

# MAKING THE CHOICE: MOBILE SOLUTIONS FOR YOUR LIBRARY

Tine Walczyk

December 13, 2012

Presented in conjunction with the

Texas State Library and Archives Commission

# Of course we're mobile, right?

## I can see our website on my phone!

- ❑ Not quite!!
- ❑ Just because you can see something on your Mobile Device does not mean it is “Mobile”
- ❑ Mobile, in this sense of the word, is a technology, not a location.
- ❑ For something to BE mobile, it has to provide a number of features such as:
  - ❑ Quick access over slower bandwidth
  - ❑ Easy use with less screen real-estate
  - ❑ Incorporate the functionality of the mobile device itself – location sensing, camera, etc.



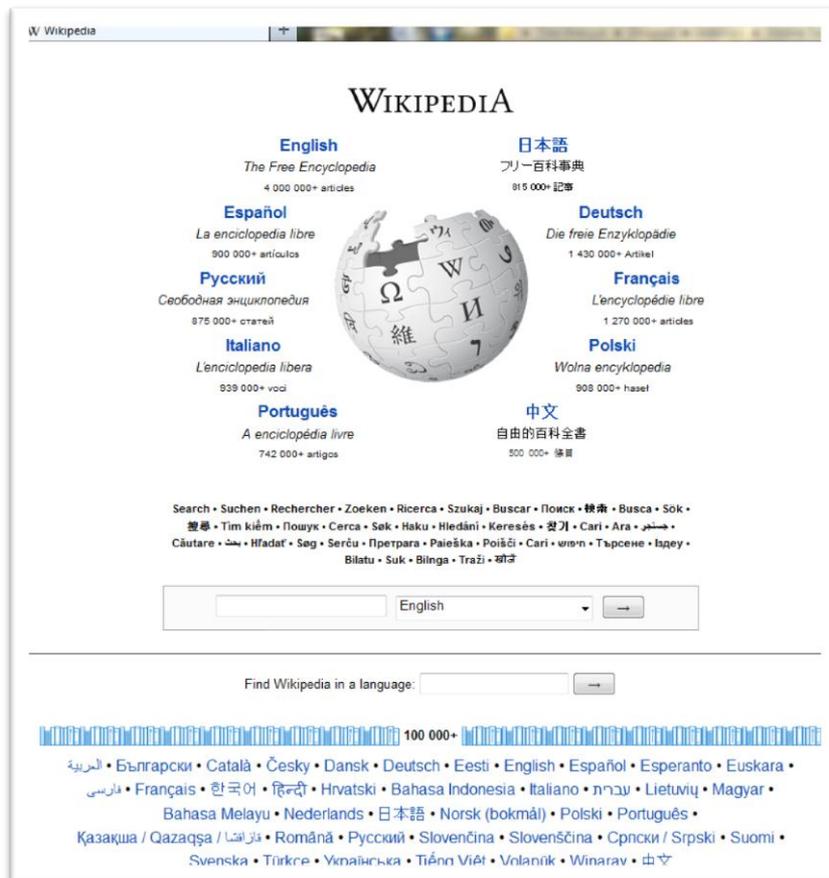
# Why aren't all websites "mobile"?

- It depends. Some try harder than others.
- Answer 1: No, the poorly designed website



# Why aren't all websites "mobile"?

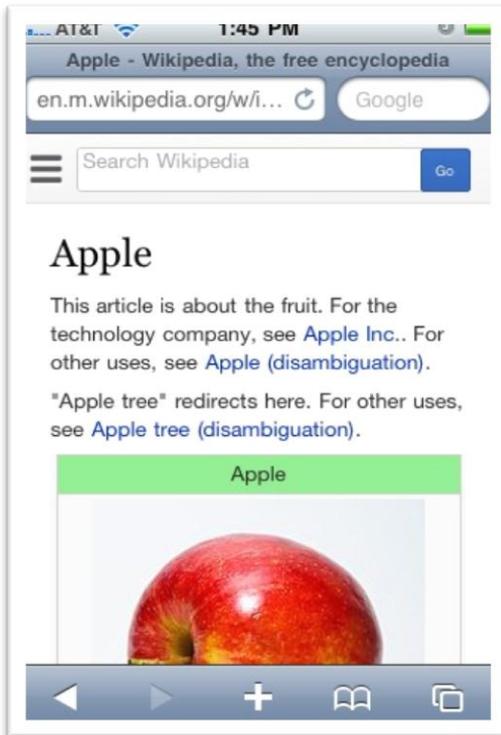
- Answer 2: Sort of, the well-designed website



# Why aren't all websites "mobile"?

- Answer 3: as close as it can get, the mobile-accessible website

## Single Column Data



## Collapsed Topics



VS

## Sized Webpage



# What is the difference?

## Mobile Accessible Website

- ❑ Hosted on the web
- ❑ Designed to work with low-bandwidth connection
- ❑ Considers limited screen real-estate
- ❑ Good at providing structure content

## Mobile App

- ❑ Specifically built for device
- ❑ Uses camera, printing, compass, accelerometer, network connection
- ❑ Distributed through a “store”
- ❑ Off-line content possible



# Mobile Accessible Website Examples

- Southern Methodist University (Dallas)  
(<http://libcat.smu.edu/vwebv/searchBasic?sk=smu>)  
(<http://libcat.smu.edu/vwebv/searchBasic?sk=mobile>)
- South Texas College  
(<http://library.southtexascollege.edu/Pages/Welcome.aspx>)  
(<http://library.southtexascollege.edu/mobile/default.html>)
- UT Pan American – Edinburg  
(<http://www.lib.utpa.edu/>)  
(<http://m.lib.utpa.edu/>)
- UT Austin Libraries  
(<http://www.lib.utexas.edu/>)  
(<http://www.lib.utexas.edu/m/>)
- Austin Community College  
(<http://library.austincc.edu/>)  
([http://library.austincc.edu/m/#\\_home](http://library.austincc.edu/m/#_home))
- Texas State University Library LibGuides  
(<http://libguides.txstate.edu/index.php>)  
(<http://libguides.txstate.edu/mobile.php>)



Trainers-R-Us

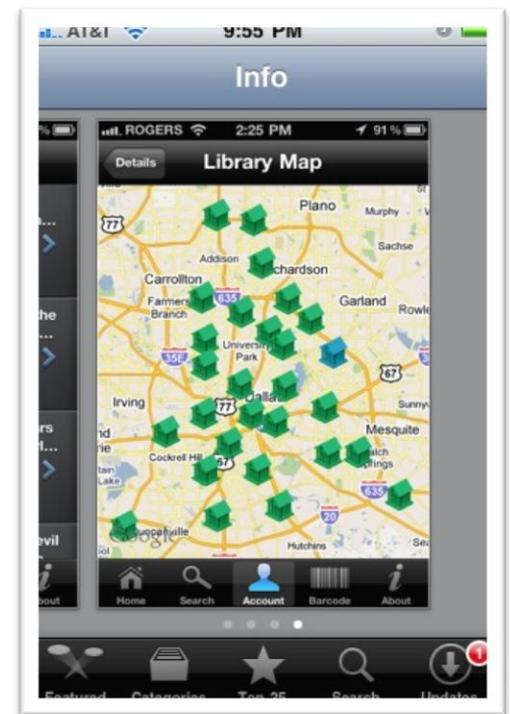
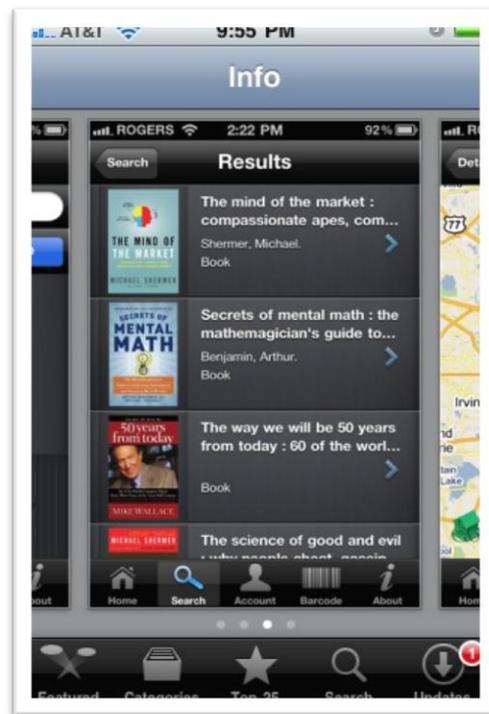
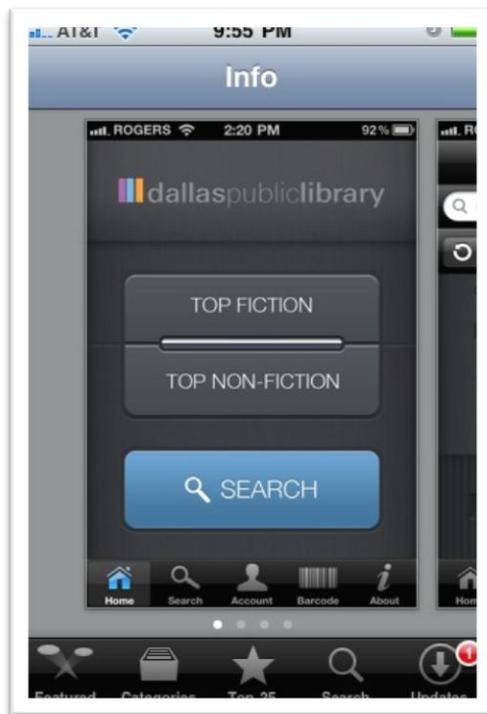
Knowledge + Technology = Success

# And now for some APPS!

- Dallas Public Library – APP!

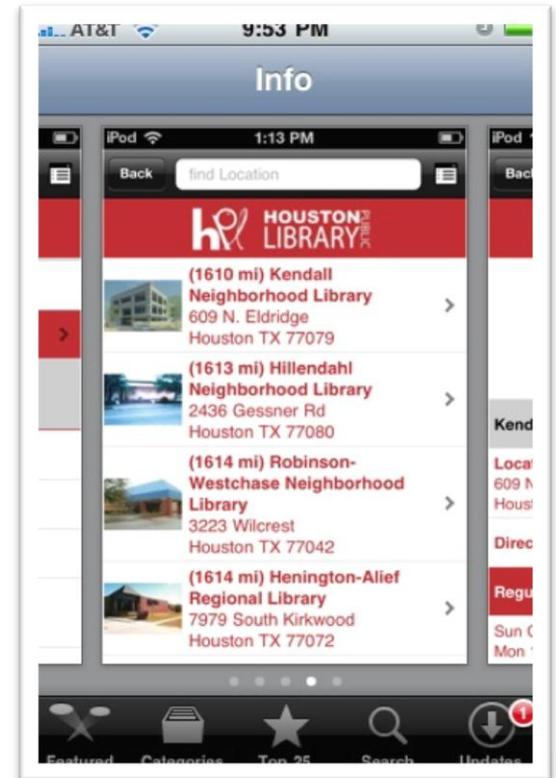
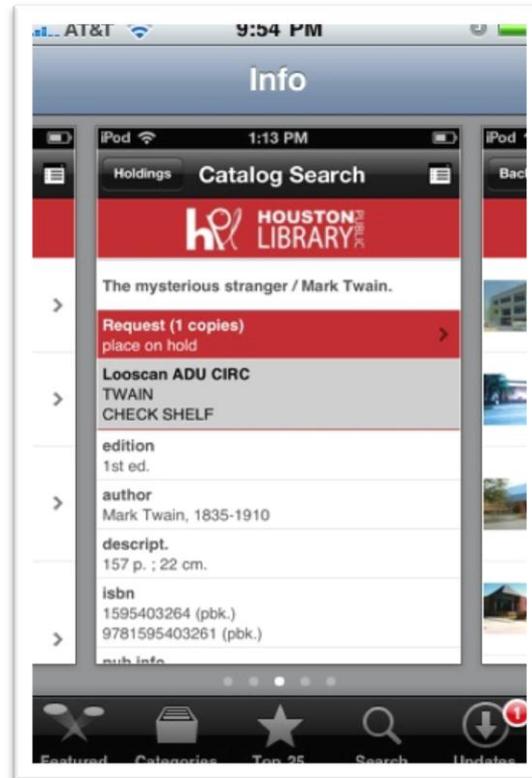
Website as well

(<http://www.dallaslibrary2.org/mobile/>)



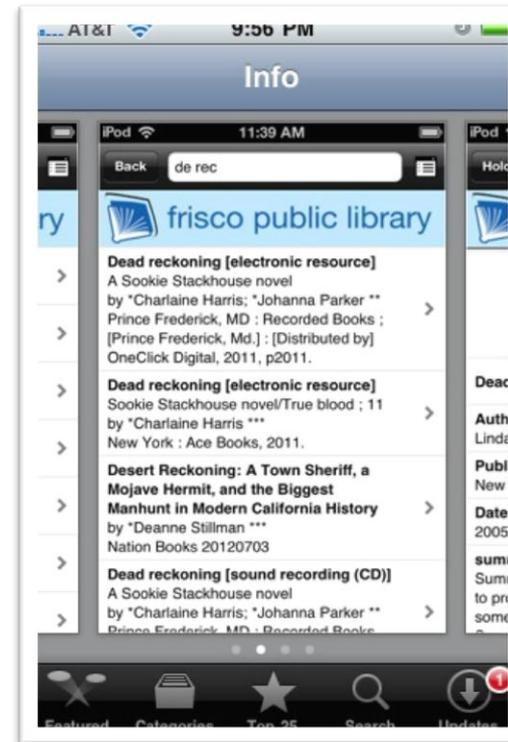
# And now for some APPS!

## □ Houston Public Library



# And now for some APPS!

## □ Frisco Public Library



**Do I need to make my library  
mobile?**

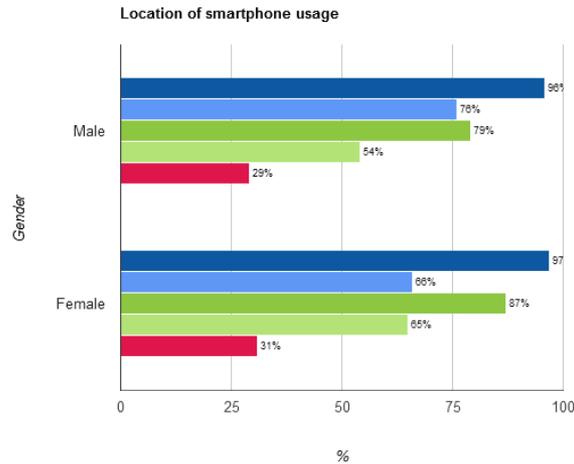
**YES!**

**WHY?**

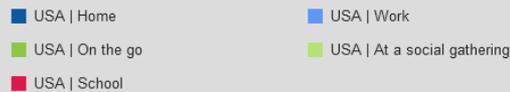
You know someone's going to ask!

# Let's Look at the Research

## Our Mobile Planet research



Base: Smartphone owners

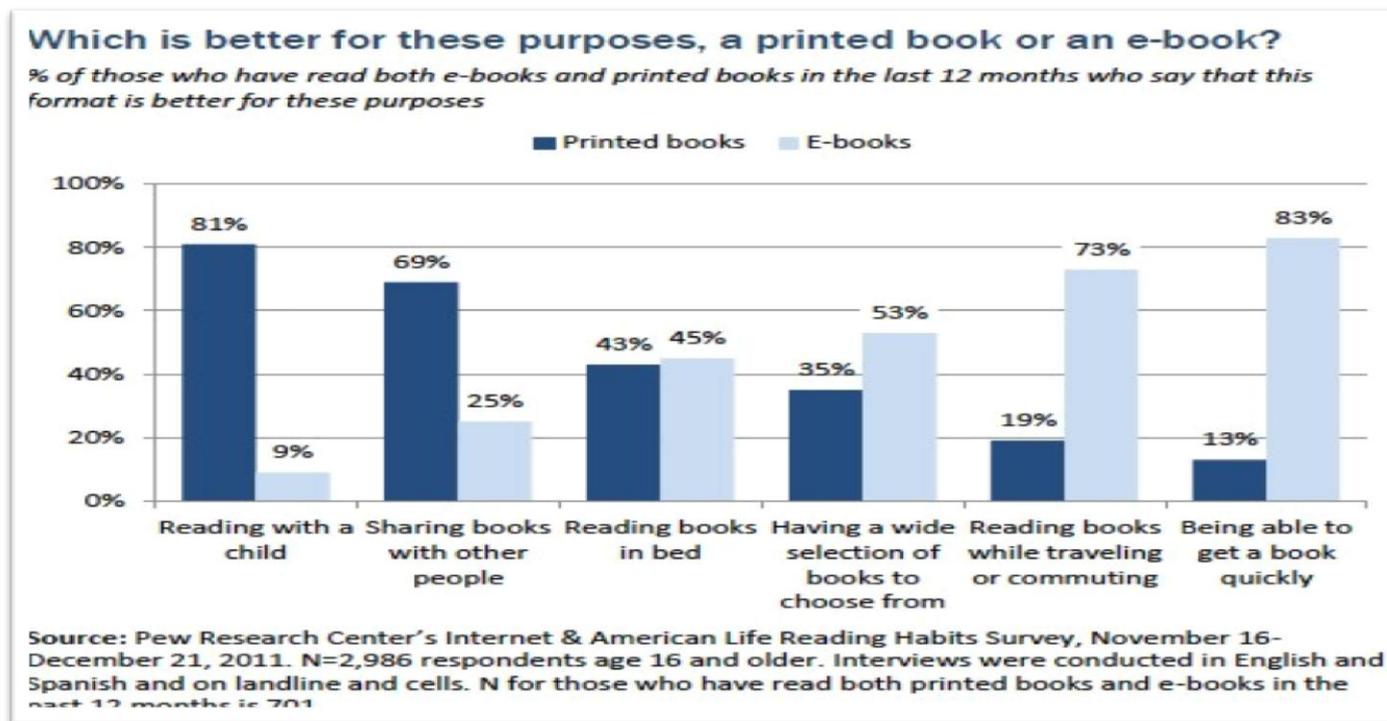


## Make Your Case

- Data gathered by Google, Ipsos, the Mobile Marketing Association, Interactive Advertising Bureau
- Tool to review current SmartPhone usage to make your case
- <http://www.thinkwithgoogle.com/mobileplanet/en/>

# Pew Internet Study 2012

- 29% of readers of e-books consume their books on their cell phones
- 23% of readers of e-books consume their books on a tablet computer.



# 2012 Horizon Report

- As mentioned in the “2012 top ten trends in academic libraries” ...
- Higher Ed is starting to make students rely on their mobile devices and apps.

(ACRL. (2012). 2012 top ten trends in academic libraries, *College & Research Libraries News*, 73(6), 311-320)

# Library Journal

“People are rapidly adopting mobile technologies.  
-Forty-six percent of U.S. adults now have a smartphone, up from 35 percent in 2011.  
-41 percent now have another type of cell phone.  
-Fifty-six percent of adults own laptops, up from 30 percent in 2006.  
-44 percent own MP3 players, up from 11 percent in 2005.  
-Almost 20 percent own tablet computers, and ownership of those doubled this past holiday season.”

- (Ennis, M. (Aug 2012). Patrons expect more from mobile services. Handheld librarian conference, Library Journal. Retrieved from <http://www.thedigitalshift.com>)

# Determine Your Current Mobile Situation

- Determine the gap between where you are and where you need to be
  
- Work with your IT/Web staff to pull statistics from your existing websites
  - Web analytics can tell you your mobile traffic
  - User agent line from your web logs
  
- Determine where you need to be
  - Look at the Literature / Trends / Projections
  - ASK your users
  - ASK your current vendors where they are



# How do I decide what should be mobile? (Define your Strategy)

- What services do we provide that could/should be mobile?
- Do I need an app or just a mobile-accessible website?
- Cost Benefit Analysis
  - An example –  
(<http://www.sjsu.edu/faculty/watkins/cba.htm>)
  - (If you actually want a formula –  
<http://www.sjsu.edu/faculty/watkins/cbaprofit.htm>)



Trainers-R-Us

Knowledge + Technology = Success

# Let's talk about Cost

- What Kinds of Cost should you plan for?
  - Development Costs
  - Implementation Costs
  - Fees
  - Maintenance Costs



*Trainers-R-Us*

*Knowledge + Technology = Success*

# Development Costs – Mobile-accessible

- According to the ECAR Study in 2011, “it costs roughly 5000 to mobile-enable a service”. In fact, they found:
  - The median mobile-enablement cost per service was \$5,143.
  - The lowest-spending 25% of institutions spent less than \$2,000 per service.
  - The middle 50% spent between \$2,000 and \$16,250 per service.
  - The highest-spending 25% spent more than \$16,250 to mobile-enable each service. (Educause, Slide 26)



# Development Costs - App

- Simple, table based app  
- \$1,000-4,000
- Database App (native) –  
\$8,000-\$50,000
- Games – \$10,000-  
\$250,000
- Additional cost for  
graphics compatible with  
different screen sizes  
(e.g. iPad)
- Other items
  - In-App Purchasing –  
\$1,000-\$3,000
  - Web Services – \$1,000-  
\$5,000 (updating code  
thru XML)
  - Game Center – \$1,000
  - Share Capabilities –  
\$500-\$1,500  
(share with email,  
facebook, twitter)



Knowledge + Technology = Success

# Implementation Cost

- Any changes to existing systems necessary to support new site or app
- Training
- Marketing



# Other Potential Fees - App

- Cost from AppStore (\$99/yr +% of sales)
- Cost from Google Marketplace (\$100, 1x listing fee)
- Hosting service / Builder site (\$79/mo)

# Maintenance Cost – Mobile-accessible

- Maintenance Costs Depend On
  - ▣ One website or two
  - ▣ Web skills in-house
  - ▣ How often you update your site
- Ask for these things up front to Reduce Cost
  - ▣ Tools to update yourself



*Trainers-R-Us*

*Knowledge + Technology = Success*

# Maintenance Cost - APP

- Maintenance Costs Depend On
  - ▣ Does the data behind the app populate itself?
  - ▣ Do you have to run a data feed?
  - ▣ Is the app self sufficient for the most part?
- For an APP -- unless there is a major change to the original source, there may be no need for APP upgrades.
- Ask for these things up front to Reduce Cost
  - ▣ Functioning APP for IOS and Android
  - ▣ Placement of APP in AppStore and GoogleMarket
  - ▣ Thorough QA by the developer, you, a user group
  - ▣ Automated data population
  - ▣ Design for no maintenance needed



# How do I make things mobile? (Implementation)

- Use Internal staff
  - Do they have the skills?
  - Training available
    - Google App Tutorials -- <https://developers.google.com/google-apps/marketplace/tutorial>
    - Several eBooks available for building apps without programming experience
  - Time to Launch
  
- Hire External assistance/Vendors
  - Time vs Money vs Experience vs Resources
  - Make sure to ask the right questions
  - Review the TSLAC list of vendors



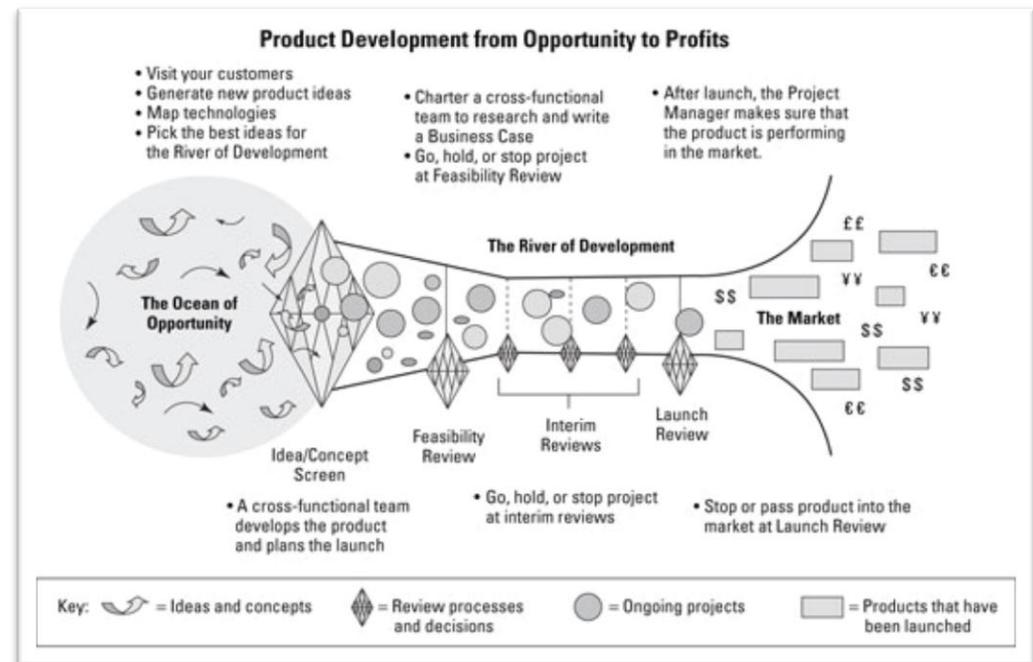
# Test It!!

- No matter who makes it, make sure to test it!
  - ▣ Web developer staff
  - ▣ Library staff
  - ▣ Patrons
  
- Tools to check out your mobile-accessible website:
  - ▣ [Gomez Mobile Readiness Test](#)
  - ▣ [W3C Mobile OK Checker](#)
  - ▣ [MobiReady](#)



# Mobile Applications Initiative (Resources)

- Upcoming program from TSLAC for TexShare members
- Make a proposal
- Review the Vendors
- Start your Project



<http://www.dummies.com/how-to/content/the-new-product-development-cycle.html>

# Learn MORE!

- ❑ Blue Cloud Solutions (An App Developer with an Active Blog) -- <http://www.bluecloudsolutions.com/>
- ❑ AppMuse (An App Developer with an Active Blog)-- <http://appmuse.com/appmusing/>
- ❑ Interviewing a Developer -- <http://www.bluecloudsolutions.com/blog/developer-hire-iphone-ninja/>
- ❑ Developing for Google Marketplace -- <https://developers.google.com/google-apps/marketplace/>
- ❑ Pros of a Mobile Accessible Website - <http://www.hswsolutions.com/services/mobile-web-development/mobile-website-vs-apps/>
- ❑ Mobile Optimization Guide - <http://dev.opera.com/articles/view/the-mobile-web-optimization-guide/>

