

5 Must-Dos to Maximize Your Discovery Experience Rick Branham | Vice President, Pre-Sales Solutions & Academic Library Initiatives



5 Must-Dos to Maximize Your Discovery Experience





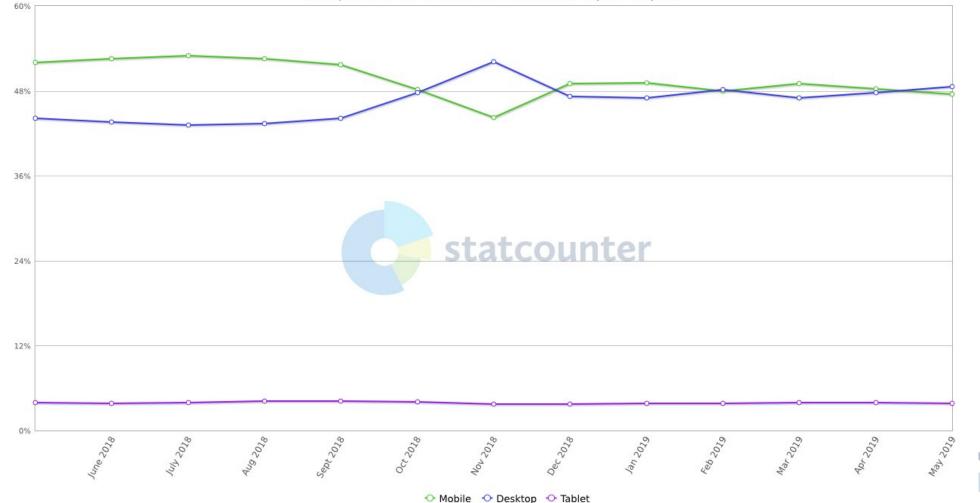


Go All-in On Mobile This is where you'll find your users



Global Mobile vs Desktop vs Tablet Usage

StatCounter Global Stats Desktop vs Mobile vs Tablet Market Share Worldwide from May 2018 - May 2019



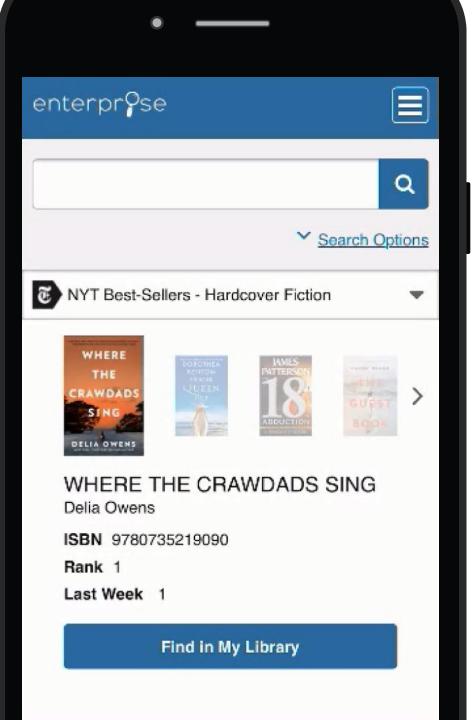
Mobile Browser

Casual users will prefer to use a responsive website

Give the frequent/power users the option of opening/downloading the app instead

Brand it to your library with your unique content

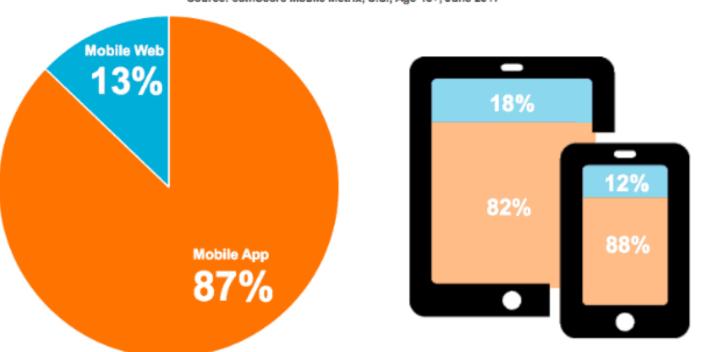
Don't dumb it down—it should be fully functional





Mobile Web vs Mobile App

Mobile users are spending 87 percent of their time in apps, versus just 13 percent on the web.



Share of Time Spent on Mobile: App vs. Web Source: comScore Mobile Metrix, U.S., Age 18+, June 2017





Mobile App

Brand it to your library

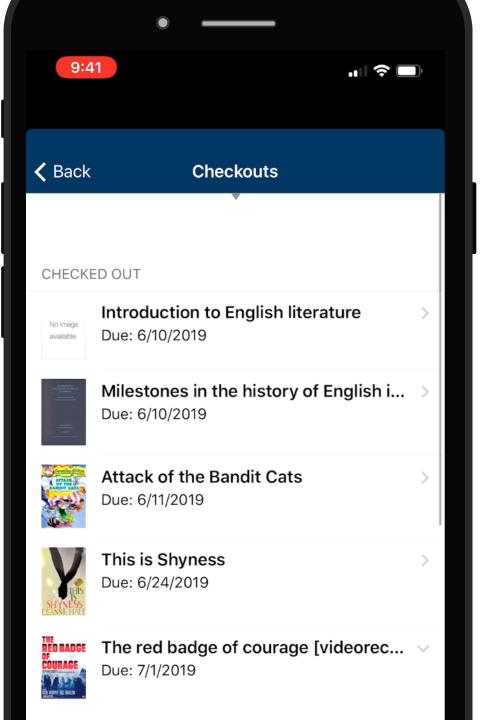
Include enough unique features to make it worth the download, e.g.:

Self Service

Beacons

Virtual Library Card





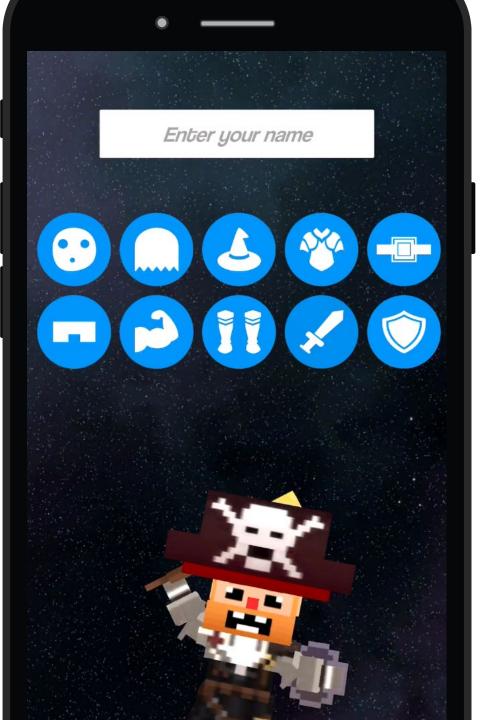
Kids' App

Limit results to juvenile collections

Make it fun for younger users

Use gamification to keep kids engaged

Personalize the experience (Avatars)





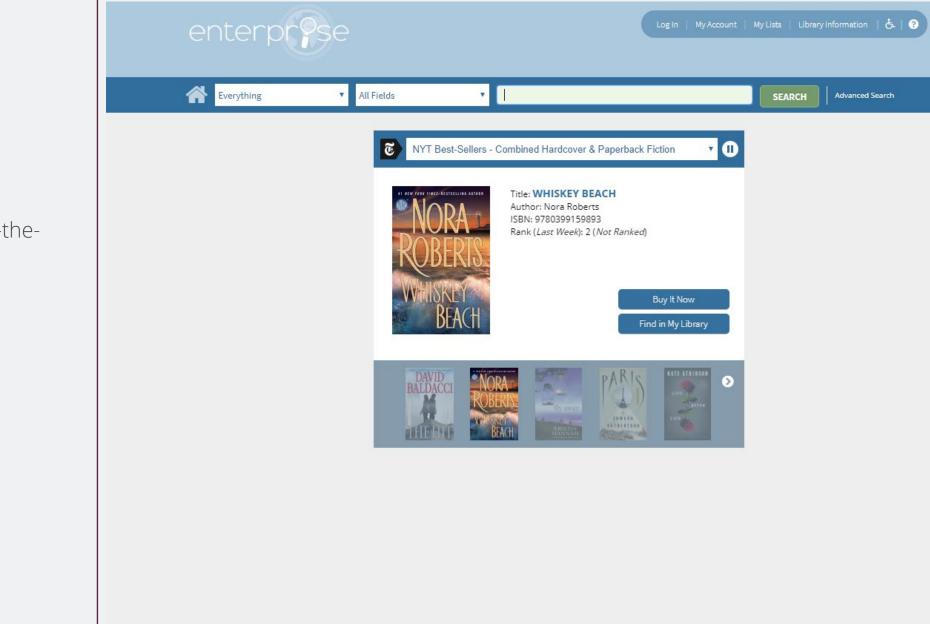




Give Your Discovery a Makeover Your library is unique, and your discovery should reflect that



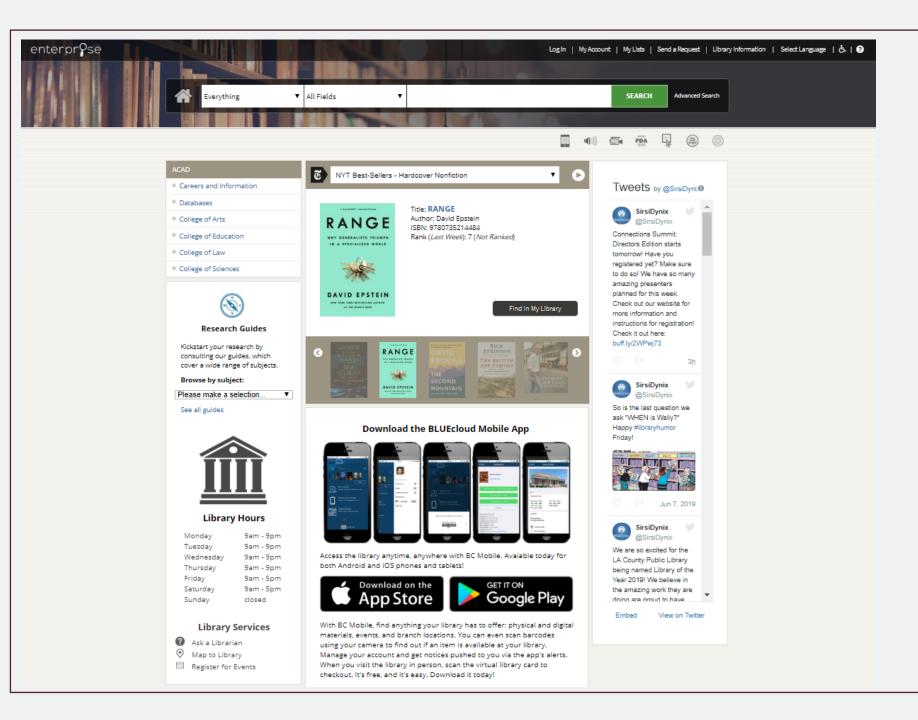
Don't settle for out-of-thebox





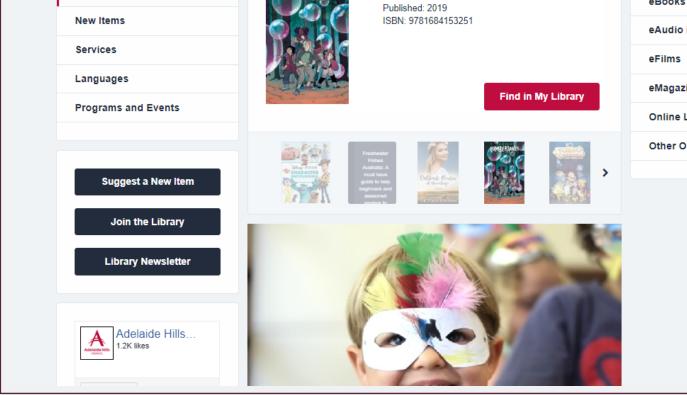
Don't settle for out-of-thebox



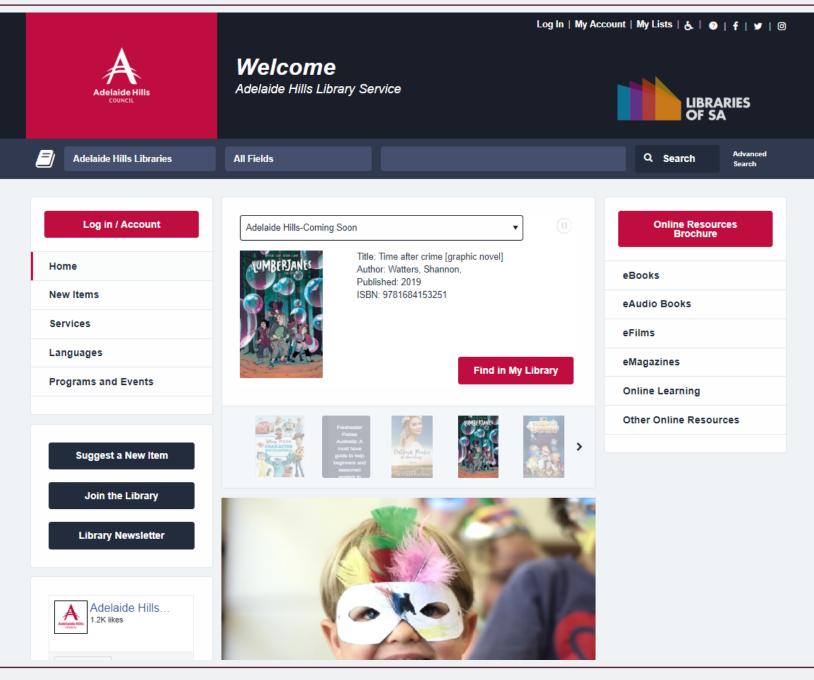


Don't settle for out-of-thebox

Integrate seamlessly with your website



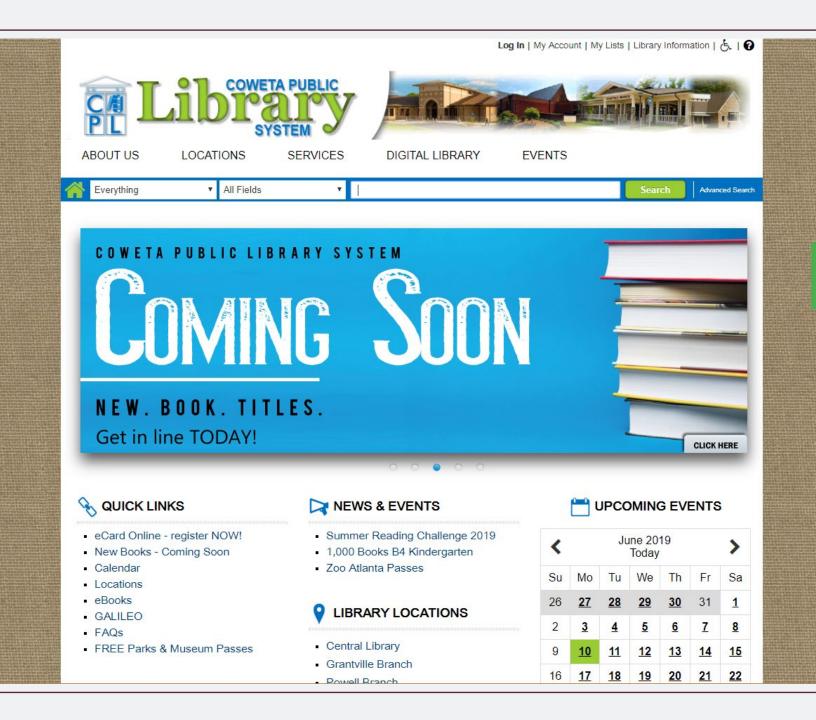




Don't settle for out-of-thebox

Integrate seamlessly with your website

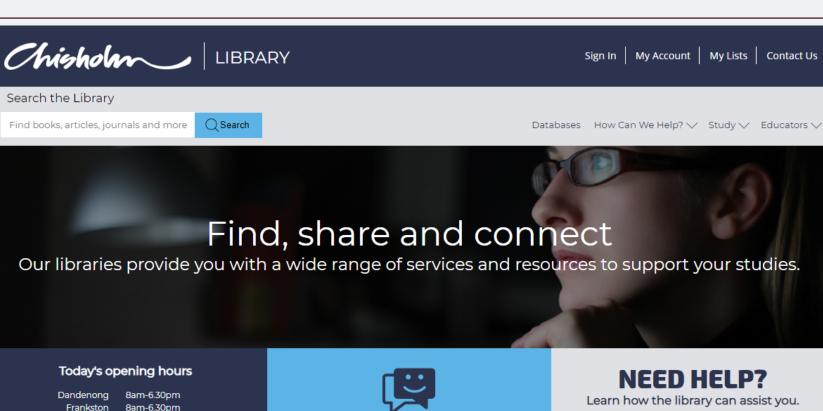




Don't settle for out-of-thebox

Integrate seamlessly with your website





CHAT TO LIBRARY STAFF

Chat online now >

FREE AFTER-HOURS ONLINE STUDY HELP

8am-6.30pm

8.30am-4.30pm

Berwick

Mornington Peninsula

Cranbourne 8.30am-5pm

Connect with a one-on-one tutor to ask your homework or assignment questions. Have an essay or assignment reviewed.

Connect Live for Maths, English and Study Coach

7pm - 11pm Sunday - Friday

Connect Live for Statistics, Accounting, Economics, Commerce and Science Subjects



FREE ACCESS

Want to learn a new skill? LinkedIn Learning is a leading online learning resource that provides online tutorials on everything from computer skills to design software and basic business skills

GET RESEARCH AND REFERENCING SUPPORT Meet with a librarian.

NEED HELP?

Learn how the library can assist you.

Find out more >

One-on-one, personalised sessions are available to assist students in developing key study skills in research and referencing for assignments.

Sign In | My Account | My Lists | Contact Us

Don't settle for out-of-thebox

Integrate seamlessly with your website

Don't underestimate your users (do you only listen to the complainers?)





Library Home | Catalog Home

ł	All Libraries	▼ All	Fields	•	social media	Search	Advanced Search
	Search Results				Article Search		
				4344 Results Found 🔉		12345 🕥	
	Format	Exclude	List View Co	ver View	•	Sor	t By:
	Book	(2571)	1.				
	eBook	(800)			ocial media : Facebook, Twitter, and the moder evolution.	'n	Place Hold
	DVD	(559)	MEDIA HELSION, THE AND		evolution. eries Lightning guides; no. 009.		
	Audiobook CD	(199)			ublication Date 2015		
	eAudiobook	(89)		۱ I	Book		
_	 More View All Downloadable				olds: 0 Copies at All Libraries: 1 o copies at Brookfield Public Library. View copies at other	libraries.	
	Format Include I	Exclude	2.		ocial Media		Download
	Hoopla eBook	(531)			y Deaver Brown		
	Axis360 eBook	(118)		-	eAudiobook		
	EPUB	(112)		El	ectronic Format: Hoopla Audiobook		
	HTML	(109)		A	vailable: 1		
	Adobe EPUB	(107)					
	▶ More		3.	No. Sc	ocial Media		Download

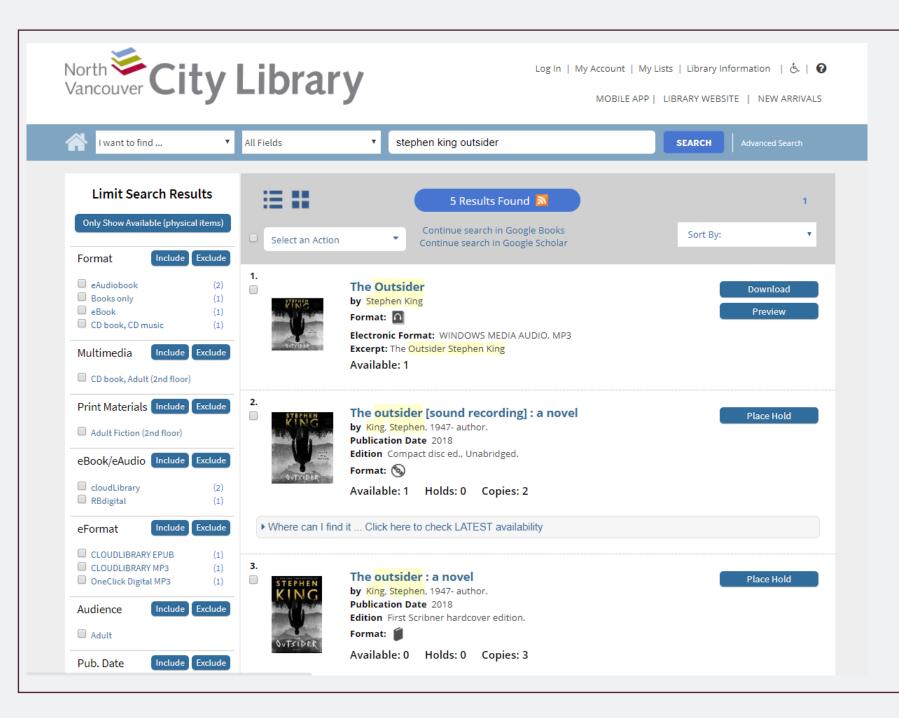
Log In My Account | My Lists | Library Information 🔹 Select Language 💌 💩 | 🔞

Don't settle for out-of-thebox

Integrate seamlessly with your website

Don't underestimate your users (do you only listen to the complainers?)





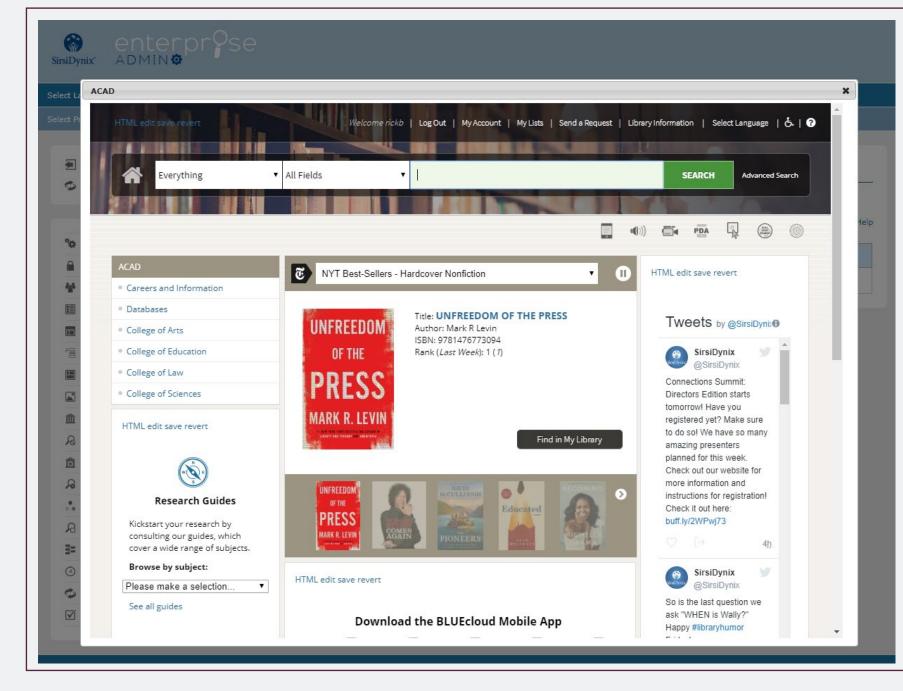
Don't settle for out-of-thebox

Integrate seamlessly with your website

Don't underestimate your users (do you only listen to the complainers?)

Constantly improve the user experience





Don't settle for out-of-thebox

Integrate seamlessly with your website

Don't underestimate your users (do you only listen to the complainers?)

Constantly improve the user experience



SirsiDynix[®] Support Center



🌰 | 👤 Rick Branham | 🗗

Q

Home Products Cases Documents Training Community Services Account 🗸 🕴 Admin 👻 Services > Services Catalog (BETA) Services Services Catalog (BETA) Projects Product Search Category Туре Symphony API - Any -. Enterprise • - Any -Ŧ Horizon SQL Cost Type Free Sort by Apply Reset Subscription Services - Any - 🔻 - Any - 🔻 Newest Services Catalog (BETA) Enterprise eResource Direct Harvest Do you know you can directly load MARC records into Enterprise? This is perfect for eResource Featured Services content that is not yet included in eRC. No more loading records into Horizon or Symphony and waiting on indexing and harvests. The records are immediately discoverable! Number: PSC-8051 Custom Online User Registration Form

Products: BLUEcloud Discovery, Enterprise, Horizon, Portfolio, Symphony Category: Bib Records Service Type: Integration Credits: 5 credits Price: \$1,600 (USD) Cost Type: Fixed



BLUEcloud Visibility "More About the Author" Widget

More about the Author - Widget

BLUECloud Visibility Libraries can now activate a biographical widget for authors. This widget is built using the combination of your Libraries structured data and Wikidata. Reconciliation between people and Wikidata is done daily, connecting both items in your catalog as well as outside web resources such as Wikipedia, Open Library, IMDB and Encyclopedia Britannica.

Number: PSC-8055 Products: BLUEcloud Visibility, Enterprise, Portfolio Service Type: Consulting Credits: 0 credits Cost Type: Fixed

BLUEcloud Visibility "Related Resources" Widget

BLUEcloud Visibility Libraries can now have a Related Resources widget available on your item nages





Enterprise Cross Reference Integration Products: Enterprise, Portfolio, Symphony





Popular	oular Services						
0. References Referenc	Automatic Renewal Report Products: Symphony 1,359 views						
pr termingheat term	Boolean, Advanced, and Browse Search						



Don't settle for out-of-thebox

Integrate seamlessly with your website

Don't underestimate your users (do you only listen to the complainers?)

Constantly improve the user experience

Get inspiration from others

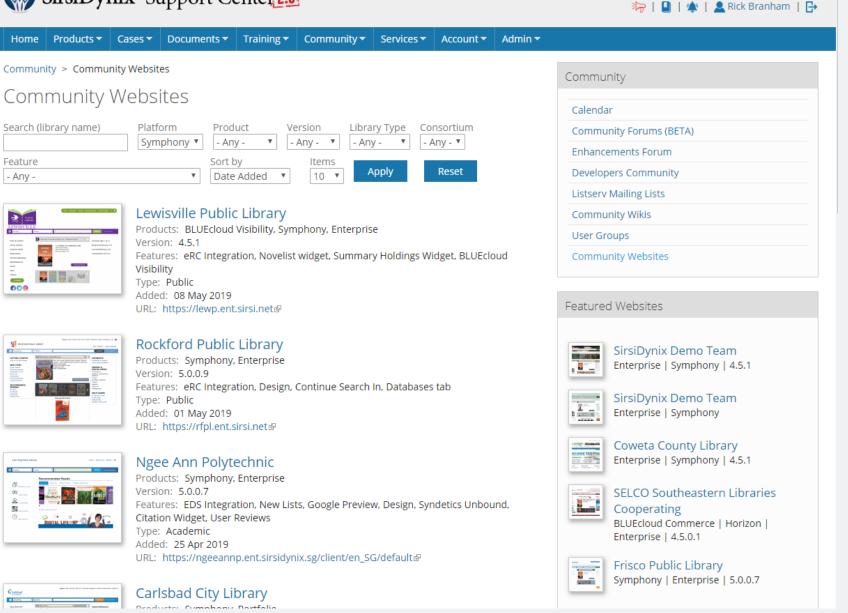


SirsiDynix[®] Support Center

2

000

T.E.W



Search

Q



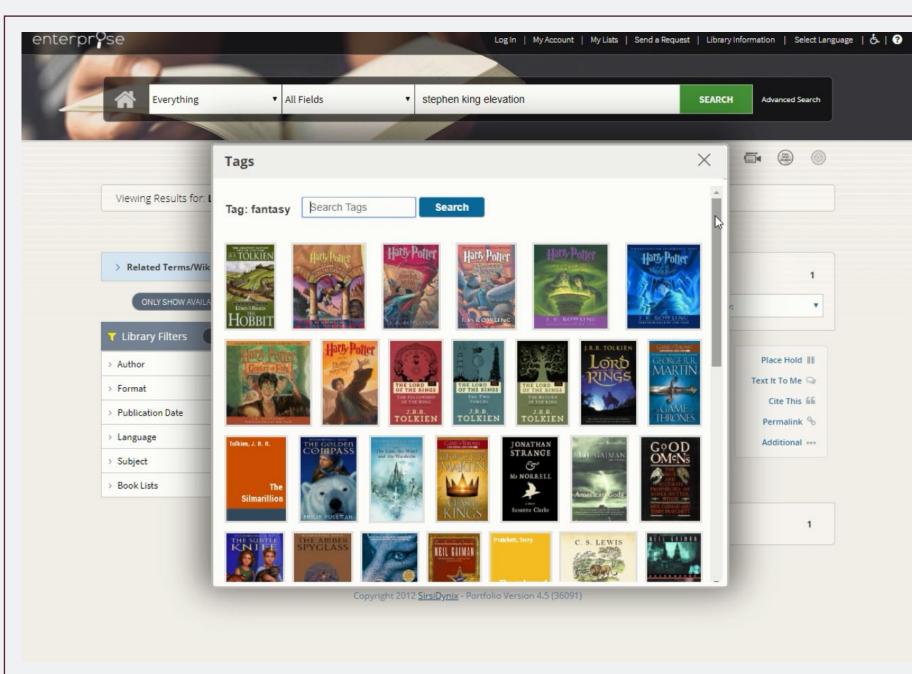
Extend Your Reach With Discovery Extensions

3

Integrate 3rd-party content and code to enrich Discovery



Integrate content

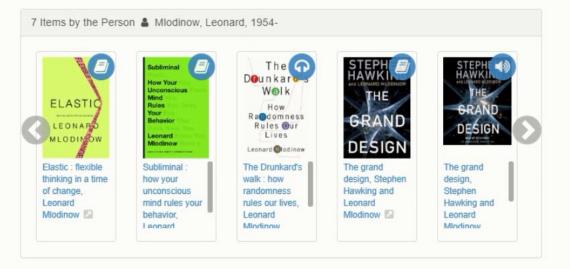




Integrate content



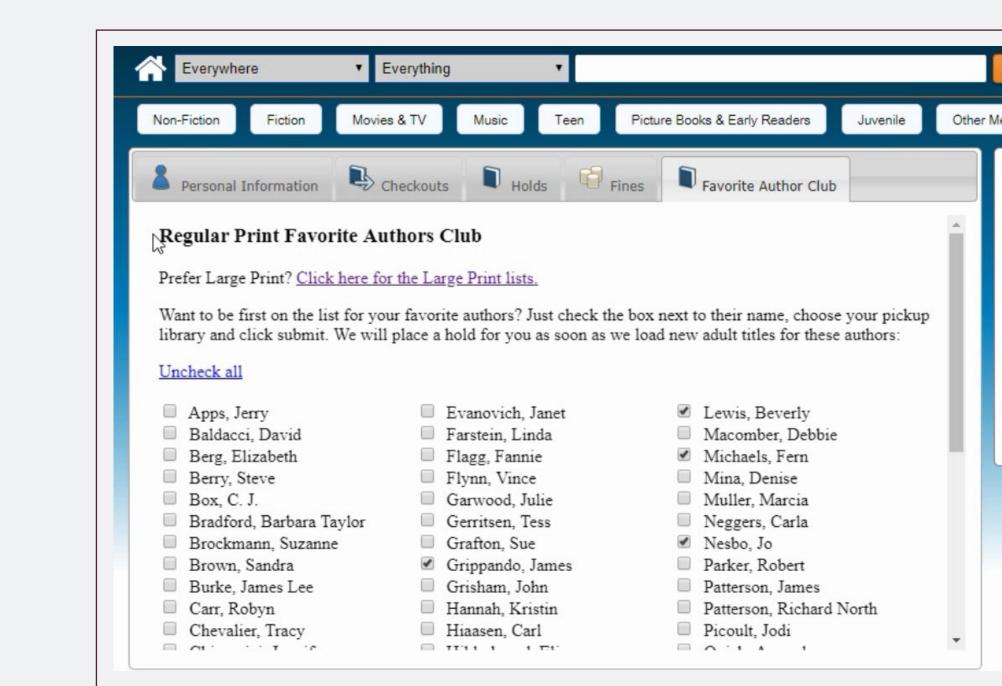
Available:3 Summary Reviews 2 Excerpts Novelist More About the Author Related Resources Items Related by Creator or Contributor 22 Items by the Person 🛔 Hawking, Stephen, 1942-2018 A BRIEF HISTORY AWKINC OF TIME A brief history A brief history of A brief history of A stubbornly Black holes and time, Stephen time, Stephen W. baby universes of time, Janus persistent his Films ; an Hawking 🔽 Hawking, and other illusion : the Anglia (downloadable essential essays, Stephen **Television &** audiobook) 🌄 scientific Hawking Gordon writings of



Items Related by Subject or Genre

Integrate content Add functionality

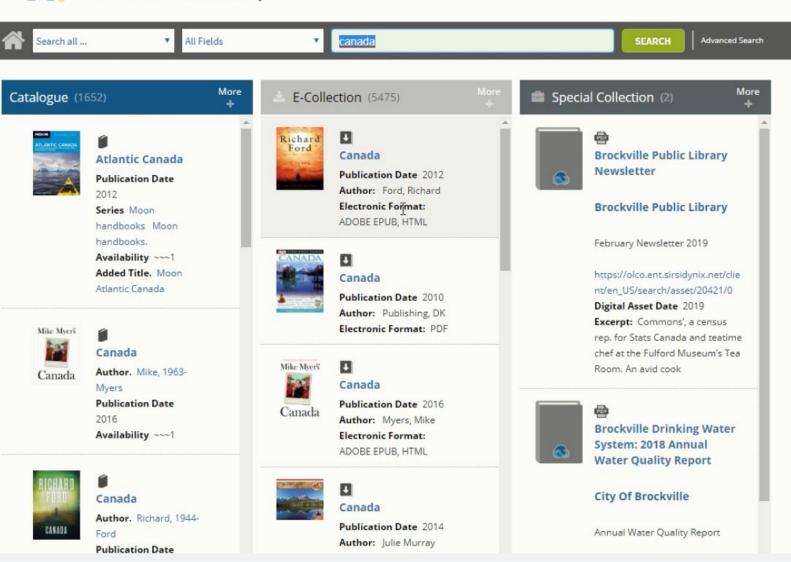




Integrate content Add functionality Offer new ways of exploring



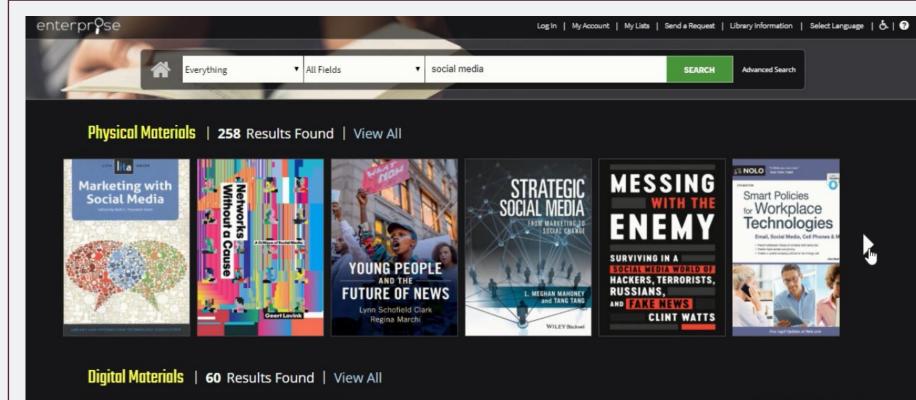




Log In | My Account | My Lists | Library Information | Select Language || ?

Integrate content Add functionality Offer new ways of exploring





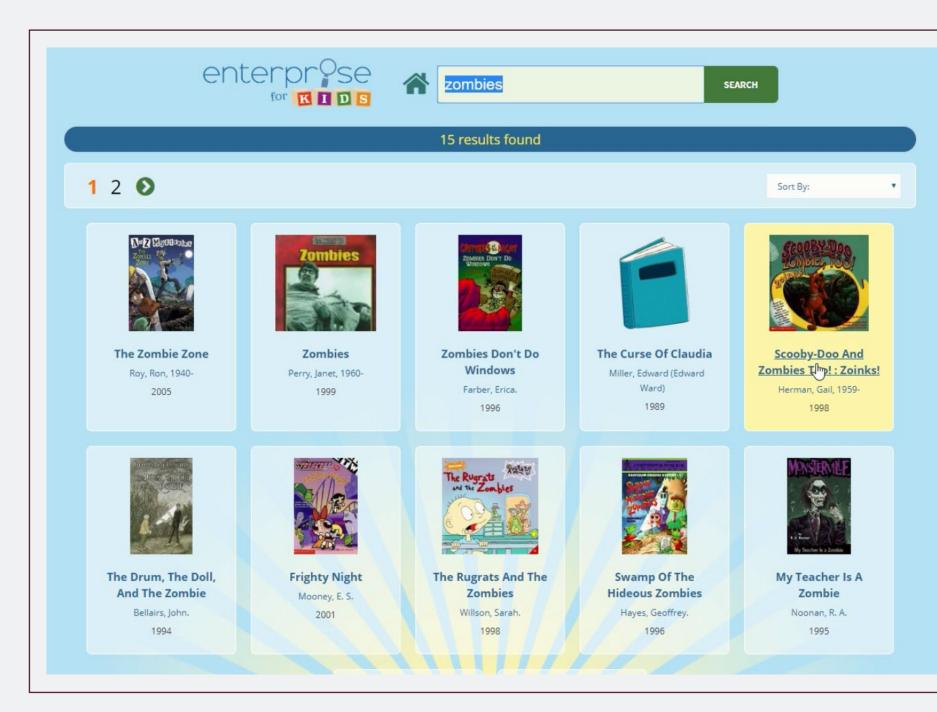


Articles | Results Found | View All

Integrate content Add functionality Offer new ways of exploring

Tailor the discovery experience to your users









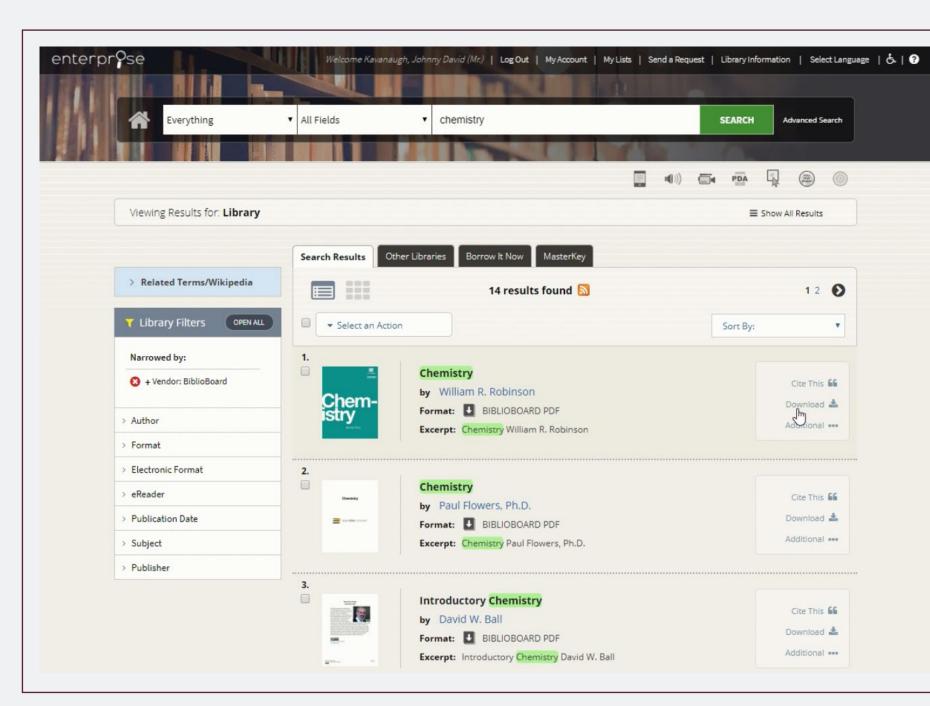
Make All Of Your eResources Discoverable Give your users one simple search for physical & digital



Discover Physical & Digital

eJournal Articles Physical Materials Digital Materials Local Digital Assets



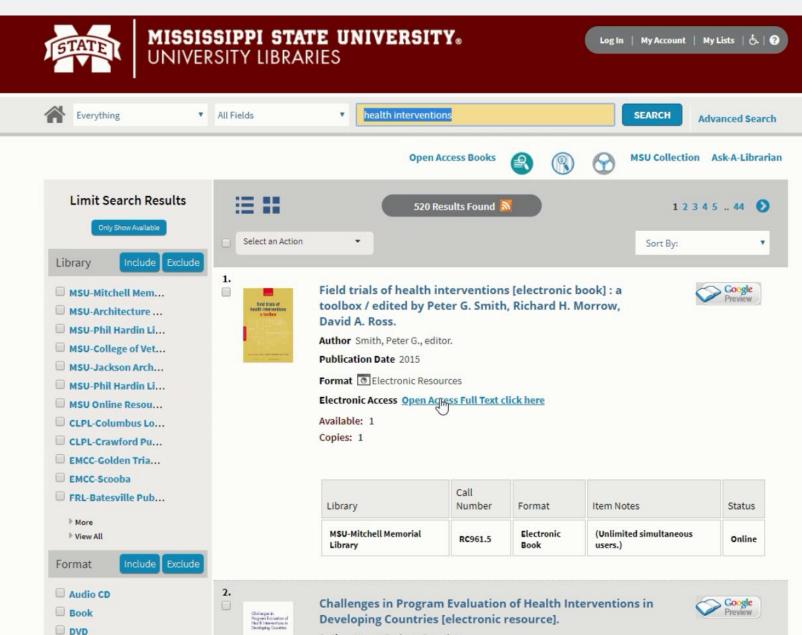


Discover Physical & Digital

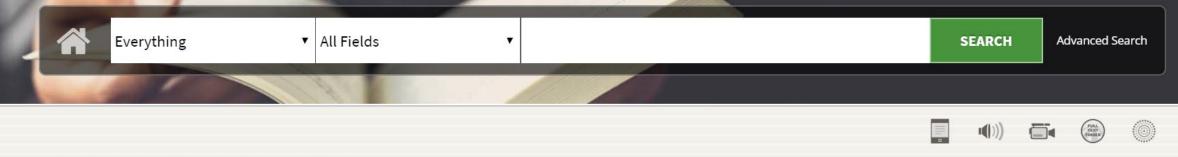
eJournal Articles Physical Materials Digital Materials Local Digital Assets

Custom eResource Targets (e.g., Open Textbooks)





Author Wynn, Barbara O, author



25 Events Found | View All Events





Show Off Your Events They're important resources: make them discoverable



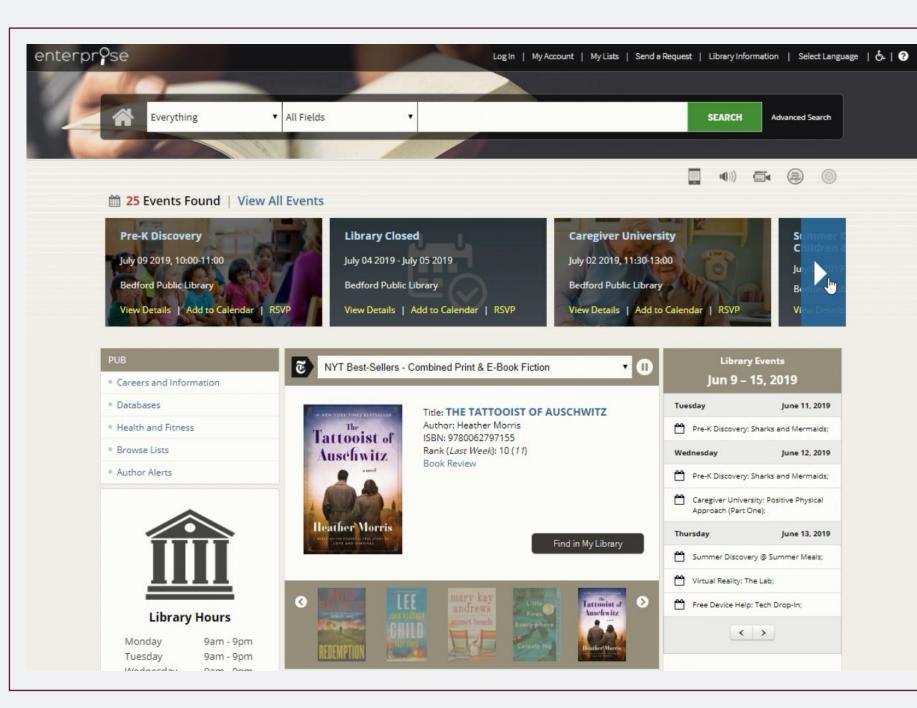
Event Integration

Event Calendar with upcoming events

Highlight events in discovery

Make events searchable









Thank You!

Rick Branham

VP Pre-Sales Solutions & Academic Library Initiatives rick.branham@sirsidynix.com 800.288.8020 x5426