

## 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





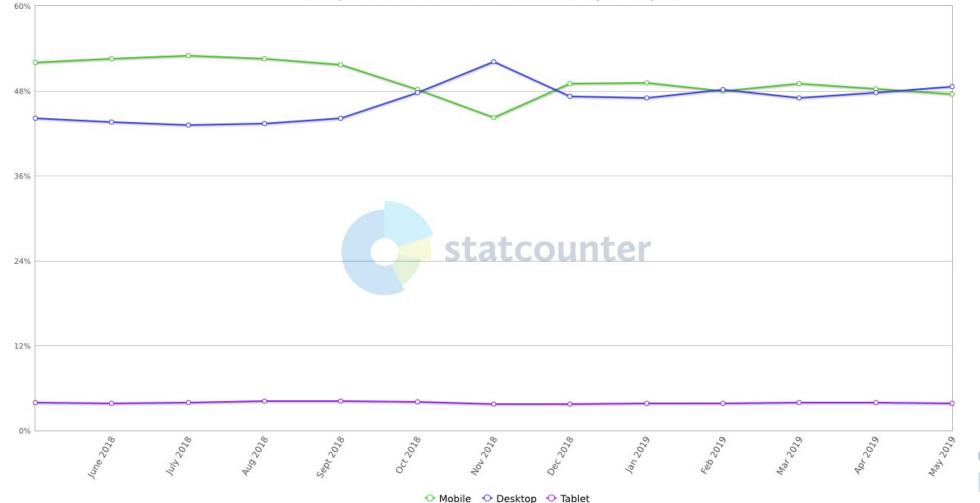


# Go All-in On Mobile This is where you'll find your users



Global Mobile vs Desktop vs Tablet Usage

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



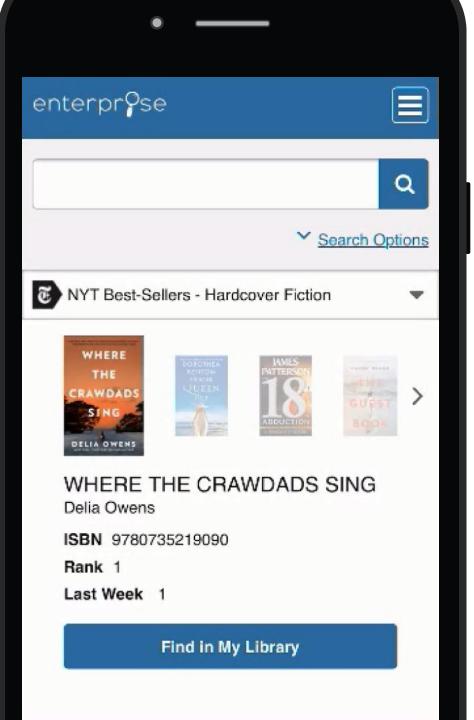
# Mobile Browser

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

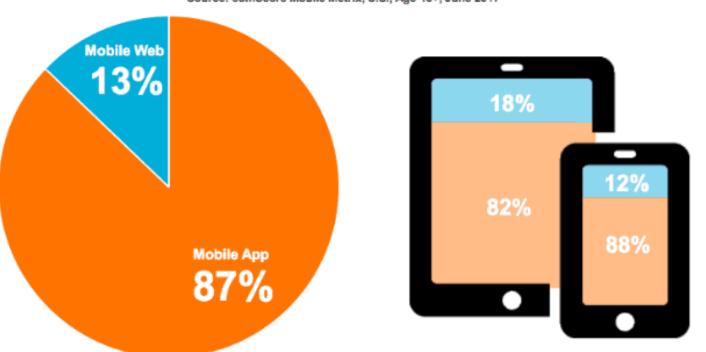
Don't dumb it down—it should be fully functional





# 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

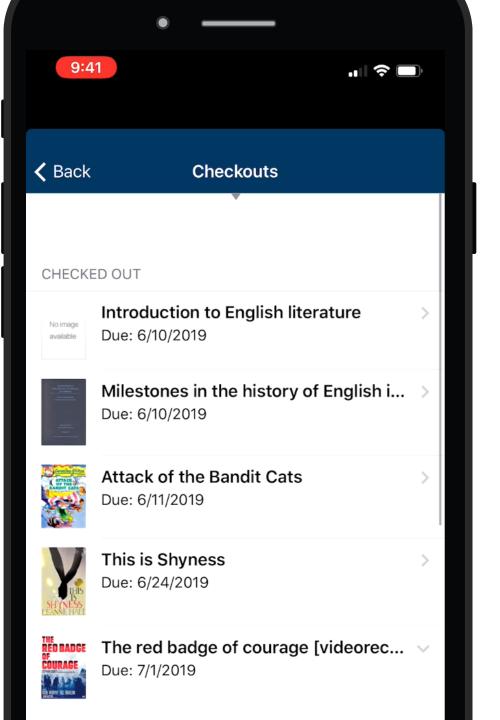
Include enough unique features to make it worth the download, e.g.:

Self Service

#### Beacons

Virtual Library Card





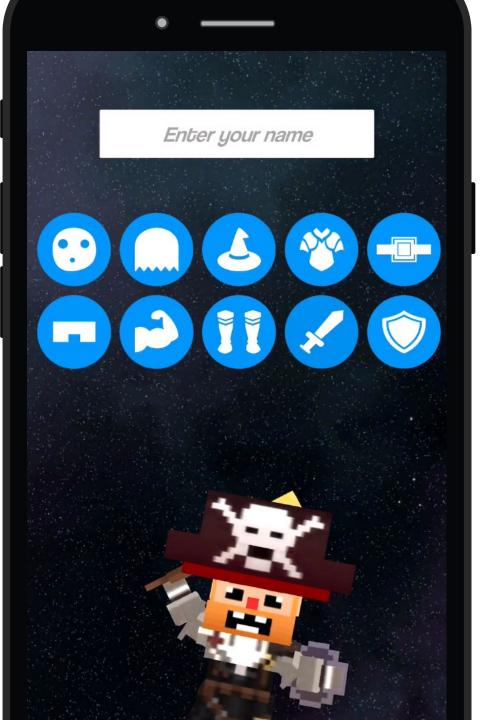
# Kids' App

Limit results to juvenile collections

Make it fun for younger users

Use gamification to keep kids engaged

Personalize the experience (Avatars)





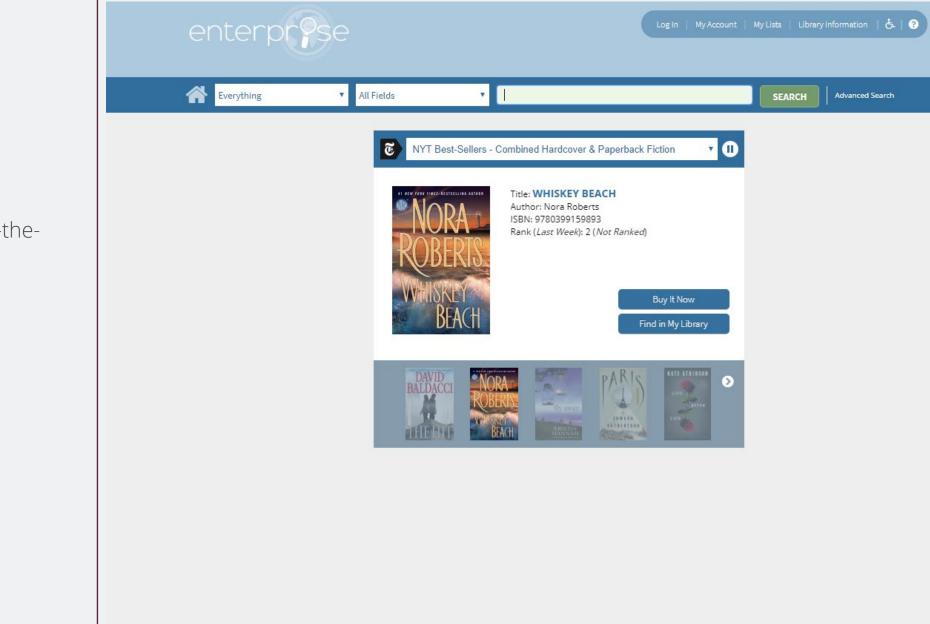




*Give Your Discovery a Makeover* Your library is unique, and your discovery should reflect that



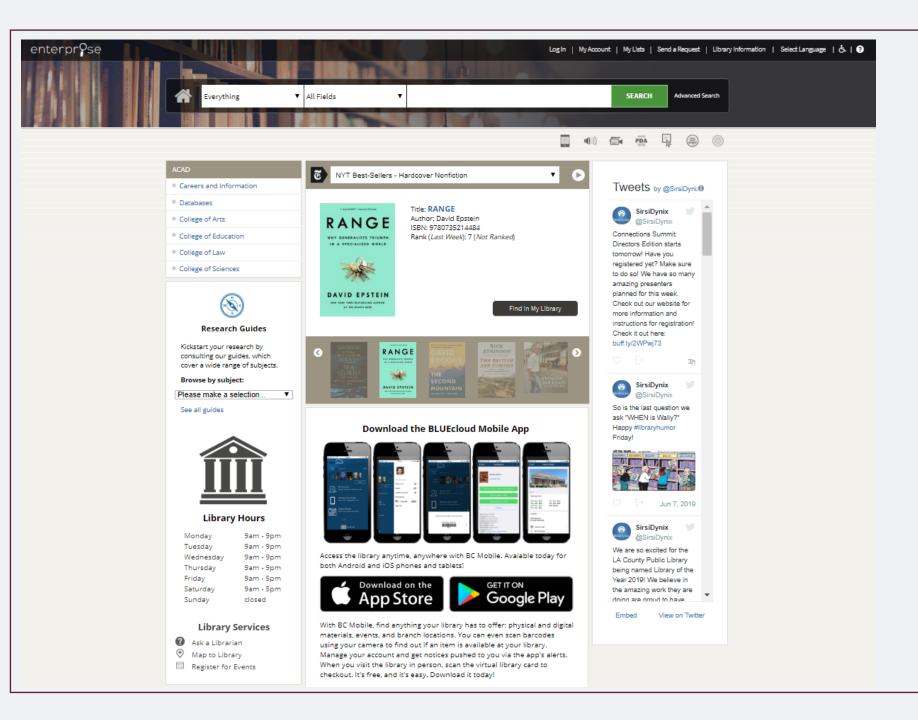
Don't settle for out-of-thebox





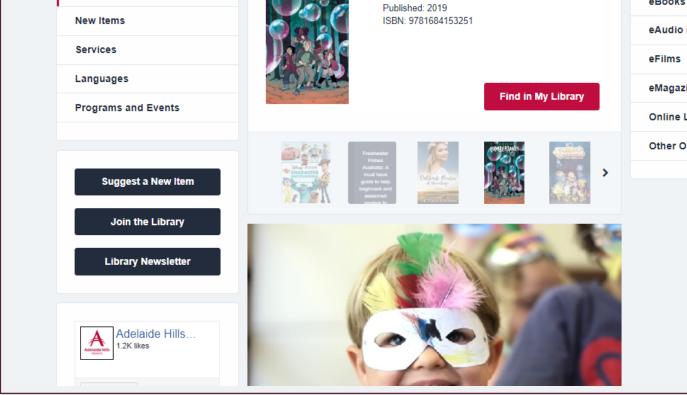
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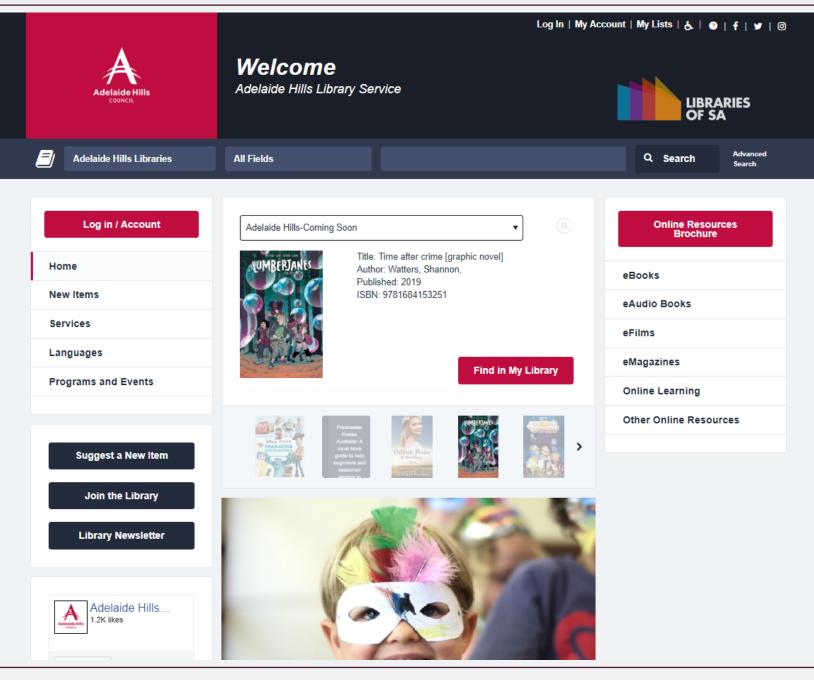


Don't settle for out-of-thebox

Integrate seamlessly with your website



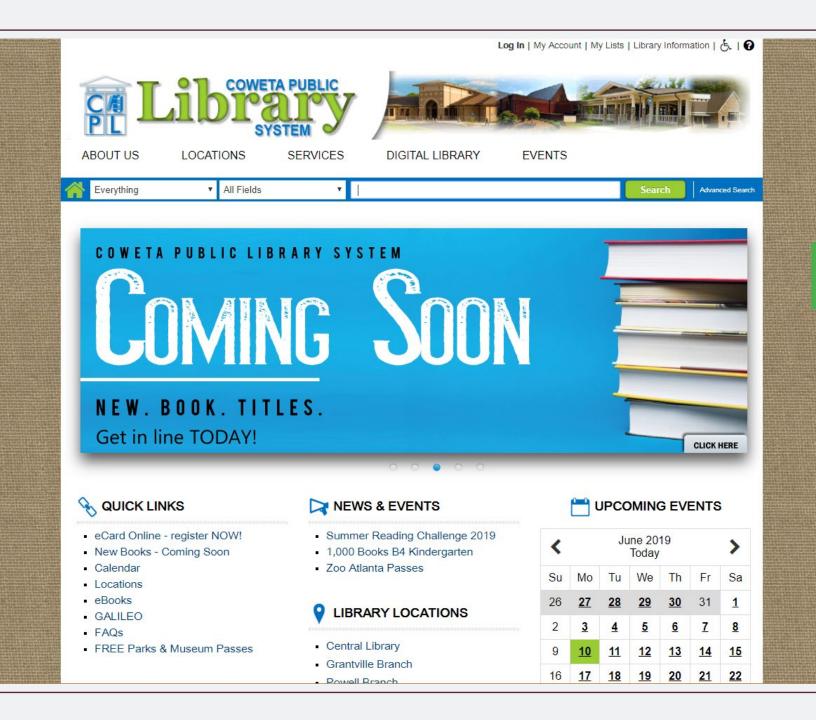




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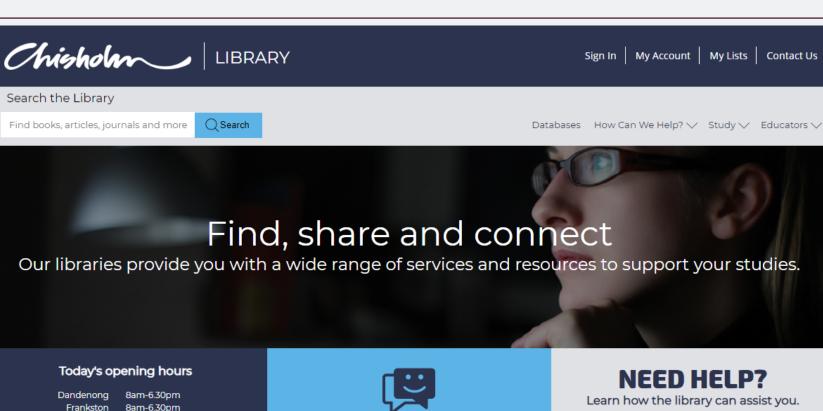




Don't settle for out-of-thebox

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Don't settle for out-of-thebox

Integrate seamlessly with your website

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





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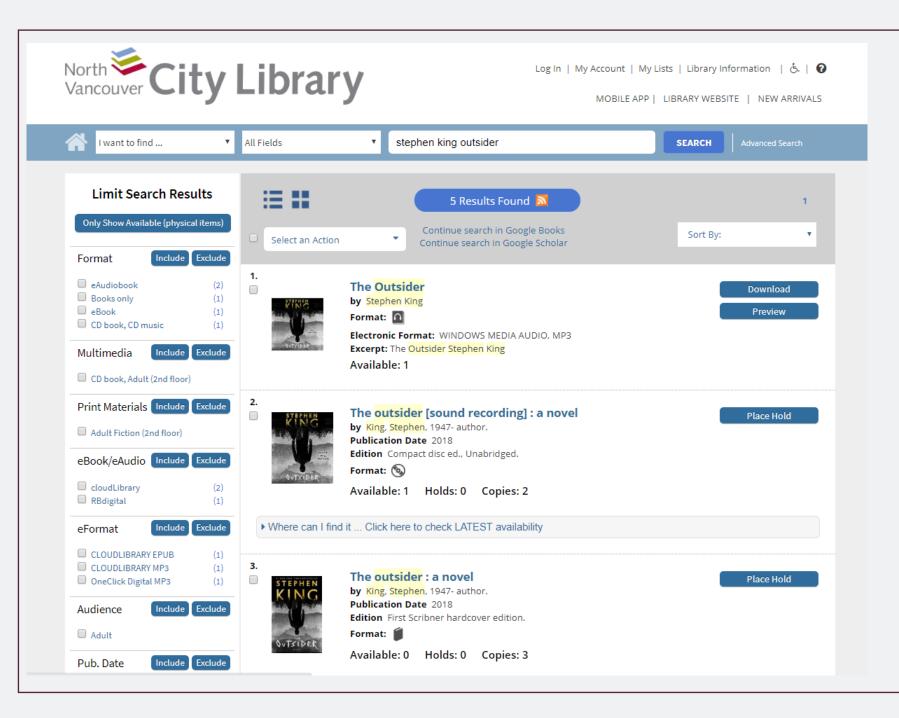
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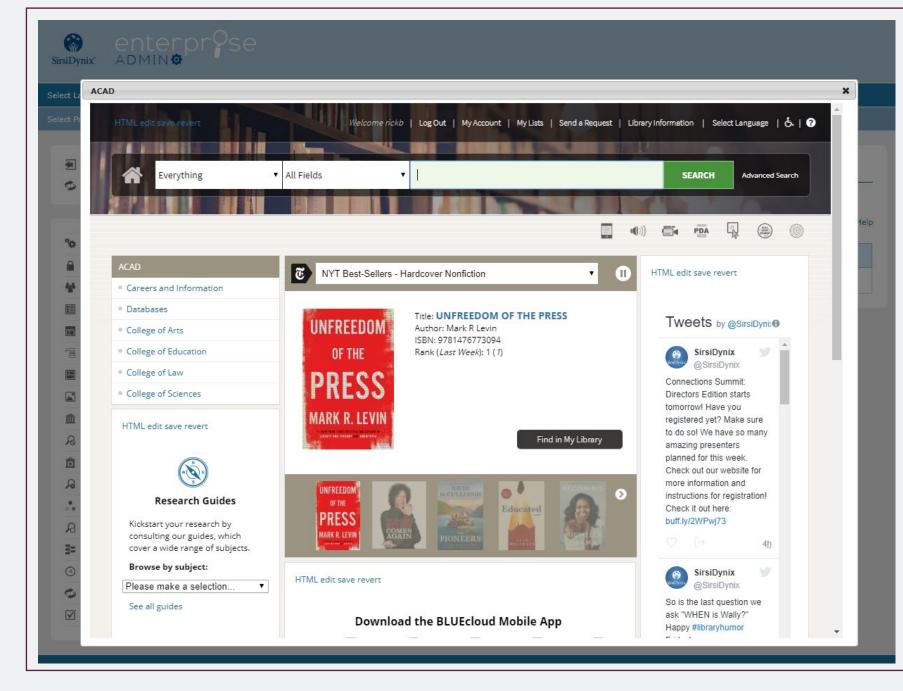
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Integrate seamlessly with your website

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

Constantly improve the user experience





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#### SirsiDynix<sup>®</sup> Support Center



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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





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#### Get inspiration from others

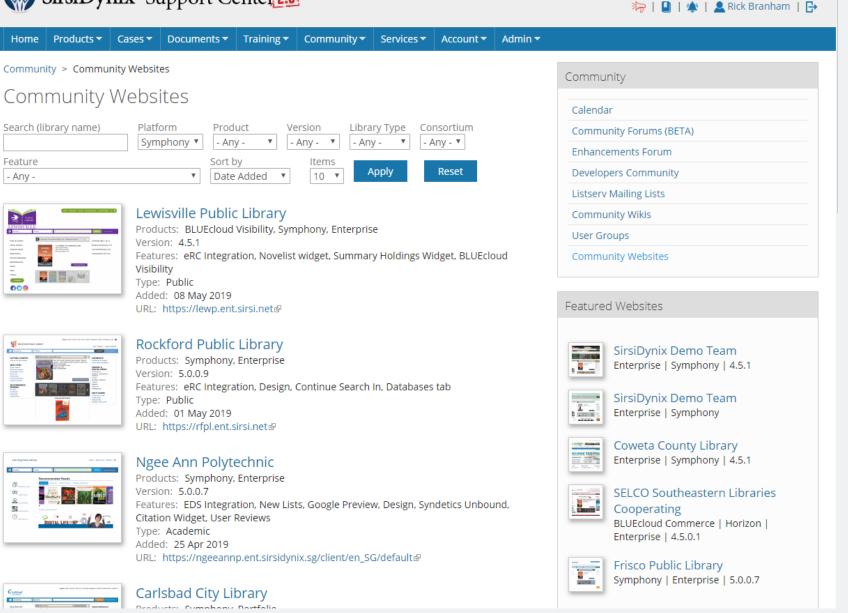


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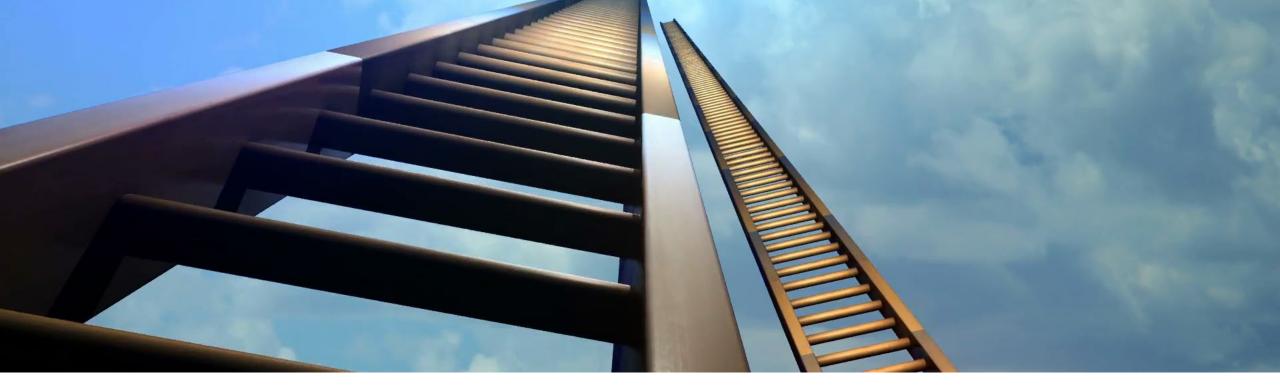
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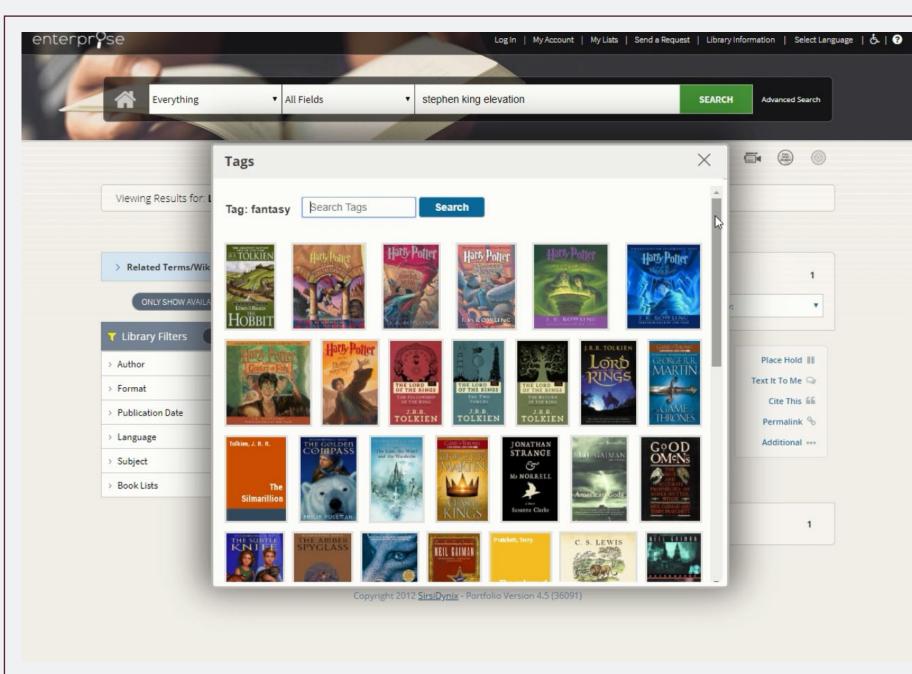
# Extend Your Reach With Discovery Extensions

3

Integrate 3<sup>rd</sup>-party content and code to enrich Discovery



Integrate content





Integrate content



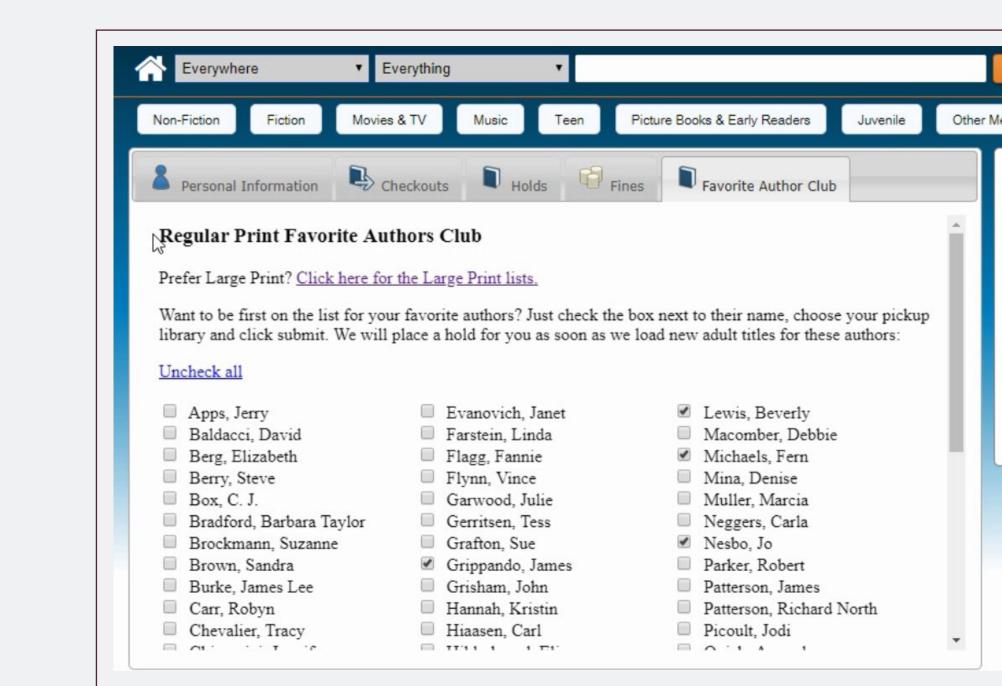
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Integrate content Add functionality

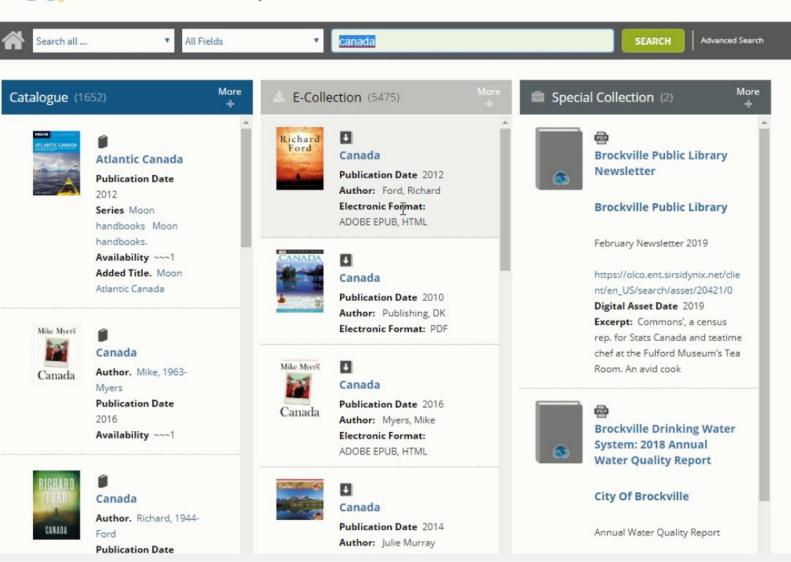




Integrate content Add functionality Offer new ways of exploring



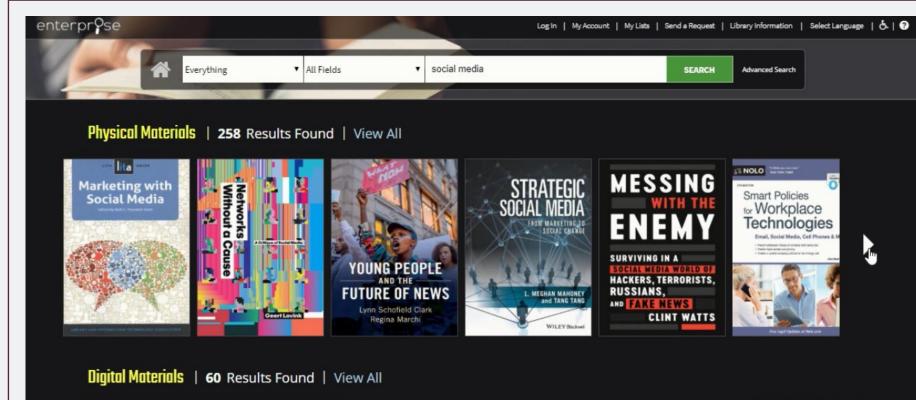




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Integrate content Add functionality Offer new ways of exploring





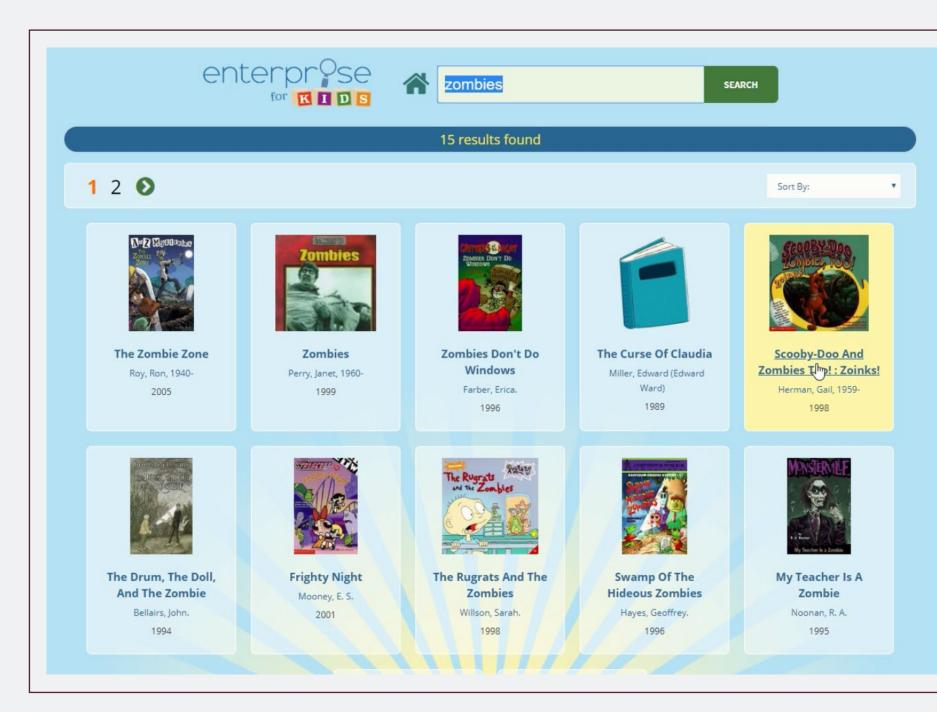


Articles | Results Found | View All

Integrate content Add functionality Offer new ways of exploring

Tailor the discovery experience to your users









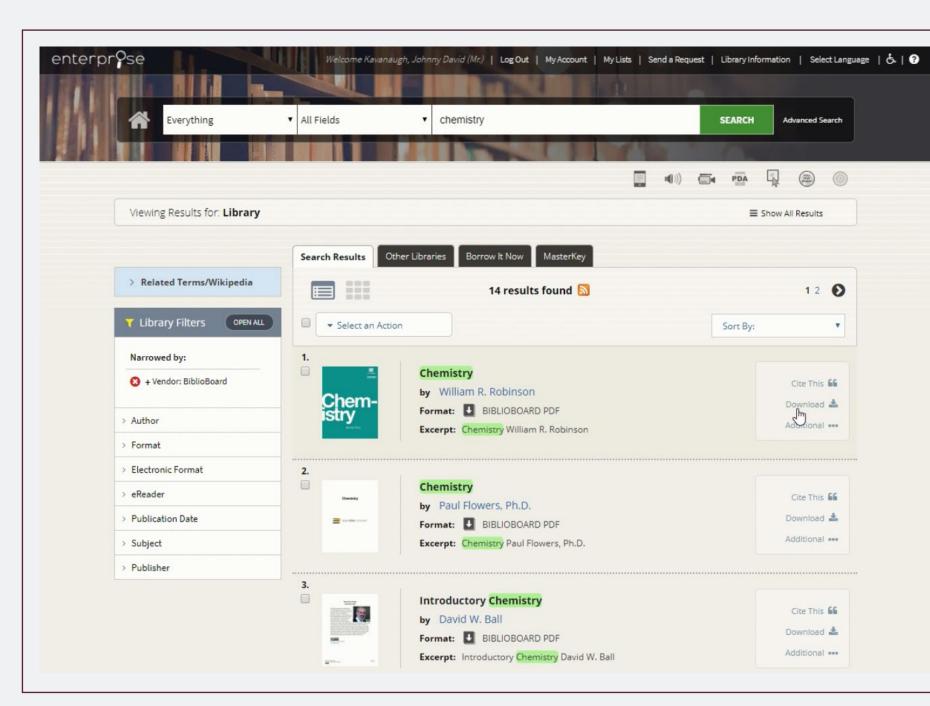
## Make All Of Your eResources Discoverable Give your users one simple search for physical & digital



### Discover Physical & Digital

eJournal Articles Physical Materials Digital Materials Local Digital Assets



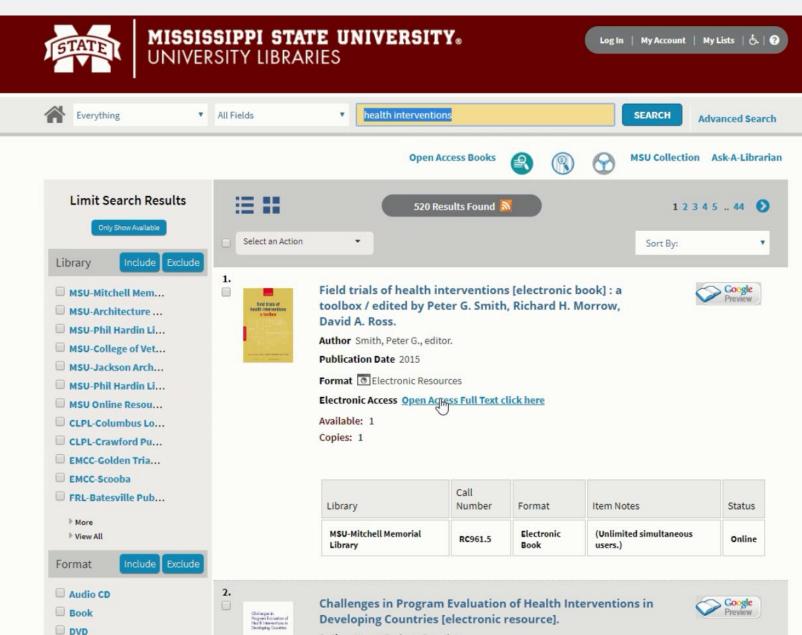


### Discover Physical & Digital

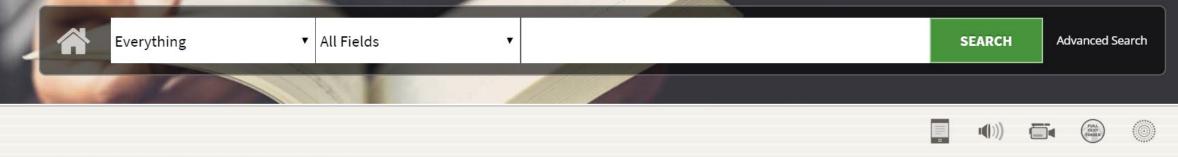
eJournal Articles Physical Materials Digital Materials Local Digital Assets

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



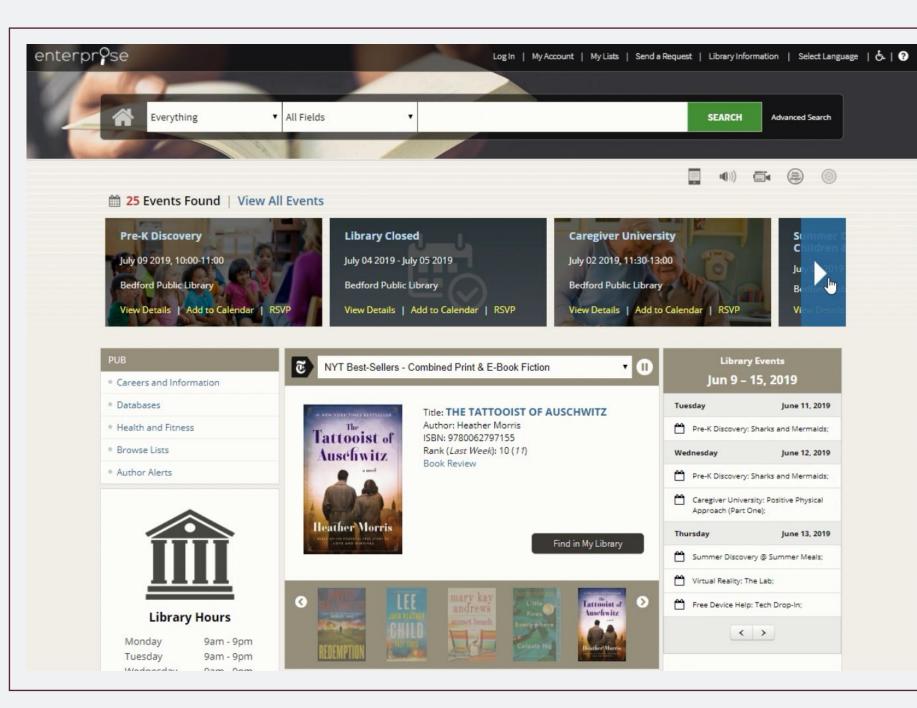
### Event Integration

Event Calendar with upcoming events

Highlight events in discovery

Make events searchable









# Thank You!

#### **Rick Branham**

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