Lab?***

[Questions Spreadsheet here!](#)

# Marketing & Collaboration

- QR codes
- [YouTube video](#)
- Introduction and ongoing
- Usability testing and reports
- Quick Polls/Notifications



The image shows a hand holding a smartphone displaying the UNC Charlotte Library Mobile App. The app interface includes a search bar, buttons for 'Fines & Fees', 'Requests', 'Overdue', and 'Due Soon', a 'BORROW A MOBILE HOTSPOT' section with an image of a hotspot device, and a bottom navigation bar with icons for 'HOURS', 'FLOOR MAPS', and 'STUDY ROOMS'. The background is a dark green gradient.

## DOWNLOAD THE LIBRARY MOBILE APP

*For quick access to your library account information, study room reservations, and much more!*

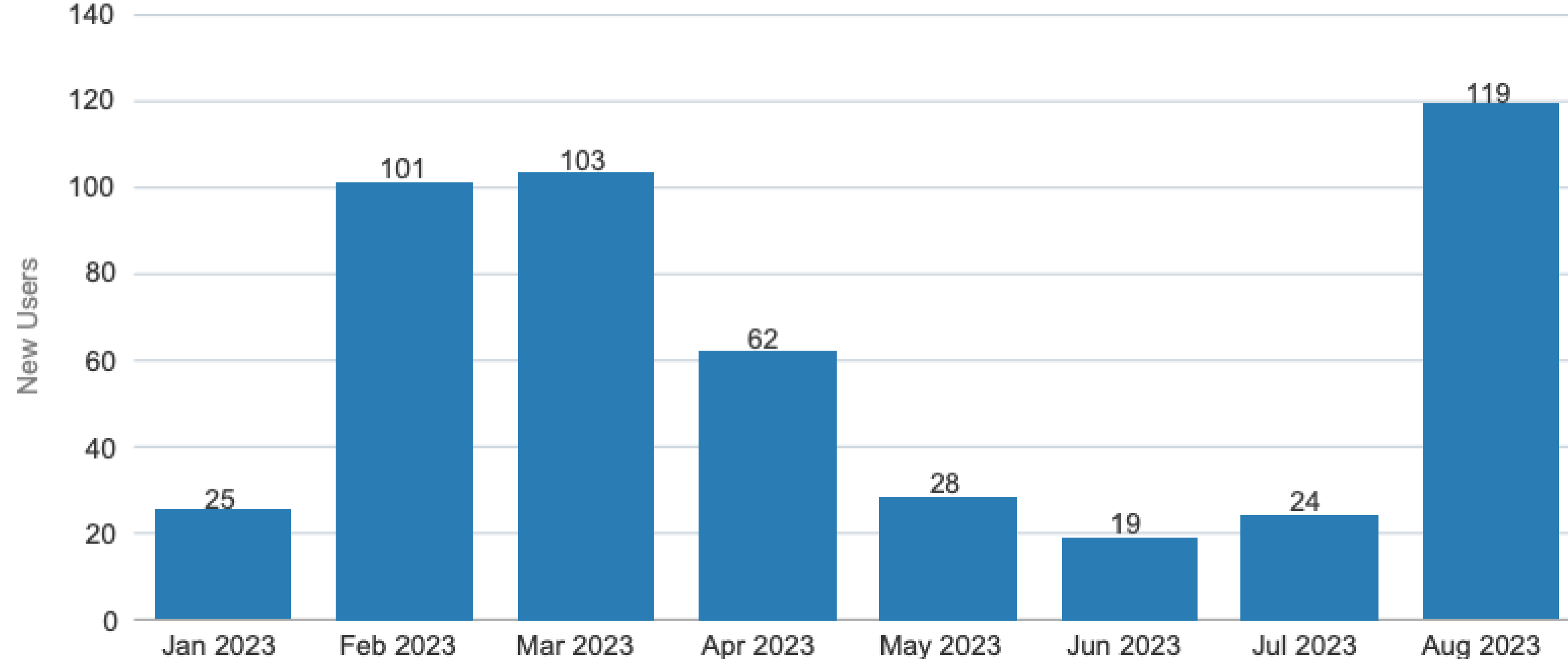
[go.charlotte.edu/LibraryMobileApp](https://go.charlotte.edu/LibraryMobileApp)





# Analytics - User Registrations

## New Users



Month	New Users
Aug 2023	119
Jul 2023	24
Jun 2023	19
May 2023	28
Apr 2023	62
Mar 2023	103
Feb 2023	101
Jan 2023	25

Total:  
**481**

# Analytics - Page Usage

## Page Usage, UNC Charlotte

Month **Aug 2023**

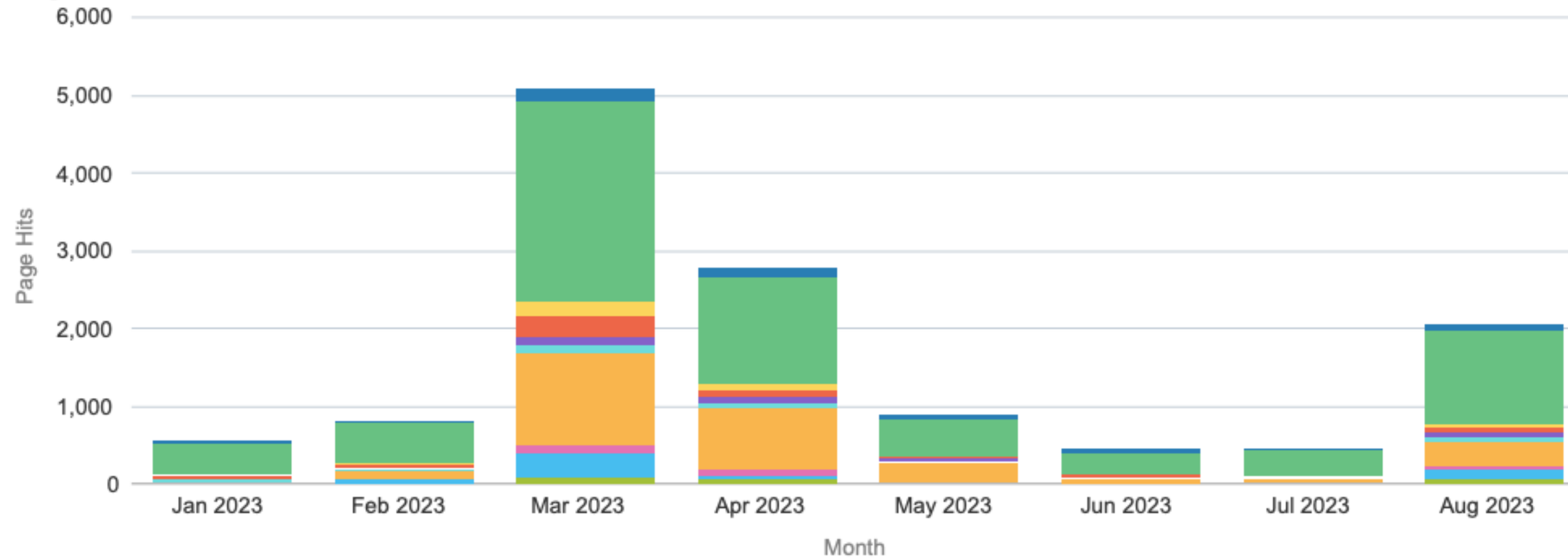
Guest

Page Description	Page Hits
Home Page	31
<b>Grand Total</b>	<b>63</b>

NinerNet

Page Description	Page Hits
Home Page	1,182
<a href="https://groupstudy.charlotte.edu/">https://groupstudy.charlotte.edu/</a>	323
<a href="https://library.charlotte.edu/visit-study/floor-maps">https://library.charlotte.edu/visit-study/floor-maps</a>	112
Alerts	92
Settings	70
<a href="https://library.charlotte.edu/visit-study/hours">https://library.charlotte.edu/visit-study/hours</a>	69
Quick Polls	68
My Library Account	66
In-App Search	30
<a href="https://library.charlotte.edu/archives-rare-books">https://library.charlotte.edu/archives-rare-books</a>	26
<b>Grand Total</b>	<b>2,226</b>

### Page Hits



- <https://library.charlotte.edu/visit-study/hours>
- <https://library.charlotte.edu/archives-rare-books>
- Settings
- My Library Account
- Home Page
- <https://library.charlotte.edu/visit-study/floor-maps>
- <https://groupstudy.charlotte.edu/>
- Quick Polls
- In-App Search
- Alerts

### Marketing & Promotion

Utilize Quick Polls and Notification features in Library Mobile App to market, promote, and assess, library services and events.

01

### Innovation & Technology

Add spaces, services, and technology that support the curriculum and lifelong learning.

- Explore and implement Library Mobile App.

02

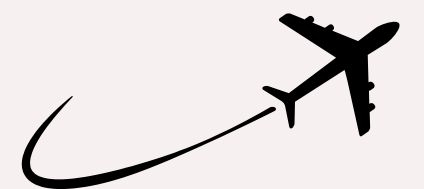
### Discoverability & Access

Ensure discoverability and access to library resources.

- Collaborate with ENGL 4181 Writing User Documents course to complete usability testing on Library Mobile App.

03

# Strategic Connections - 30,000 Foot View



# Navigation

- Time away and discussion
- Pomodoro Technique
  - Set the timer
  - Do the work
  - Take a break
  - Repeat
- Distraction mitigation and awareness
- Reflection



# Resources

**01**

[UNC Charlotte Case Study](#)

**02**

[Quick Polls Spreadsheet](#)

**03**

"Using the Ex Libris Library Mobile App at Atkins Library." YouTube. Uploaded by UNC Charlotte Atkins Library, 21, March 2023.

<https://www.youtube.com/watch?v=qtggYlpLzDQ> 

**04**

Canter, Rosabeth Moss. "Zoom In, Zoom Out." Harvard Business Review, March 2011, pp. 112-116.

# Thank you!

## Questions/Discussion

1. What questions do you ask via Quick Polls?
2. What Alma notifications do you have enabled in the app?
3. How is the app working for you?



Scan the QR code to access my digital business card!

**Shelly Hypes**  
Resource Development & Access Librarian  
shelly.hypes@charlotte.edu  
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