Innovation with Libraries

Mike Teets
VP Innovation
OCLC

EMEA Regional Council Meeting
2–3 March 2011
OCLC Innovation Lab

• Generate new services, use existing services in new ways, or explore new ways to accomplish existing services
• OCLC will become more *agile and responsive* to member needs
• Create new opportunities to work with OCLC *data and services* to assist members in their own innovative projects
What is the OCLC Innovation Lab?

Staff
Tip House, Dublin Ohio USA
Rob Koopman, Leiden Netherlands
Willie Neumann, Dublin Ohio USA
Mike Teets, Dublin Ohio

More than 100 years experience in the library and information industry creating and deploying new services
Hype Cycle of Emerging Technology

Source: Gartner Group
ANALYTICS

SOCIAL

MOBILE
Who are we trying to reach?

65+ yr old, Grad Degree, from School

Demographics from Alexa.com
Who are we trying to reach?

18-24 yr old, Some College, from Home and School

Demographics from Alexa.com
Smartphone Adoption is Global

% Smartphone Adoption by Market
Source: comScore Mobilens, 3 mo. avg. ending Dec-2009 to Dec-2010

Your Mobile Strategy

• You must have a strategy

• Your strategy must be to embrace change

• Dominance of a single device, model or strategy lasts about 15 minutes
2010 February

OS Mobile Web Consumption Trends (North America)

http://blog.quantcast.com/quantcast/2010/03/mobile-os-share.html
2010 August

Vendor Share of Web Consumption
North America

May '09 | Aug '09 | Nov '09 | Feb '10 | May '10 | Aug '10

Apple - iPhone, 37%
Apple - iPod, 19%
Motorola, 11%
HTC, 11%
BlackBerry, 9%
Samsung, 5%

quantcast

OCLC - The world's libraries. Connected.
First Generation OCLC Prototype Mobile Web Application
Second Generation Multi-platform App
Third Generation - Meeting users at the point of need

- We have been working hard to ensure libraries surface in consumer environments.
- Shopping apps are a way for the library to be seen in the flow of popular apps, without the user having to focus first on the institution or library.
OCLC Application Gallery
http://www.oclc.org/applicationgallery/

Nine deployed mobile applications written outside of OCLC that utilize Worldcat!
What is important in Library apps/web?

- For mobile users, the catalog is not the only service of interest and not even high on the list.
- Library hours, reserving a room or computer, checking out materials, paying fines, reading e-resources.
Mobile Apps v. Mobile Web

Figure 1: Growth of Mobile Touch Content

Source: http://www.taptu.com/metrics/
App Verses Web

• Games and Entertainment dominate App Stores
• Shopping and Social dominate mobile web
• 25% of Smartphone buyers never download an app!
• 25% of downloaded applications are never used again!
• Smartphone users frequently use 3 to 4 apps.

Your library is not going to be one of them.
Current Generation Mobile Web Model
Worldcat Local Mobile Example

http://uwashington.worldcat.org/m
My Recommendation

• Design Mobile Web First

• Get your strategy right before thinking about an App.

• Only deploy App to go after specific untapped audience.
What you should do now

• Develop a strategy for your user... not for what you have
• Expand your service... and be critical of current services
• Develop with the user... don’t expect them to learn existing offerings
• Start with the end in mind... but commit incrementally and check results
Enough about end users, what about you?

Could this be your library management system?

- Not Today
- Within two years?
- Three?
- It will be possible!
Affordable OCLC library services for small libraries through “Library in a Box”

OCLC Small Libraries Advisory Committee

Final report, May 2009

Committee Members
George Bishop, Ovid-Elsie Area Schools, Chair
Jeff Baskin, William F. Laman Public Library, North Little Rock, Arkansas
ChewLeng Beh, National Library Board, Singapore
Beverly Obert, Rolling Prairie Library System, Decatur, Illinois
Gina Persichini, Networking Consultant, Idaho Commission for Libraries
Steve Podgajny, Portland Public Library, Portland, Maine
Web Site for Small Libraries Design Criteria

- Exclusively cloud based service
- Deployable without human intervention
- Never require a support phone call
- Uses only consumer devices
- Does not require formal library training to operate
- Uses familiar web editing models
- $1 (USD) per day per library per year to operate
- Design for Mobile First
Tuesday Mornings 10:30-11 am
Tuesday Afternoons 1-1:30 pm

Parents may choose the one session that best fits the child's schedule. No Pre-registration required.

Questions? Call the library at (931) 555-1234.

Lap Sit (Spring Schedule)
12 months - 36 months of age

Wednesday Mornings 10:30-10:50 am

Lap Sit is designed for you and your child to attend together. No pre-registration is required.

Questions? Call the library at (931) 555-1234.

February 2011

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But Remember...

- This is an experimental **project**
- **It is not a current service offering**
- We are using this to explore demand and minimalist service delivery model.
- We welcome your feedback…
  - About very, very small libraries needs
  - Interesting components that should be promoted to other services
- Visit [http://experimental.worldcat.org](http://experimental.worldcat.org)
Contact

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Innovation Lab
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