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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

1

Go All-in On Mobile

2

Give Your Site a Makeover

3

Extend Your Reach With Discovery Extensions

4

Make All of Your eResources Discoverable

5

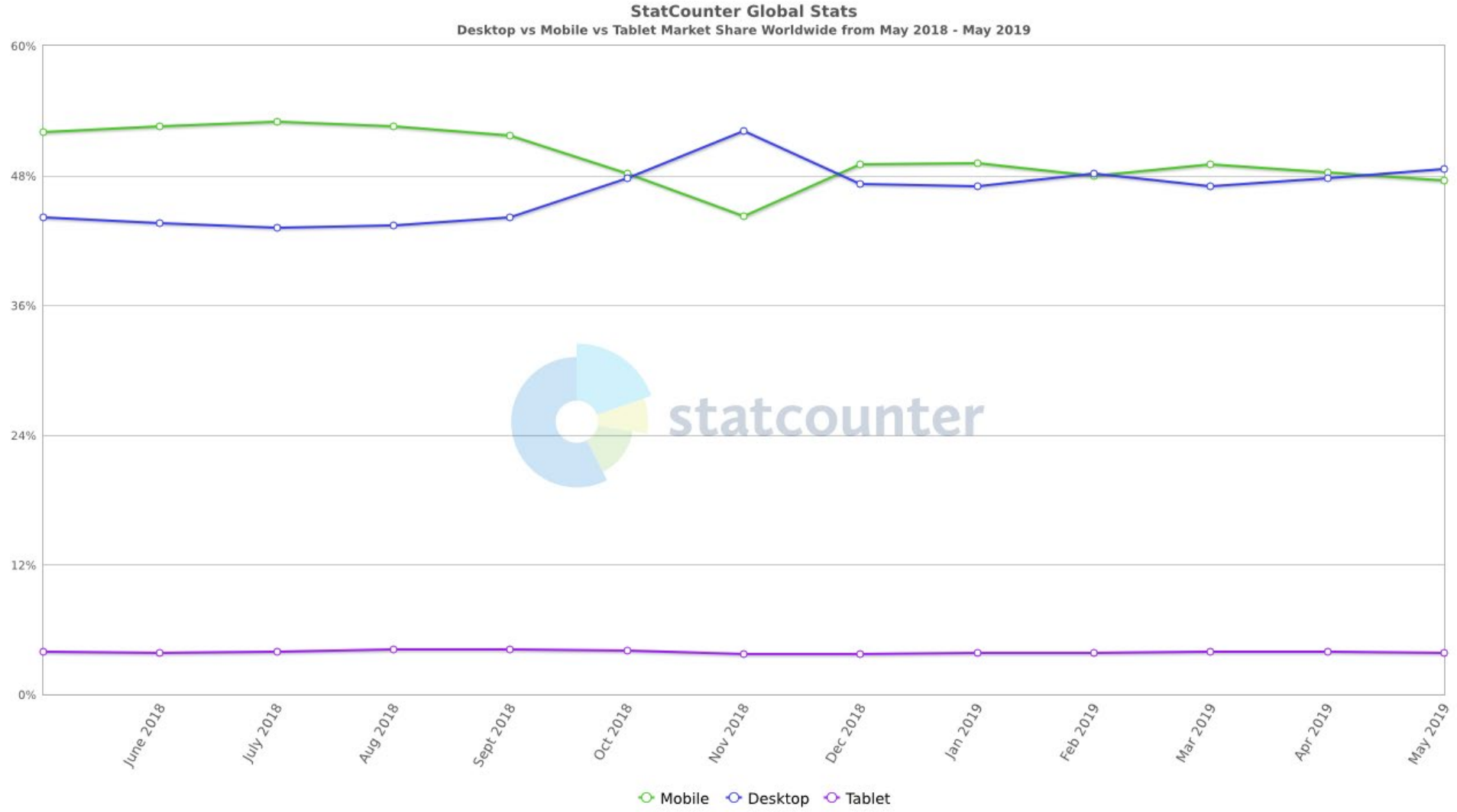
Show Off Your Events

1

Go All-in On Mobile

This is where you'll find your users

Global Mobile vs Desktop vs Tablet Usage



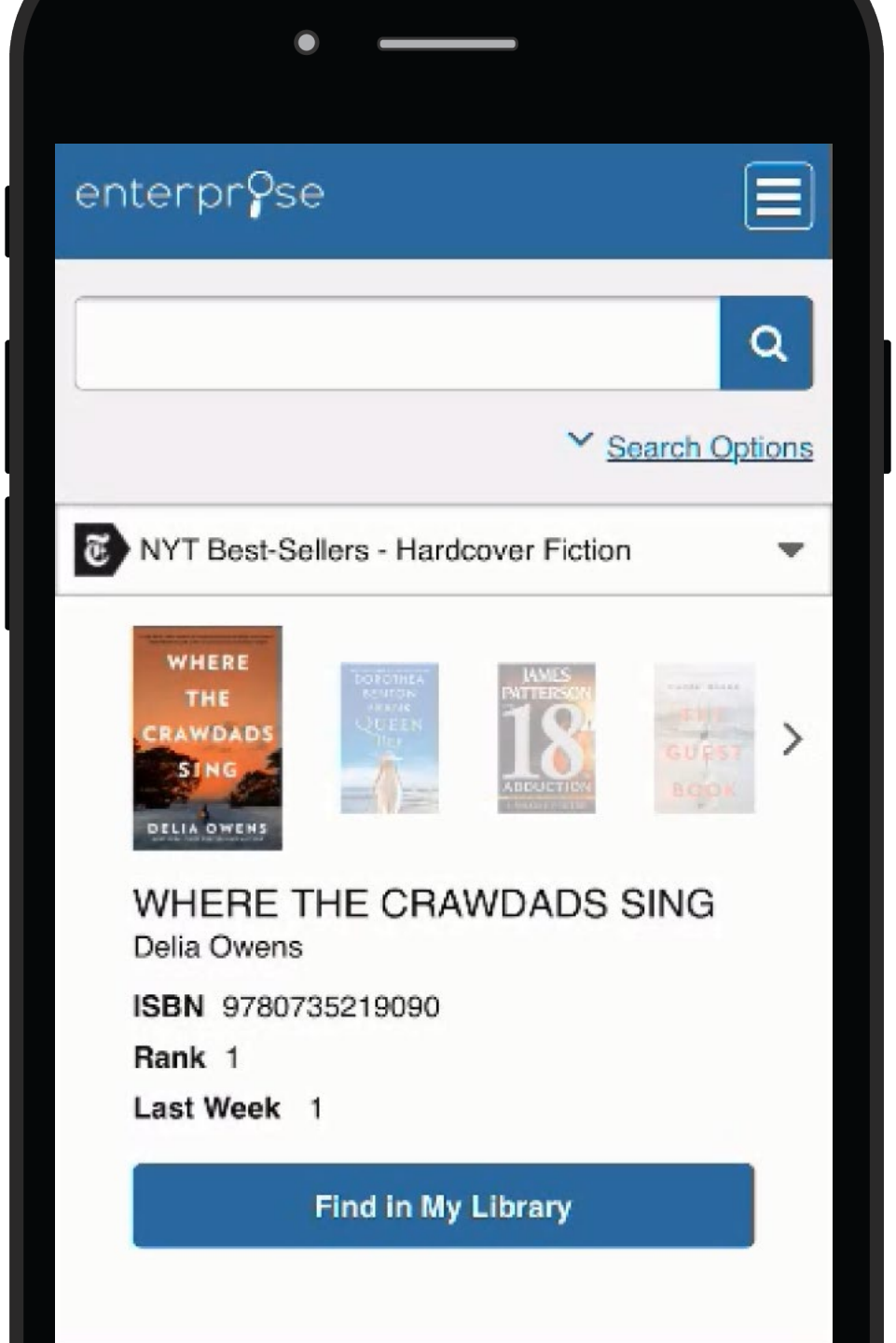
Mobile Browser

Casual users will prefer to use a responsive website

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

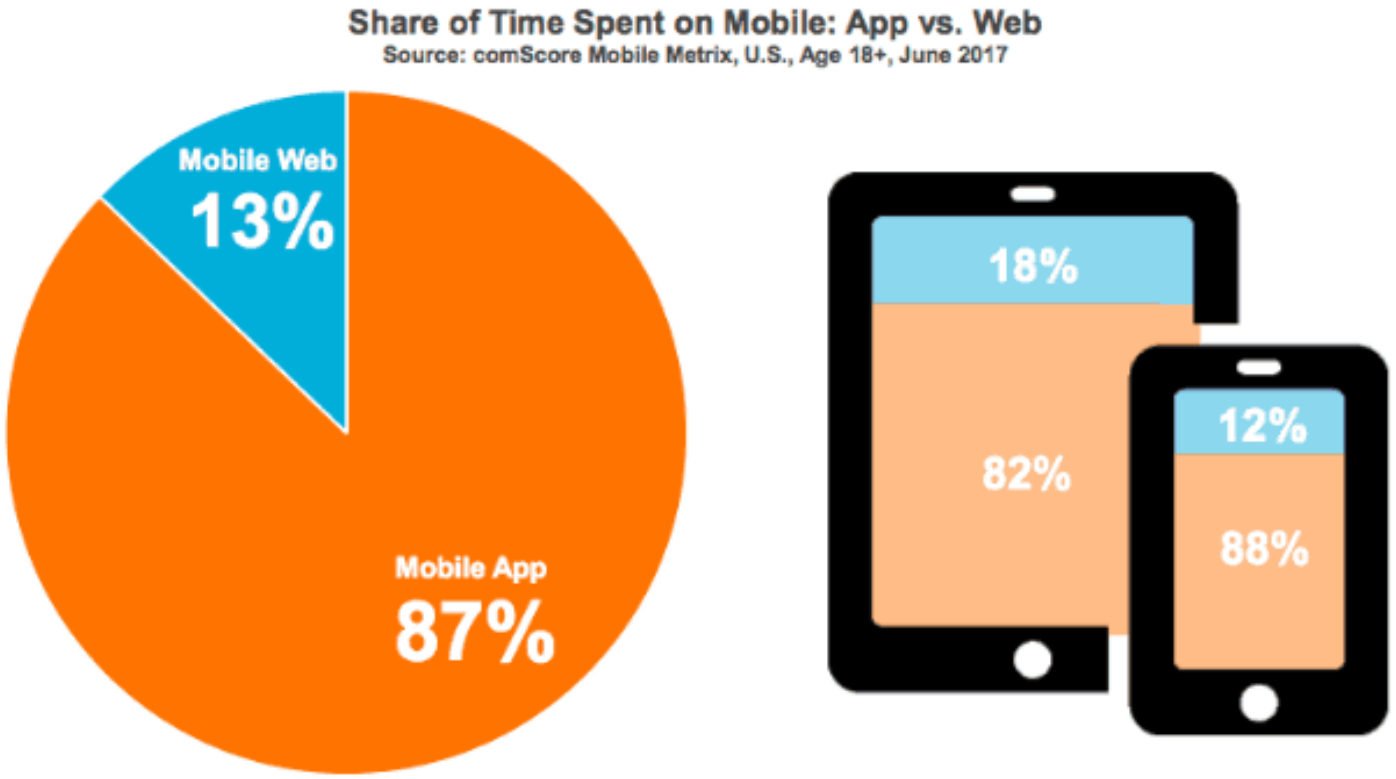
Brand it to your library with your unique content

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.

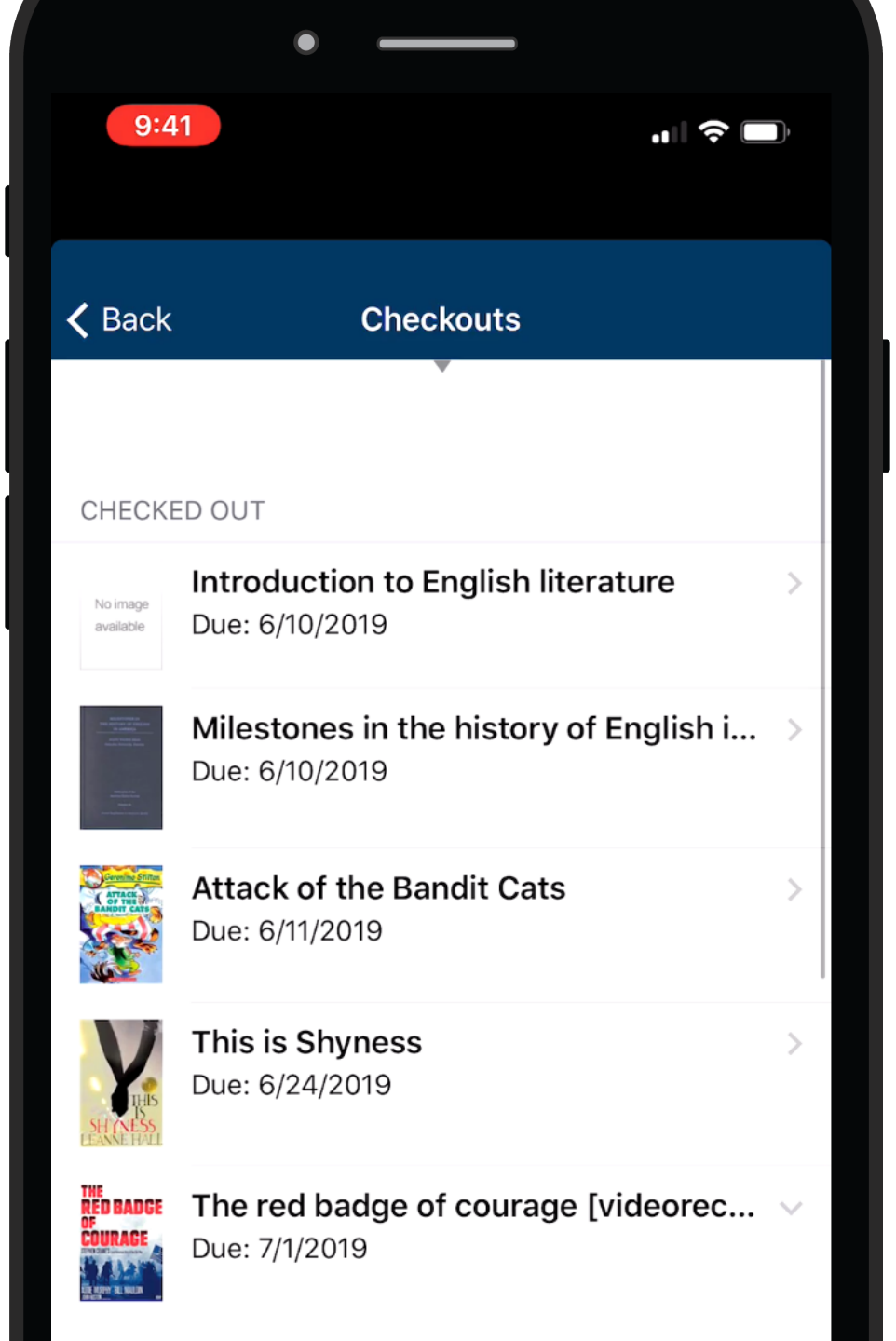


Mobile App

Brand it to your library

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

- Self Service
- Beacons
- Virtual Library Card



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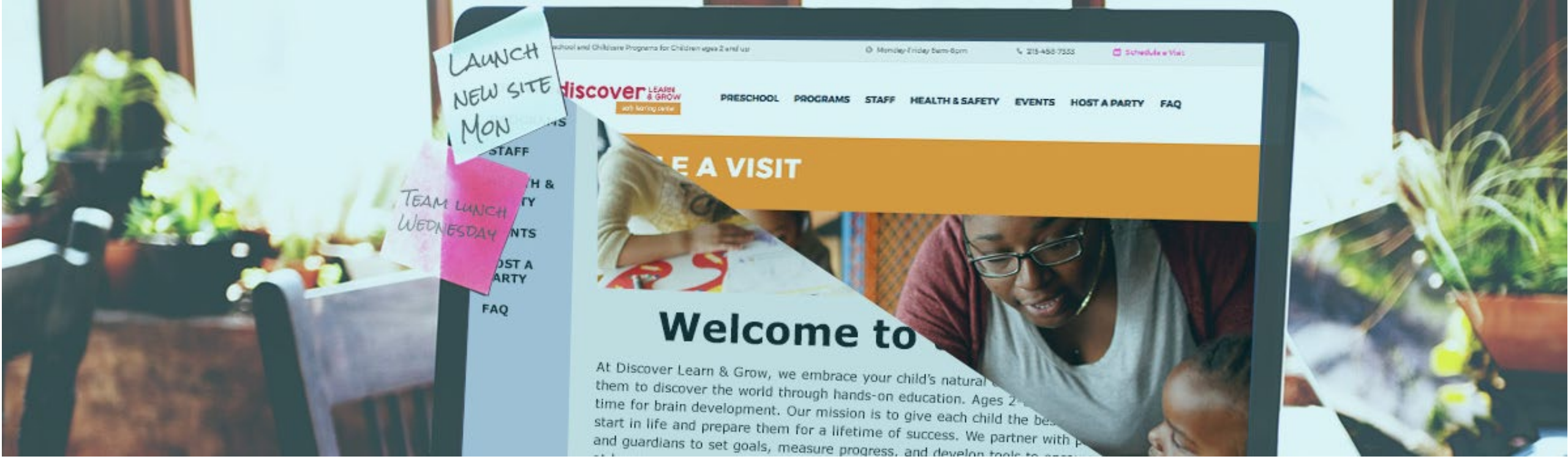


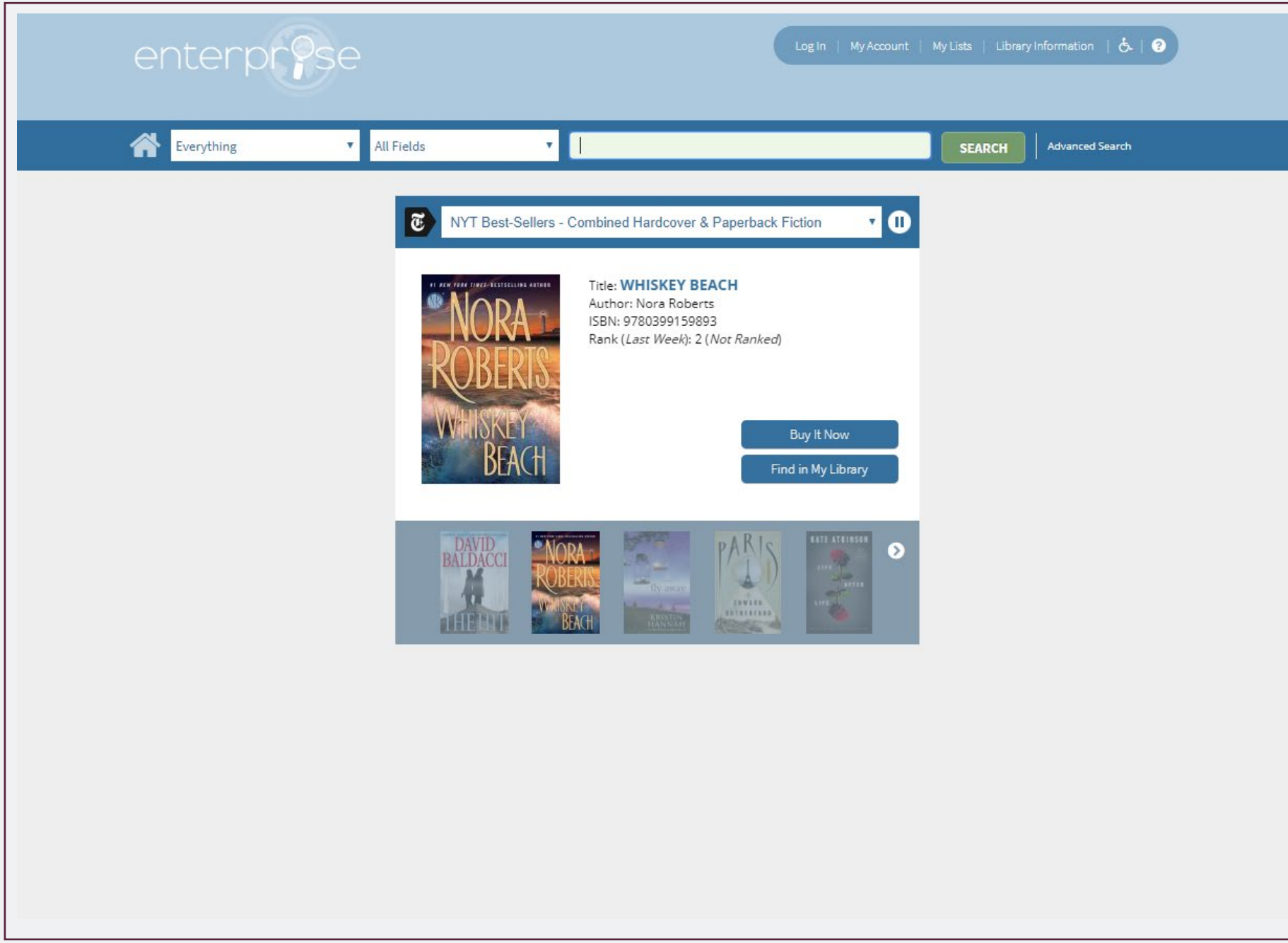
2

Give Your Discovery a Makeover

Your library is unique, and your discovery should reflect that

Reflect Your Brand

Don’t settle for out-of-the-box



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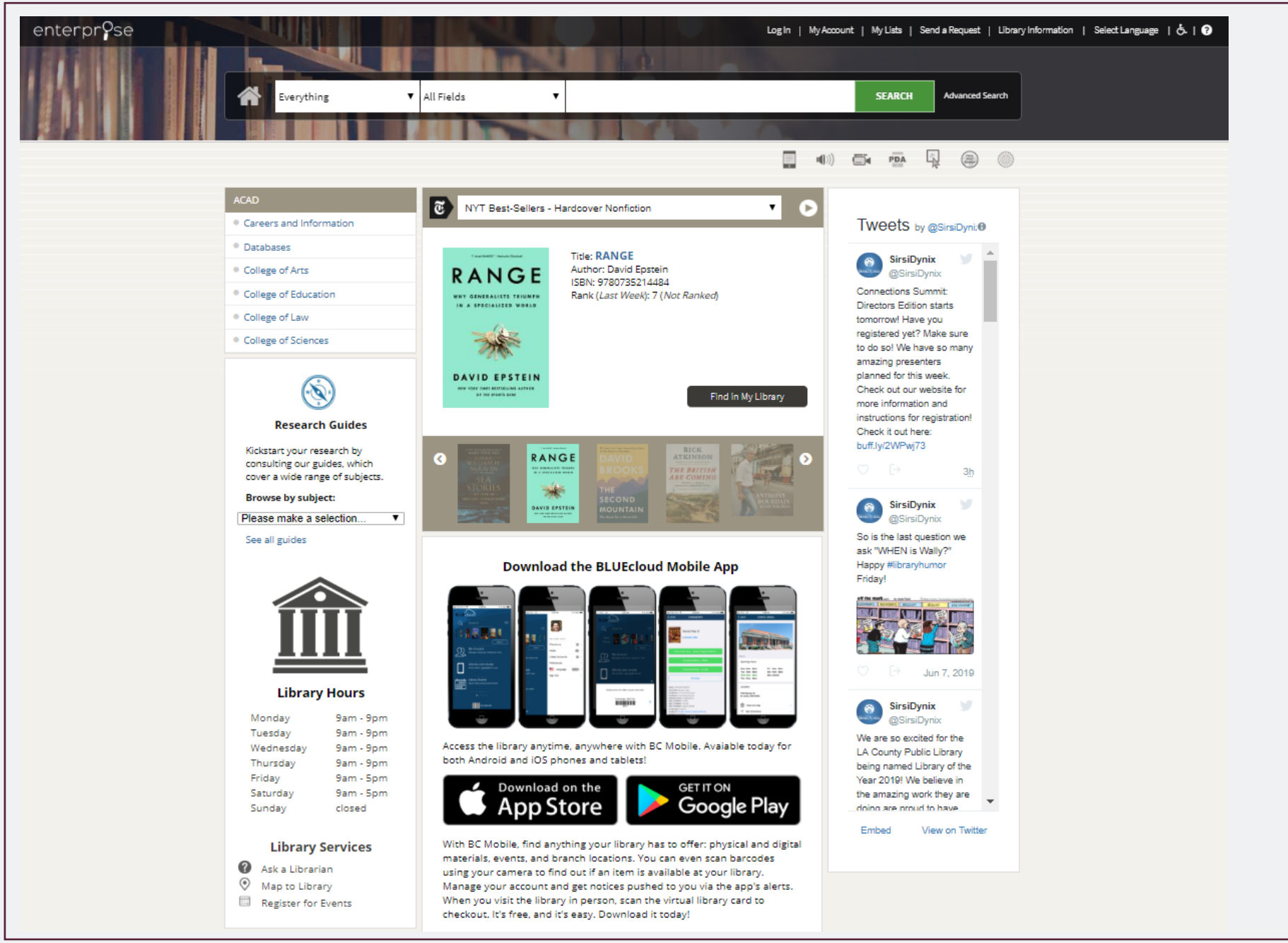

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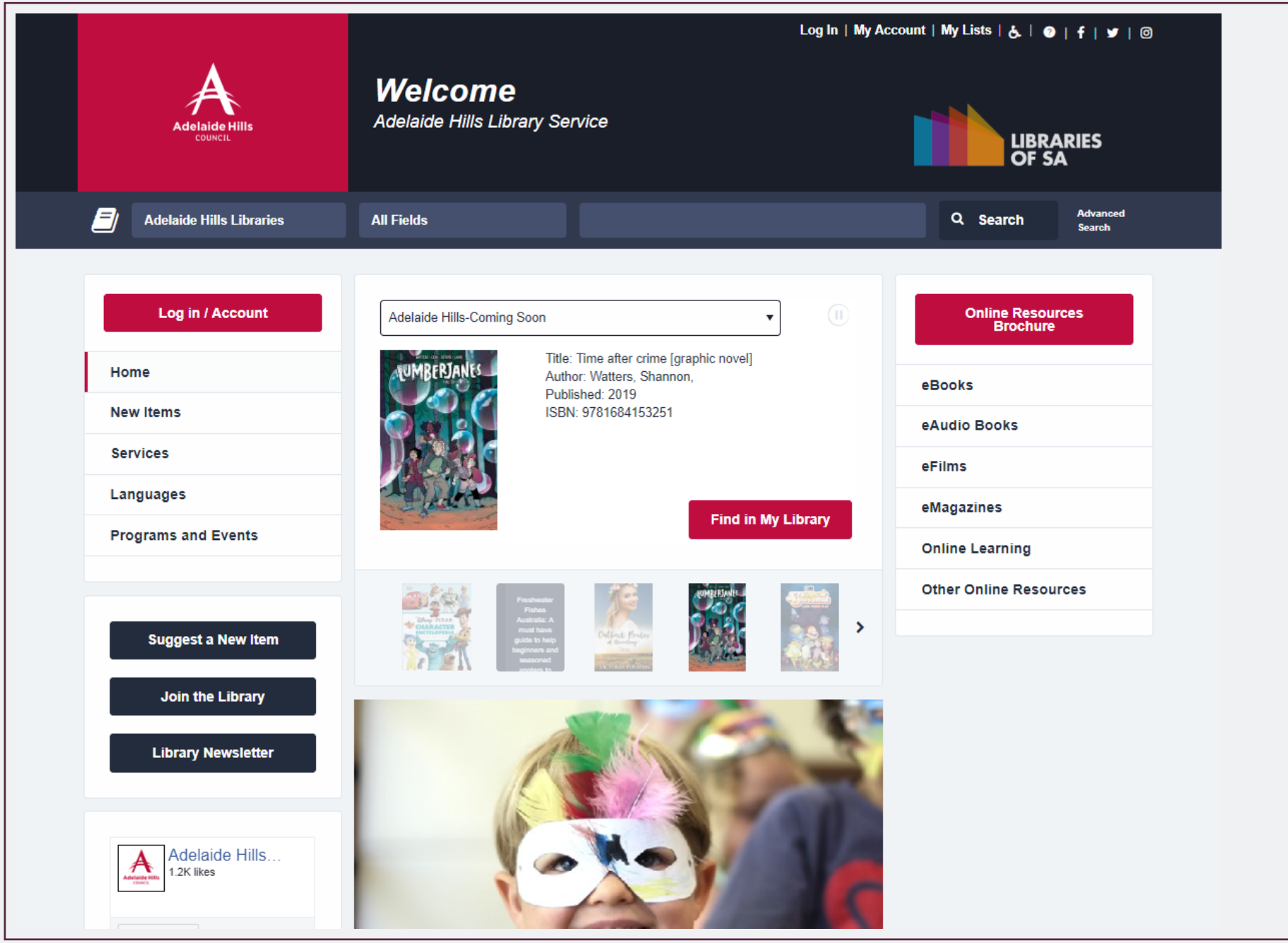
Reflect Your Brand

Don't settle for out-of-the-box

Integrate seamlessly with your website



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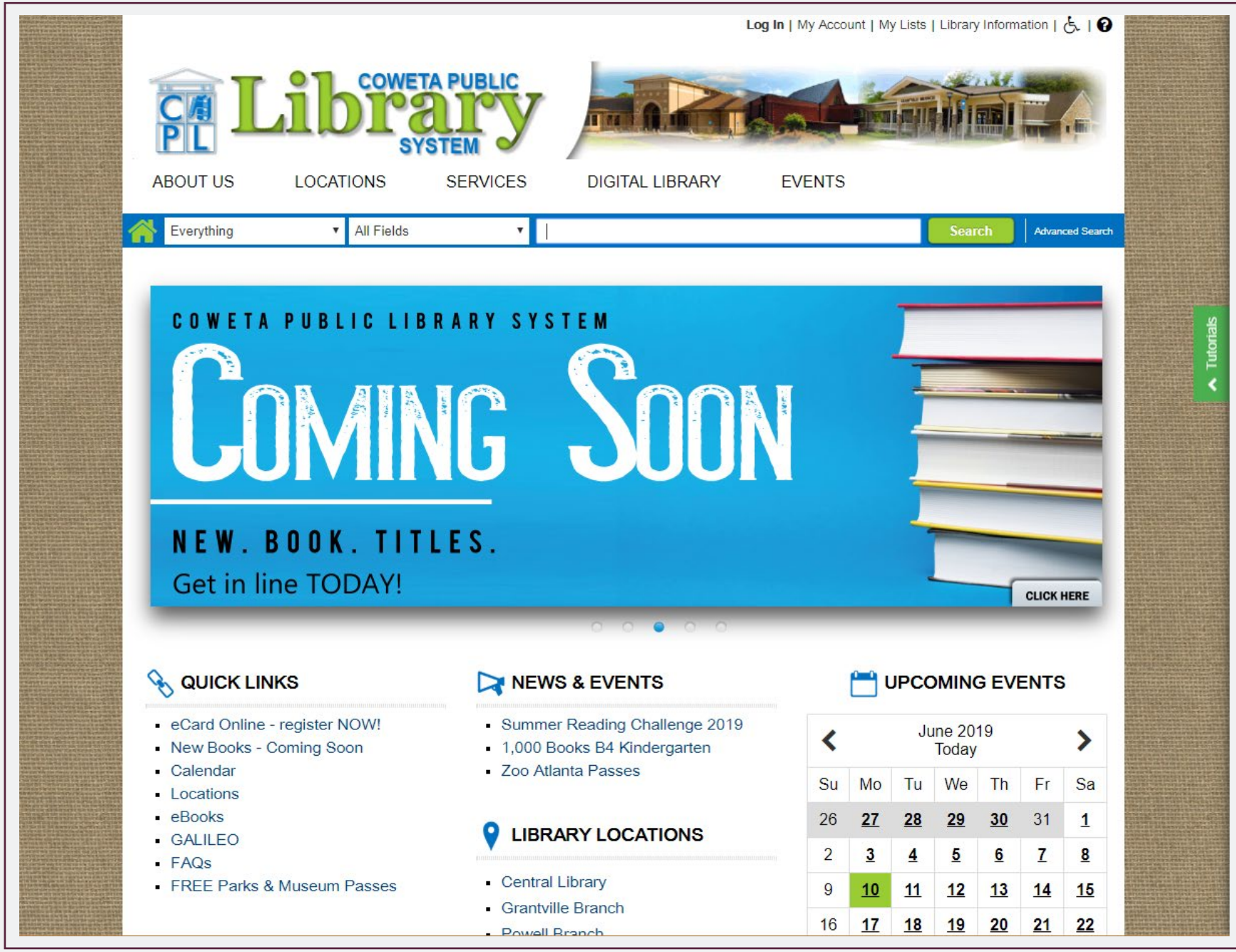

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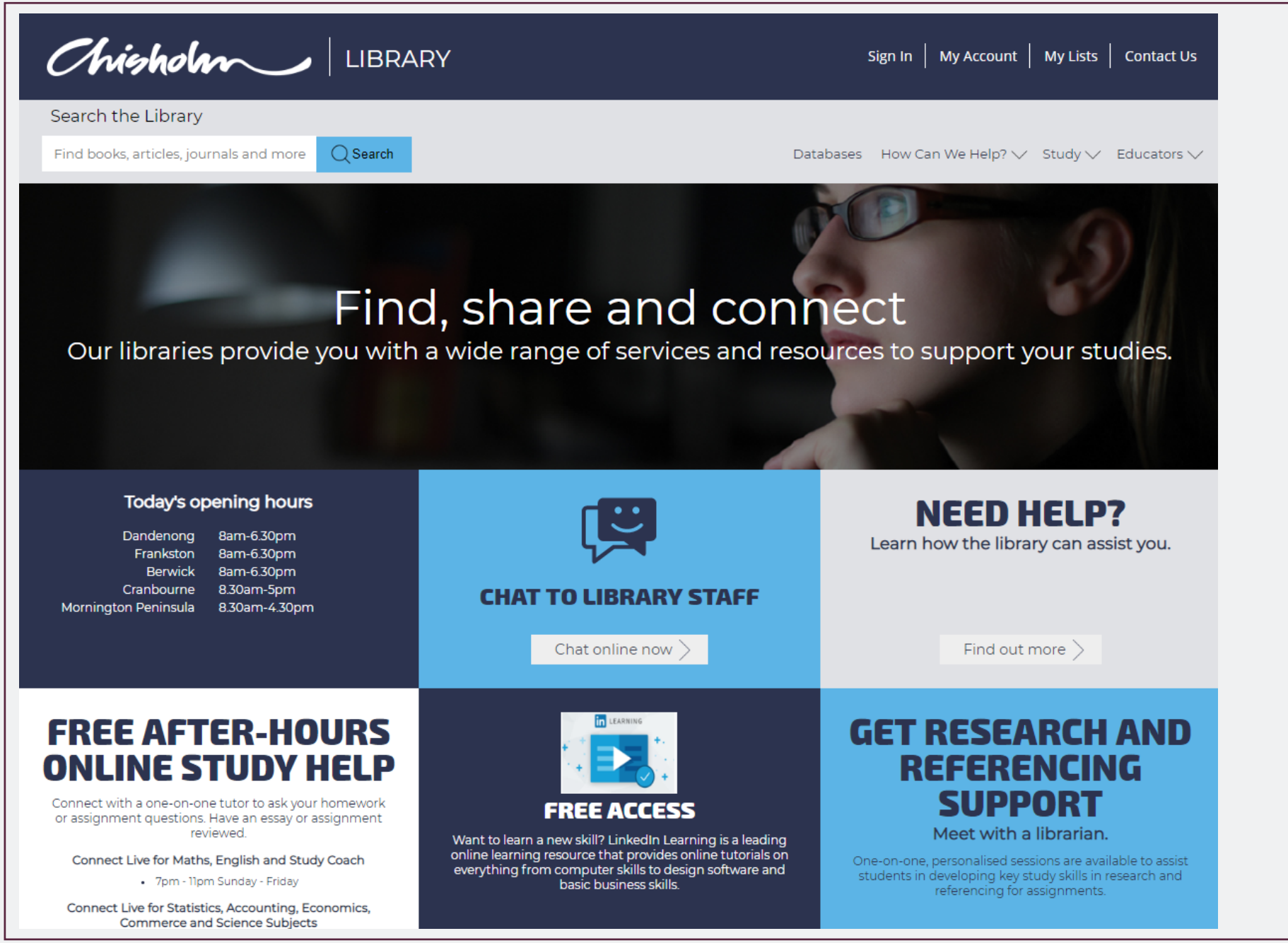

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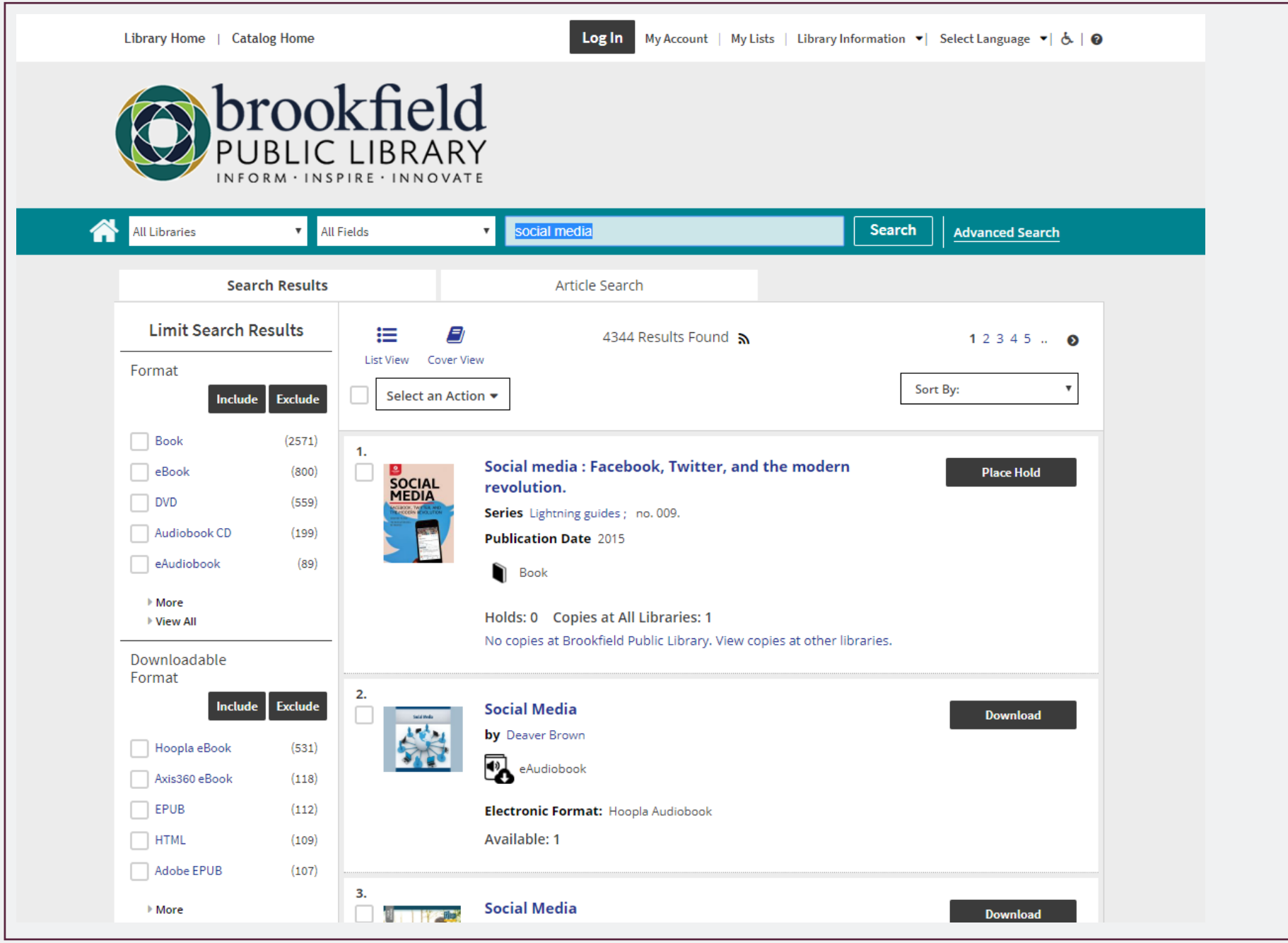
Integrate seamlessly with your website

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



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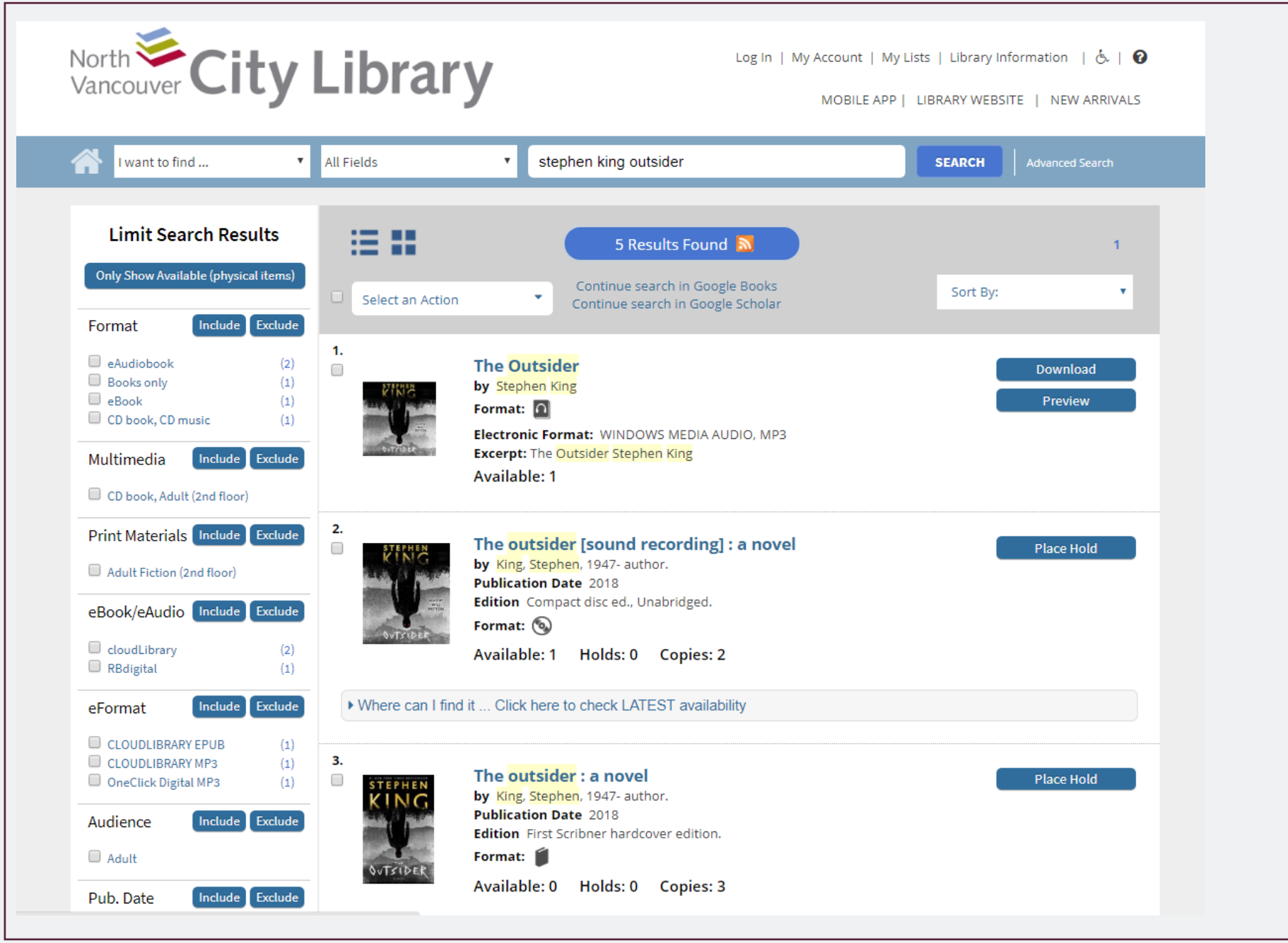

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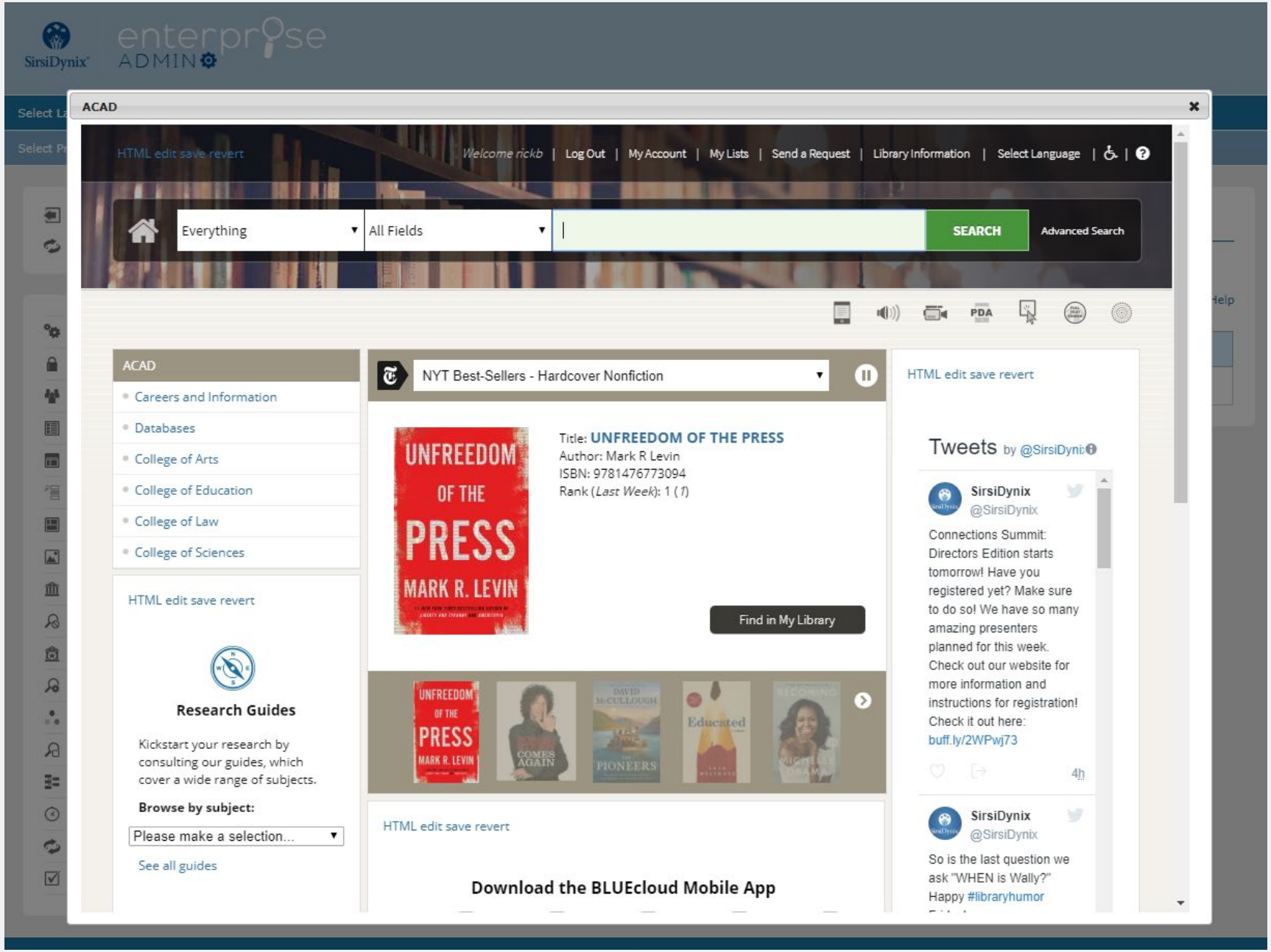
Reflect Your Brand

Don't settle for out-of-the-box

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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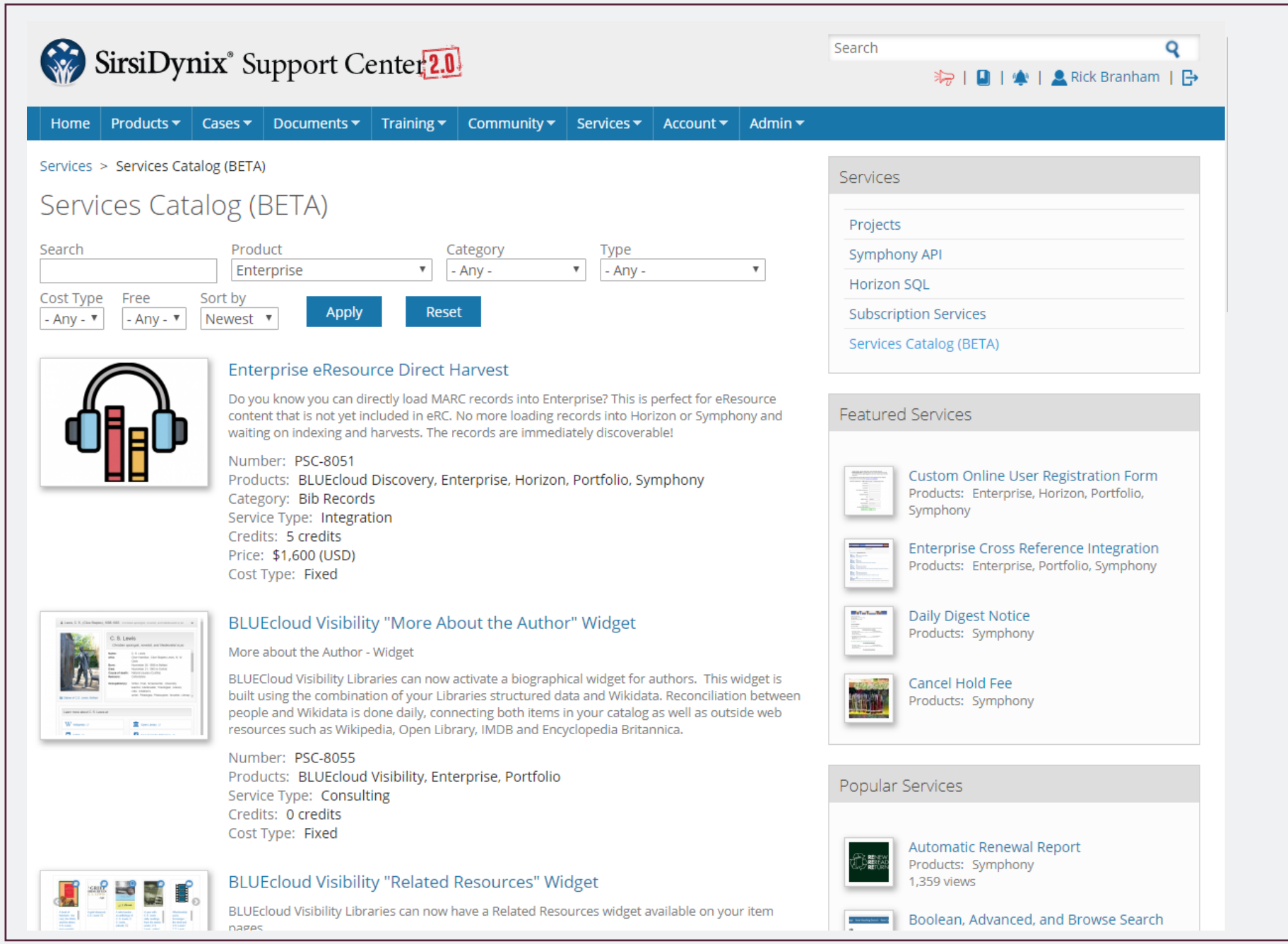

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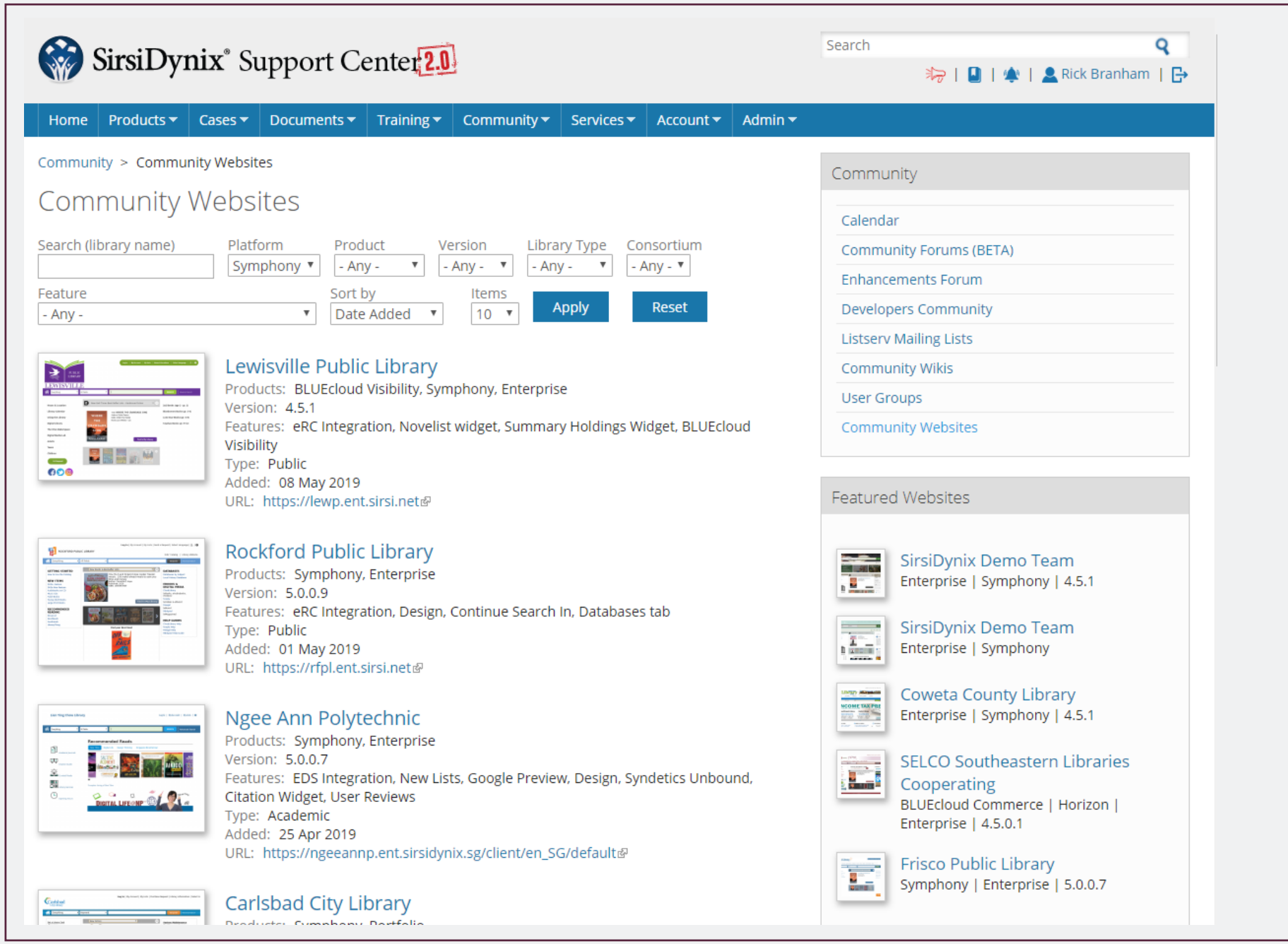
Integrate seamlessly with your website

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

Constantly improve the user experience

Get inspiration from others



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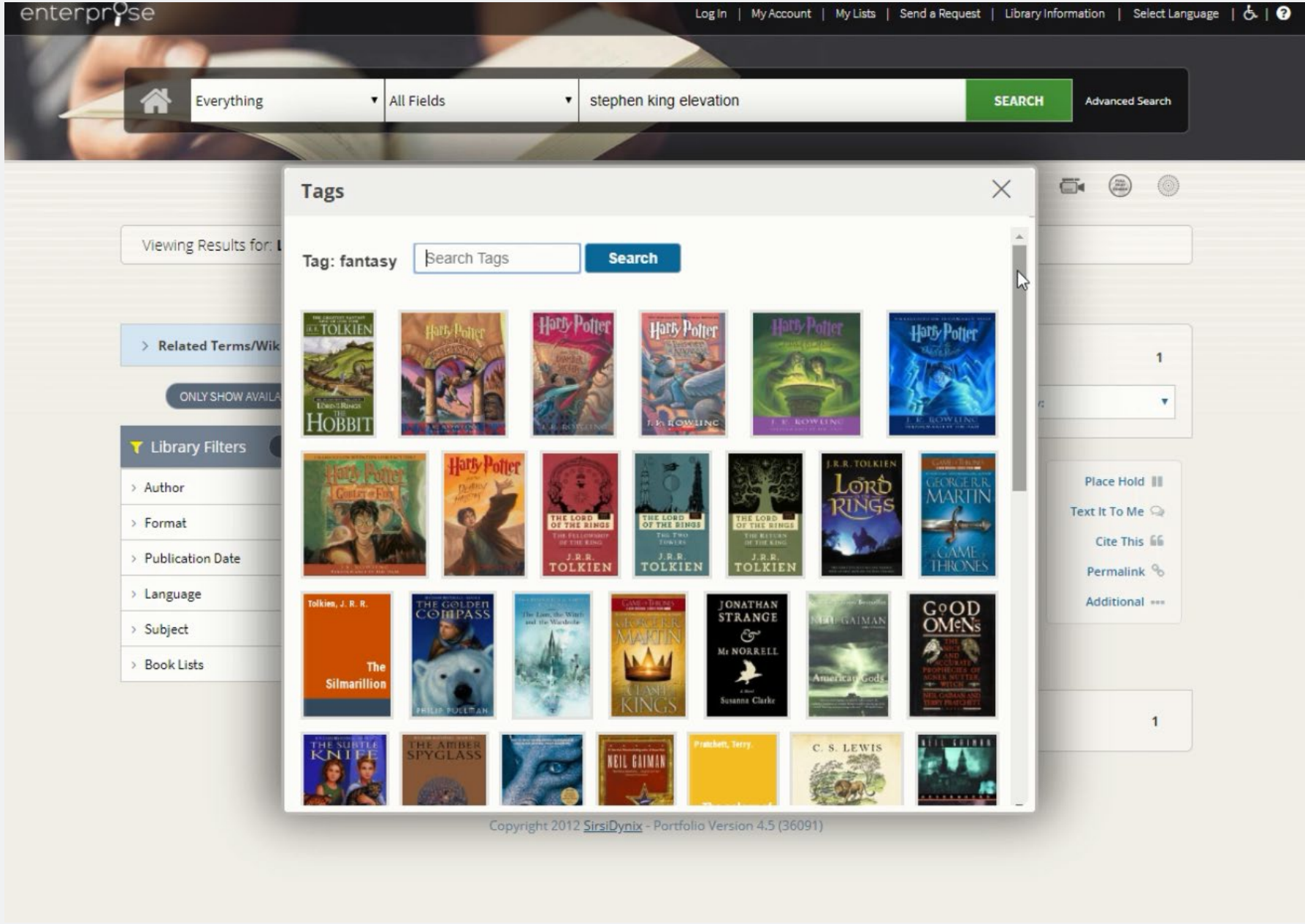
3

Extend Your Reach With Discovery Extensions

Integrate 3rd-party content and code to enrich Discovery

Discovery Extensions

Integrate content



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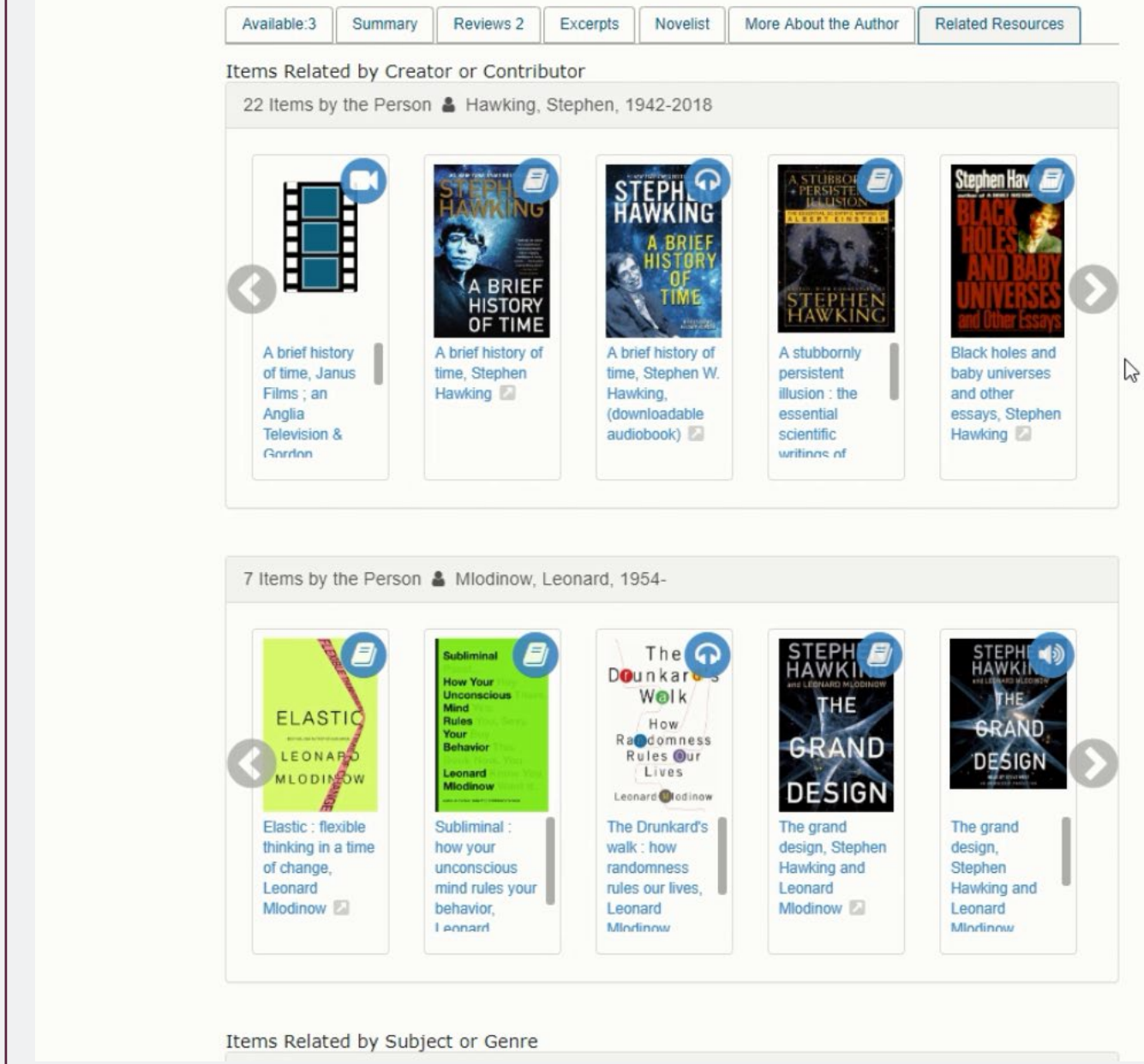
Discovery Extensions

Integrate content



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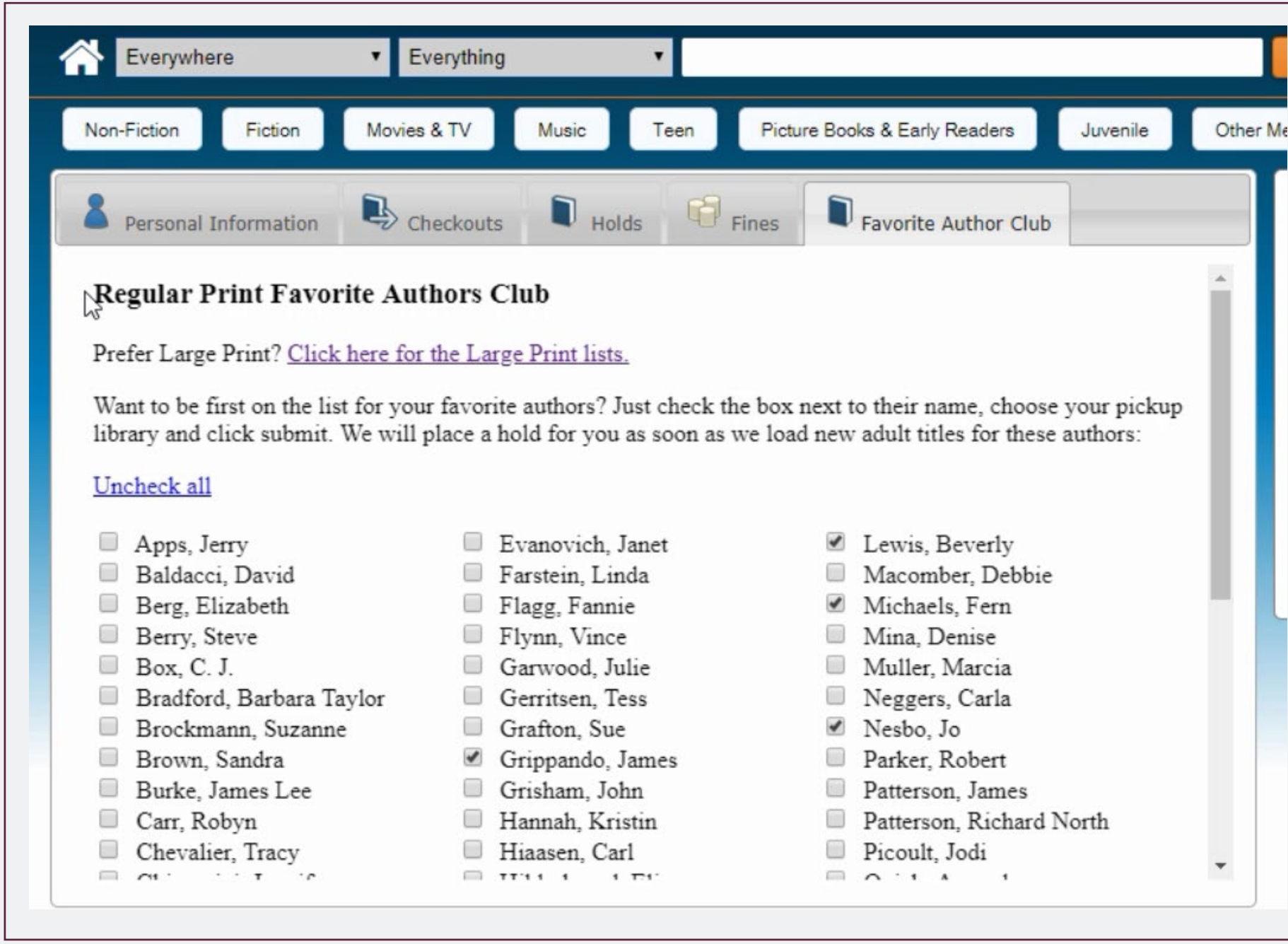
Discovery Extensions

Integrate content

Add functionality

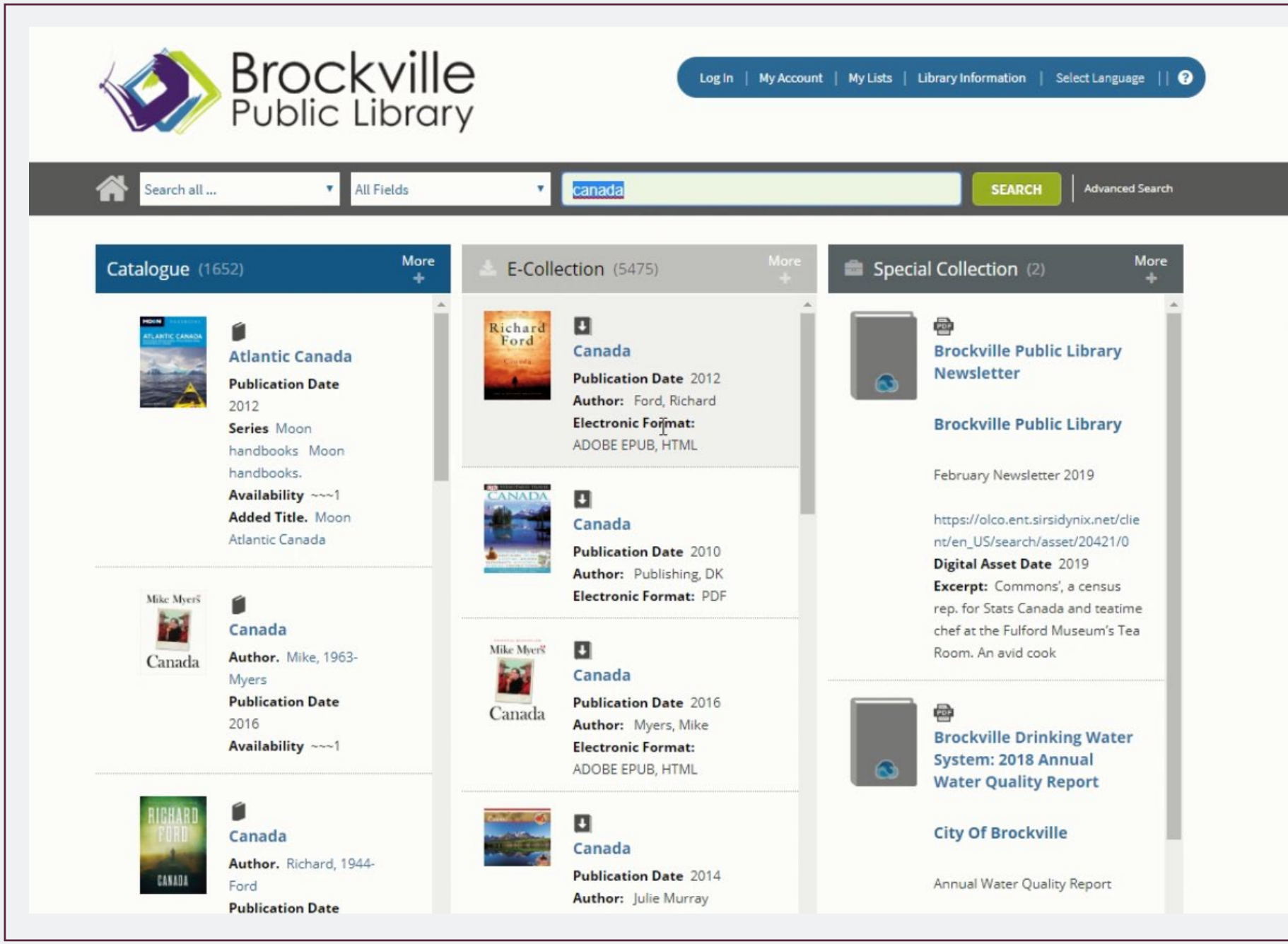


Discovery Extensions

Integrate content

Add functionality

Offer new ways of exploring



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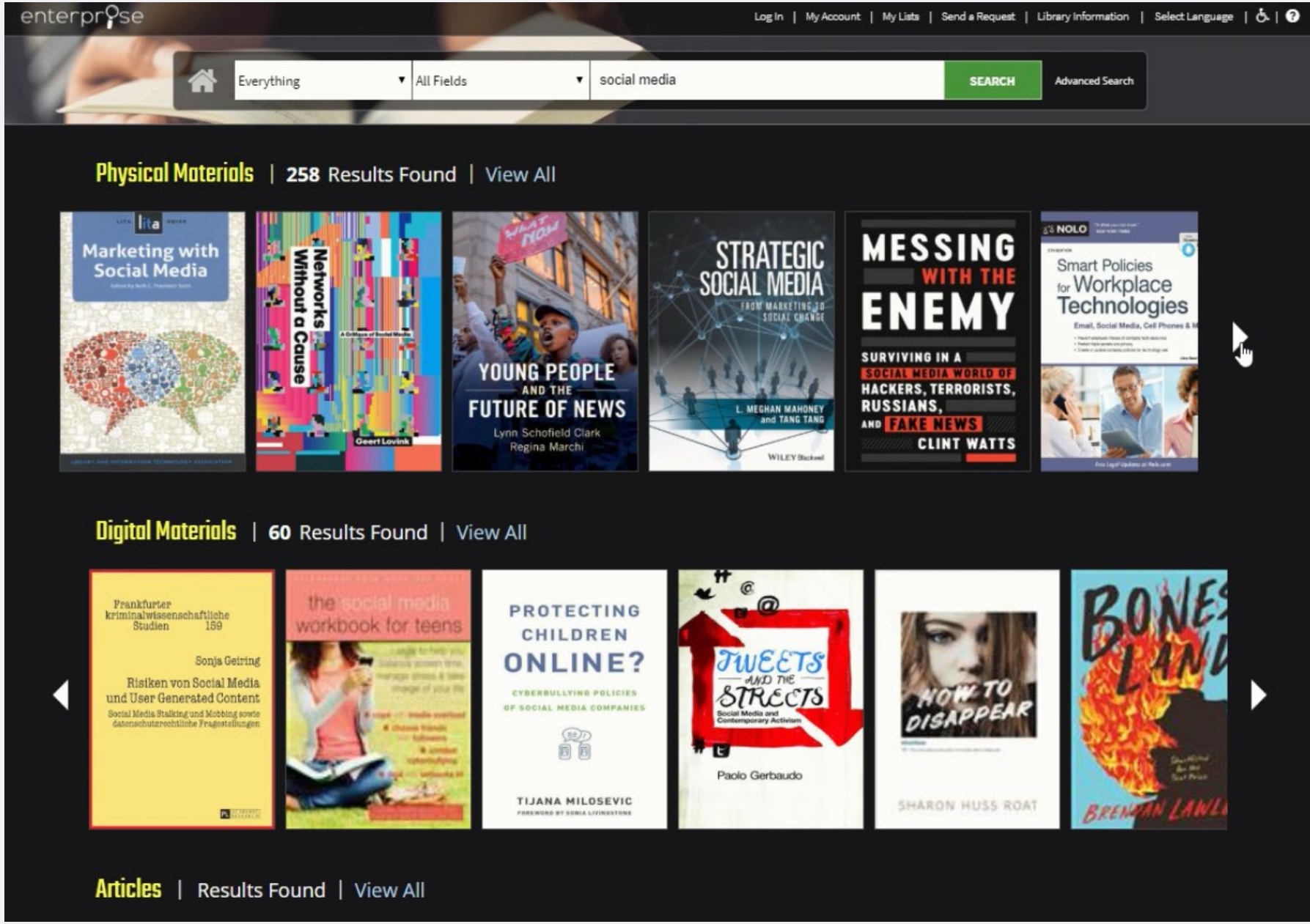
Discovery Extensions

Integrate content

Add functionality

Offer new ways of exploring



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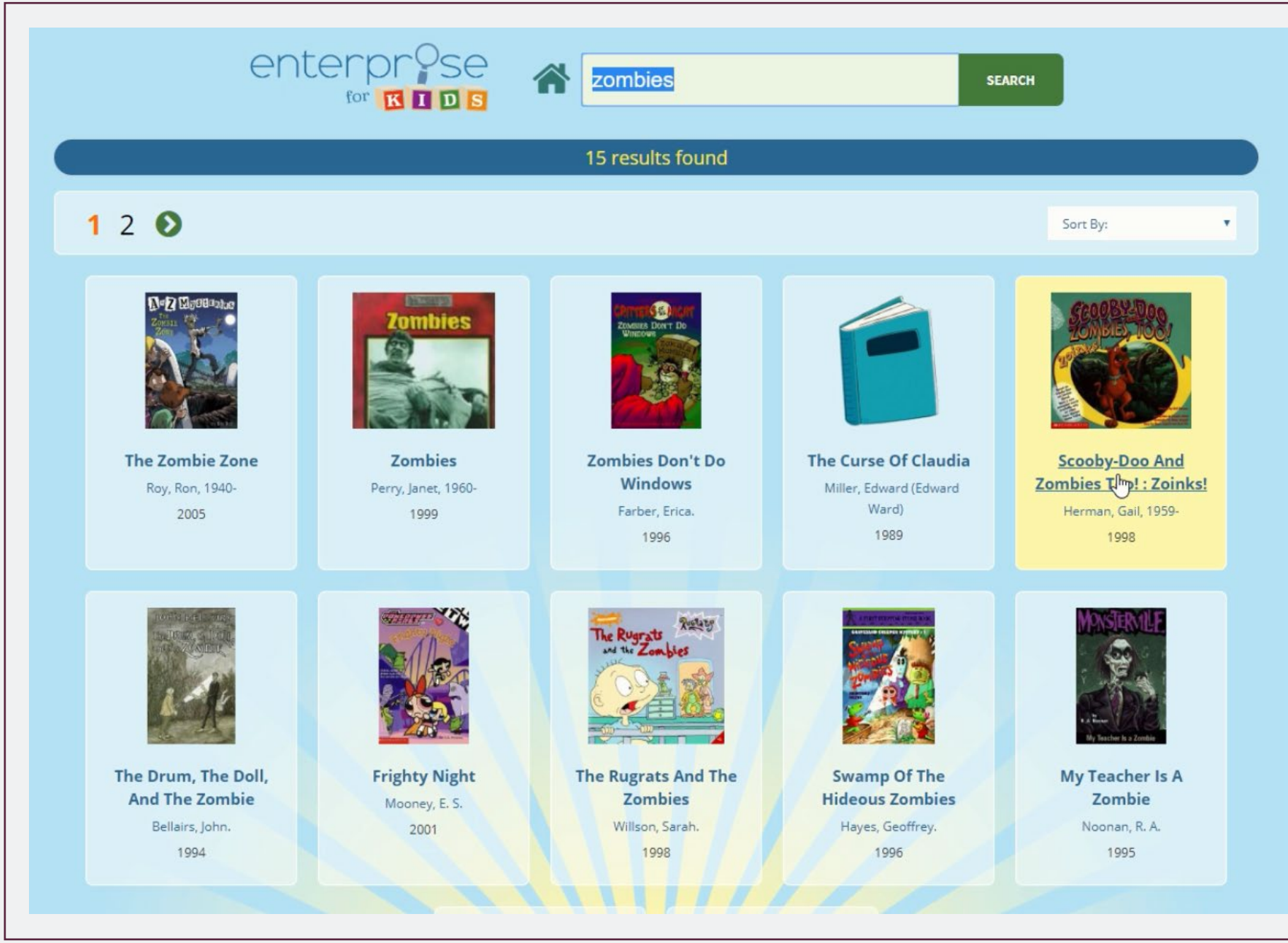
Discovery Extensions

Integrate content

Add functionality

Offer new ways of exploring

Tailor the discovery experience to your users



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4

Make All Of Your eResources Discoverable

Give your users one simple search for physical & digital

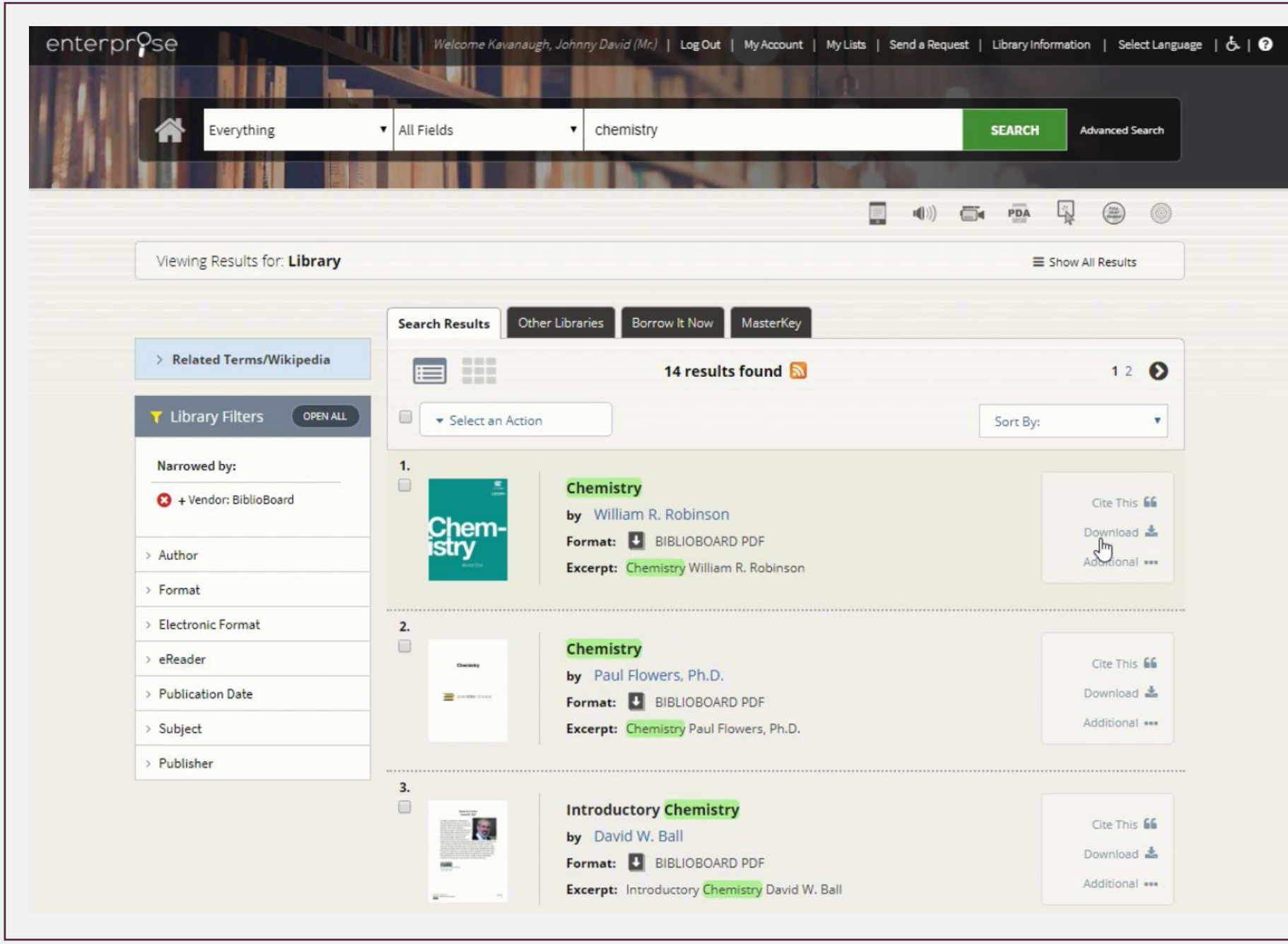
Discover Physical & Digital

eJournal Articles

Physical Materials

Digital Materials

Local Digital Assets



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Discover Physical & Digital

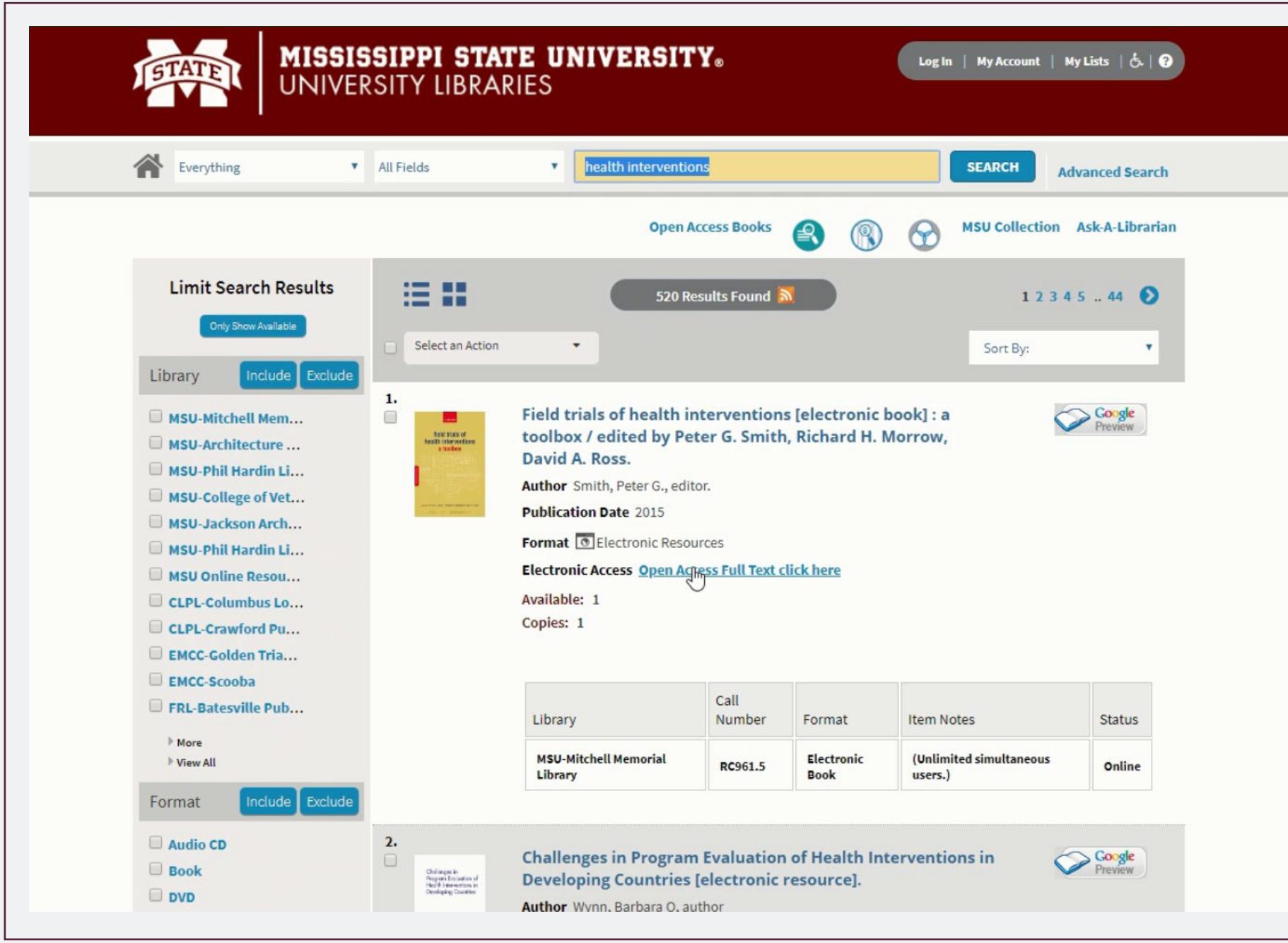
eJournal Articles

Physical Materials

Digital Materials

Local Digital Assets

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



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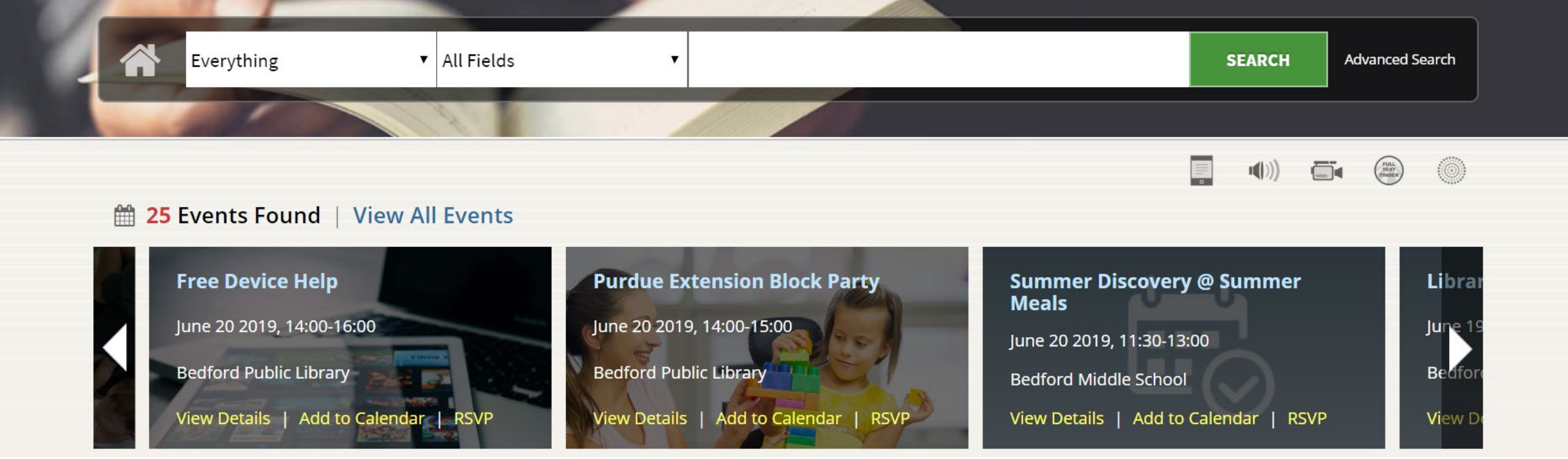


5

Show Off Your Events

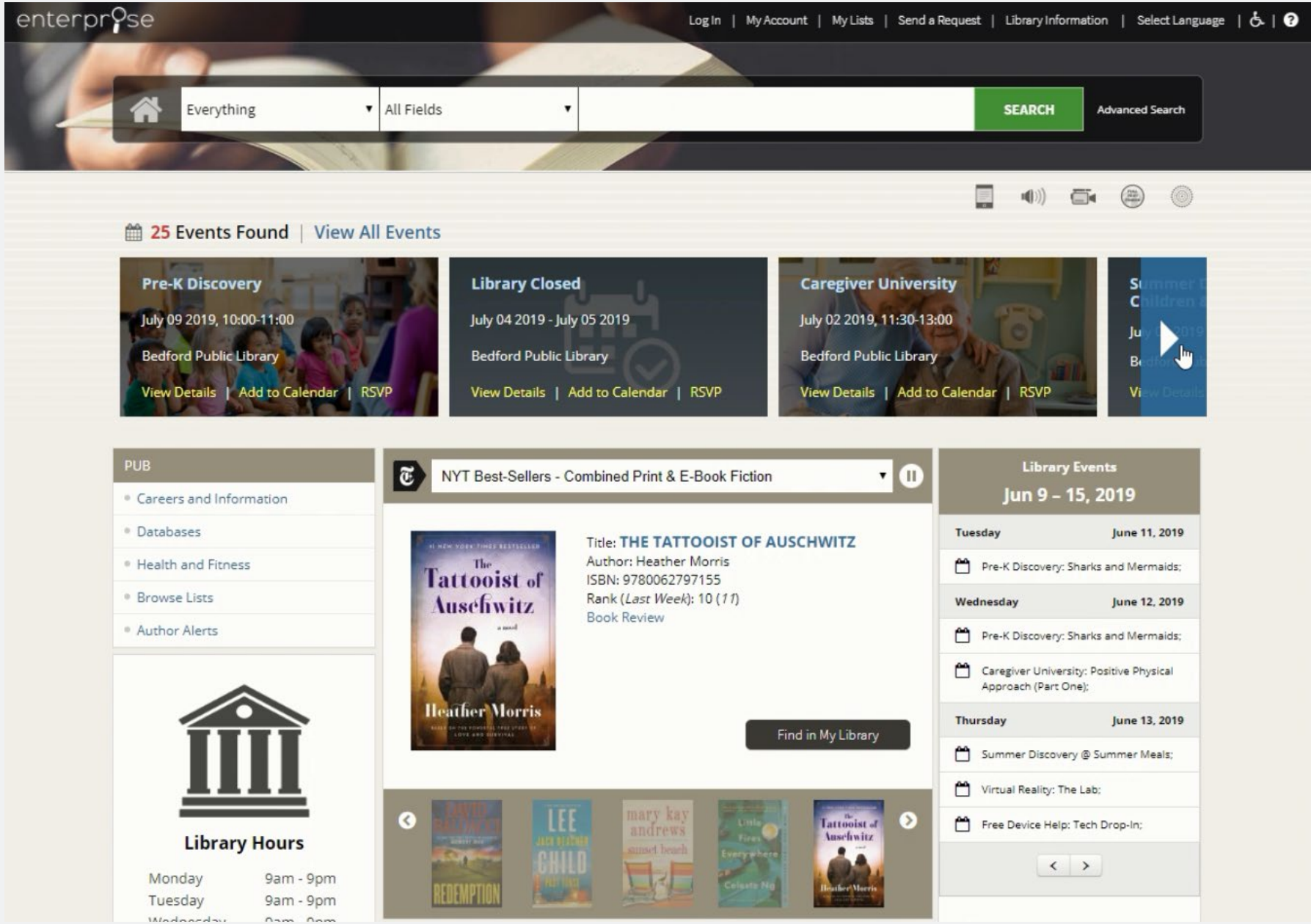
They're important resources: make them discoverable

Event Integration

Event Calendar with upcoming events

Highlight events in discovery

Make events searchable



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Thank You!

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