OCLC WELCOMES IFLA WLIC 2016

#WLIC2016
Next Steps for FirstSearch and WorldCat Discovery

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Agenda

• End User Vision and Products
• WorldCat Discovery Product Update
• Questions & Answers
Two distinct and loved reference products

Our vision is to provide innovative reference products that are built into the fabric of librarians’ and library users’ journeys.

FirstSearch®
There is no other. Period.

WorldCat® Discovery Services
Enabling cutting edge research.
## Services are distinct and complementary

<table>
<thead>
<tr>
<th>FIRSTSEARCH</th>
<th>WORLDCAT DISCOVERY</th>
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<tbody>
<tr>
<td><strong>Primarily Used By</strong></td>
<td><strong>Primarily Used By</strong></td>
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<tr>
<td>• Library Staff &amp; Experts</td>
<td>• Library Users</td>
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<tr>
<td><strong>Use Cases</strong></td>
<td><strong>Use Cases</strong></td>
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<tr>
<td>• What do other libraries have?</td>
<td>• What does my library have?</td>
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<tr>
<td>• Supports library workflows</td>
<td>• Casting a broad net</td>
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<td><strong>Needs</strong></td>
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<tr>
<td>• WorldCat</td>
<td>• WorldCat + central index (articles)</td>
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<tr>
<td>• Details. Details. Details.</td>
<td>• Simplified interface</td>
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FirstSearch is Stepping into the Future

What is the future of FirstSearch?
• FirstSearch is here to stay, and it will always be the tool of choice for library staff and experts

Our plan: is to design a new FirstSearch with a modern interface, that builds on known and loved functionality, while “harnessing” the power of a new technology platform

How are we going to achieve this?
• Product Planning: market research & feedback continues (2016 – 1H 2017)
  • FirstSearch Community Center to be launched in 2016
  • Research will involve various library groups and individual institutions
  • Online surveys, focus groups, interviews
• Product Development: market research and feedback will inform product choices (2H 2017)
  • Transition to the new platform
  • Implement new features and functionality
End User Vision

Foundational Excellence

Successful end user journeys

Innovation
What is unique about WorldCat Discovery?

- WorldCat
- One easy search box for all: (e)Books, articles, dvds, etc...
- Smart Delivery: FIND AND **GET** needed resources
- Visibility on the Web
- Content breadth and neutrality
- Staff-specific features
- Staff efficiency
- Our Community

A record is added to WorldCat every second
We hear from OCLC members…

“…it’s so much easier for our students to get what they need...and every faculty member I’ve introduced it to thinks it’s the best thing ever.”
We hear from OCLC members…

“WorldCat Discovery has opened new vistas for our students, faculty and staff.”
We hear from OCLC members…

“We simply do not have the space nor the money to be able to house a collection for every country that our students visit. For that, WorldCat Discovery is extremely important.”
FEATURED ON LIBRARY WEBSITES
NEW & EXCITING
3 major areas of focus

Innovation:
Search Engine

Journeys:
Great UX

Foundational:
WorldCat Local Features
Enhancements since August 2015

- “Did you mean?” spelling suggestions
- Beta Pilot: New search algorithm

- Easier to find alternate editions & formats
- Faster access to local availability
- More informative record email
- Simplified local holdings display
- Clearer sign-in options

- Personal lists enable users to organize their research
- Add multiple instructors to course reserves
- Enable libraries to receive feedback
Relevancy Improvements

Innovation: Search Engine

- New algorithm roll out in September
- Iterative process… more improvements to come
Enable cutting edge research...

plant derived cancer treating agents

multiple sclerosis oligoclonal blood brain barrier

diabetes care

hypothyroidism

superconducting sensors warm up
Enable cutting edge research...

plant derived cancer treating agents

multiple sclerosis oligoclonal blood brain barrier

diabetes care

hypothyroidism

superconducting sensors warm up
Search behaviors: some fun stats...

The queries are complex and varied.

5 words / query
7 characters / word
Search behaviors: some fun stats...

Relevant items must be served on the first page.

80% of clicks in top 6
40% for the #1 spot
And there’s more…

Great user experience

- Search results display
- Representative record
- Navigation: Act like a browser
- Citations upgrades

WorldCat Local: Key feature parity

- Transfer course reserves
- Temporary items in reserves
- Better course reserve UX
- Saved searches
Questions?