




LAUNCHING A MOBILE APP: TWO PUBLIC LIBRARY EXPERIENCES WITH BOOPSIE

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St. Paul Public Library and
Hennepin County Library

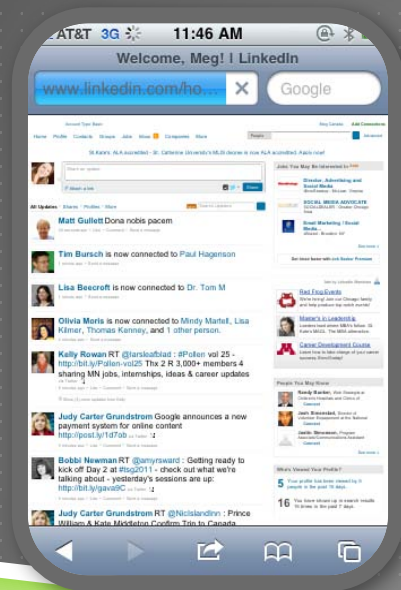




WHAT IS A MOBILE SITE?
WHAT IS A MOBILE APP?
WHAT IS THE DIFFERENCE?

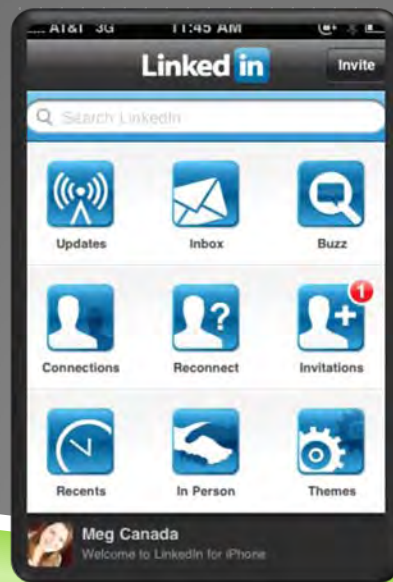
WHAT IS A MOBILE (WEB)SITE?

A mobile version of a site that works through a browser on a web-enabled phone (website in a browser).




WHAT IS A MOBILE APP?

A pared-down version of a resource (website, game, service) designed or use on a mobile device, w/the most popular features of that resource. It is software that works on specific platforms (like Blackberry, iPhone, Android, Windows mobile.)





WHY AN APP?

- ▶ IM and email questions
 - ▶ Google Analytics visits from mobile devices without a mobile optimized site.
 - ▶ Vendors have apps (Gale, OverDrive, EBSCO)
 - ▶ Catalogs not optimized for mobile devices
 - ▶ Geolocation – find closest library
 - ▶ Mobile sites require coding
- 

BACKGROUND

- ▶ Hennepin County Library researched library apps and suggested Boopsie to MELSA
- ▶ MELSA selected and purchased Boopsie for the regional public library systems.
- ▶ Each App was launched individually (different Integrated Library Systems, etc.) with plans to add links between apps

BOOPSIE

Works with Android, BlackBerry, J2ME, Palm OS, Symbian S60, Windows Mobile, iPhone...

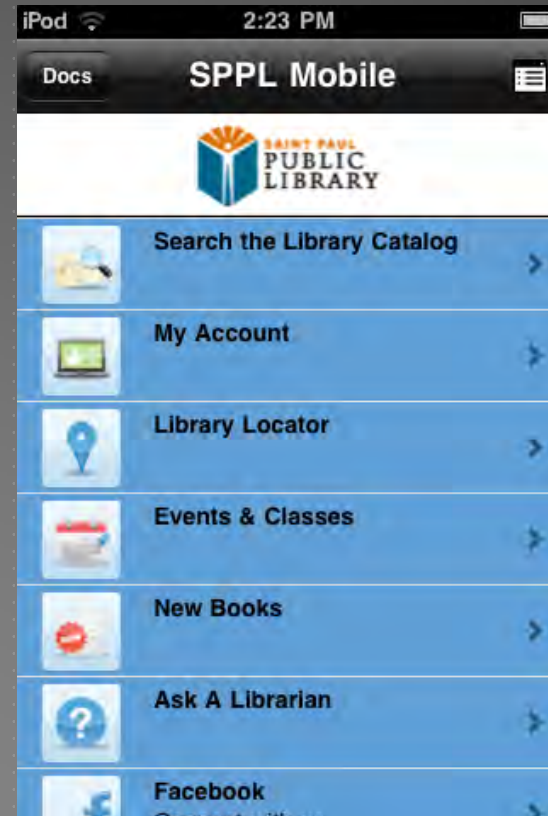


IMPLEMENTATION



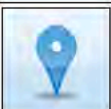
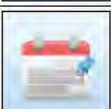


A decorative graphic at the bottom of the slide consists of a bright green trapezoidal shape pointing downwards, which is partially overlapped by a yellow trapezoidal shape pointing upwards. Both shapes have a white border.

IMPLEMENTATION: SPPL

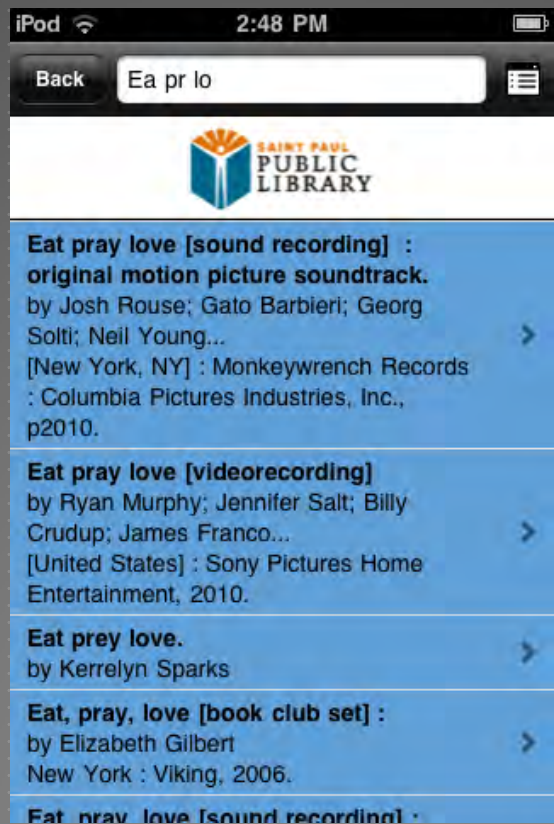
- ▶ Determine Navigation and Content
- ▶ Graphic Design Elements
- ▶ Using Google Docs
- ▶ Getting data to Boopsie
- ▶ ILS Integration



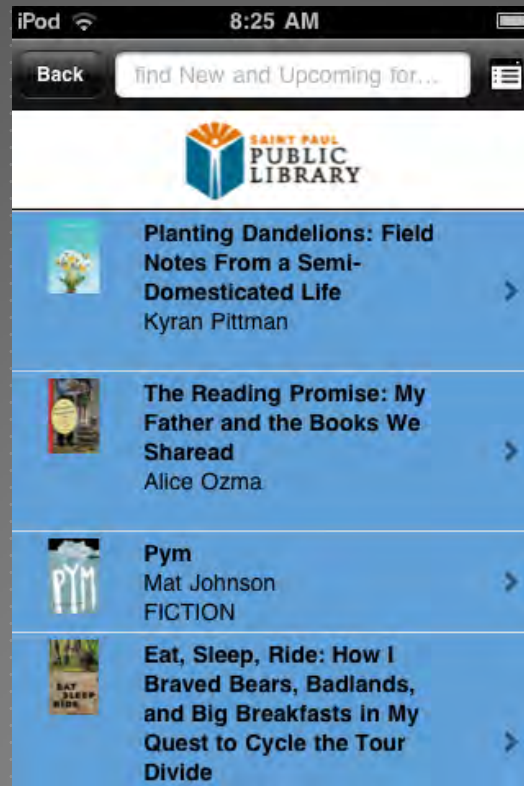
BOOPSIE DOC

icon	text	descriptor
	#000#000	
	Search the Library Catalog	i:/stpaul_holdings/
	My Account	i:/lib_myaccount_4/{lib=stpaul=summary=}
	Library Locator	SPPL Locator
	Events & Classes	RSS detail
	New Books	New Books
	Ask A Librarian	SPPL Ask A Librarian

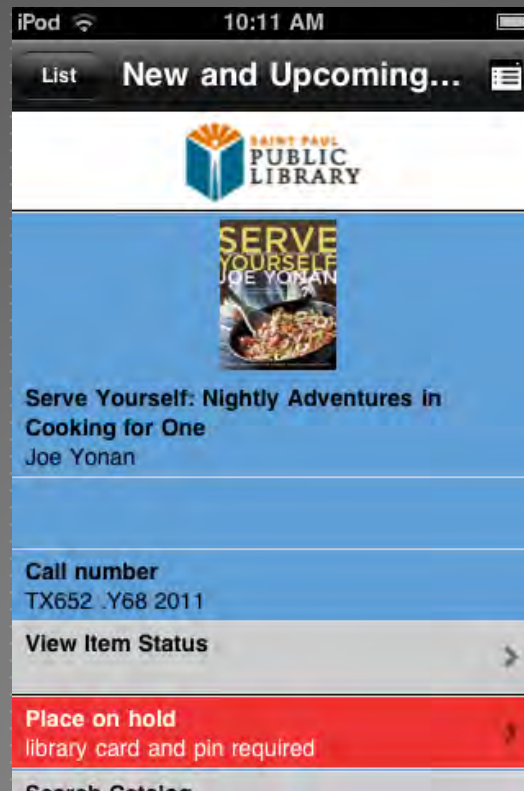
SEARCHING IN BOOPSIE



CONTENT: NEW BOOK LIST



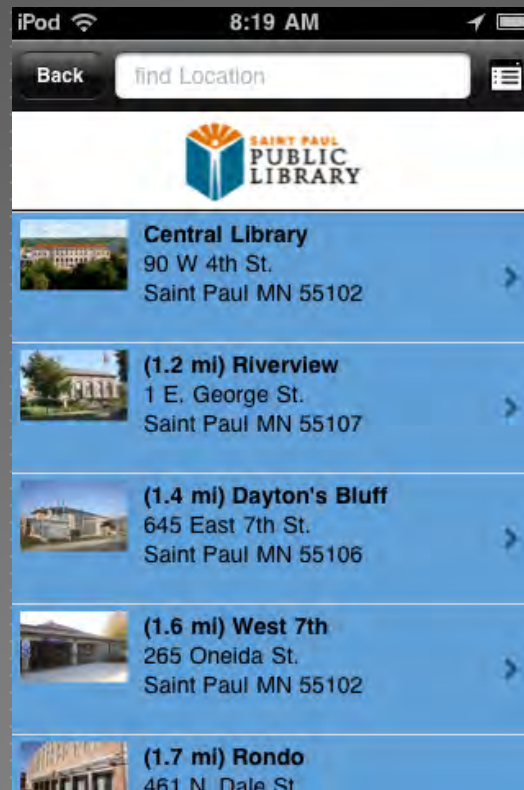
CONTENT: NEW BOOK LIST



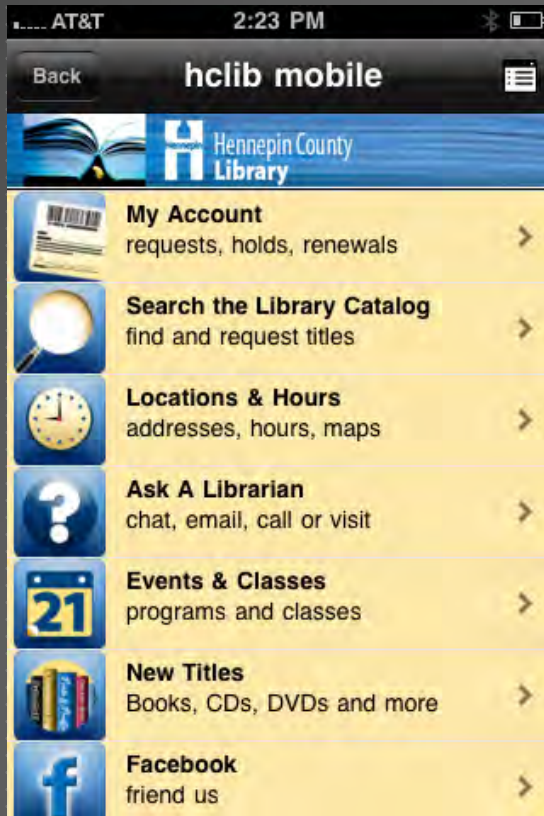
CONTENT: EVENTS



CONTENT: LOCATIONS



IMPLEMENTATION: HCL



- ▶ Vendor Process
- ▶ Staff Communication
- ▶ Marketing Plan
- ▶ Launch
- ▶ Usability Testing and Refinements
- ▶ Staffing

STAFF COMMUNICATION

Information & Online Services Blog

RSS FEED

Online Customer Service by Design: Mobile App is Available for Staff [edit] [delete]
Calling staff with smartphones!!

hclib mobile is now available <http://hclib.boopsie.com> via the mobile device's browser... with the notable exception of the Apple products (iPhone, iPod Touch, etc.) which require Apple's approval and access through the iTunes market- another reason we are sharing this information with staff only. **Bookmarks and posters will arrive at libraries today or tomorrow. Please wait until we launch for the public to post and distribute to the public.**

hclib mobile has been submitted to Apple for their approval process, which has been taking a couple of weeks of late. It has also been submitted to the Android Market and Blackberry App World stores.

Because the Android Market does not require an approval step, **hclib mobile** can be downloaded from there now, and the Blackberry app can also be downloaded directly at <http://hclib.boopsie.com>.

When the Apple store has the app available, we'll launch for the public. If you own an Android, Blackberry, or Windows Mobile phone, please feel free to download the app and send feedback to **Meg Knodl**

Posted by Meg Knodl on Mar 15

8 comments

Molly Schaaf said on Mar. 15, 2011:
Easy to load. Great!

Karen Kender said on Mar. 15, 2011:
Easy, fast download. Nice tool!

MARKETING MATERIALS



 **Brad Bellaver** Thank you. Can you sign into your account and reserve with the app or is it more information?
March 22 at 1:10pm · Like

 **Keri Miller** Yay! I've got you bookmarked on my HTC EVO. Your website is very easy for my phone, but I bet this'll be even better!
March 22 at 1:12pm · Like

 **Anissa Brazill Gooch** love!!!
March 22 at 1:15pm · Like


 **Keri Miller** Brilliant! The only thing I am missing is my lists. Otherwise its awesome!
March 22 at 1:16pm · Like


 **Hennepin County Library** @brad You can do catalog searches and access library "My Account" functions such as renewing and reserving items. You can also get hours and library locations, check the calendar of events and classes, and see new title lists.
March 22 at 1:23pm · Like


 **Melissa Barnes** Nice. Thanks. Add My Lists. That's how I add materials to my request list.
March 22 at 1:26pm · Like


 **Andrew Harcus** did not work on my G1 android, Kindle doesn't support ebooks, I feel like moving.
March 22 at 1:34pm · Like


 **Amy Coxe Hoover** Crud...Got it downloaded, but it's asking for barcode & pin. I have the barcode # from the back of my card, but


 **swirlspice** Erica Maurer
I was just asking about a mobile app from Hennepin County Library!
w00t! RT @hclib: hclib mobile is here!! <http://bit.ly/hRNqoo>
24 Mar

 **jamiepie216** Jamie Pierson
Now taking suggestions for albums available @hclib #newmusic
23 Mar

 **arasmn** Sara Ring
@hclib I love these updates! Great job highlighting your special collections.
23 Mar

 **katiemhatt** Katie Hatt
Hooray! RT @hclib hclib mobile is here!!
<http://www.hclib.org/pub/info/mobileapp.cfm>
22 Mar

 **kevthulhu** Kevin
Yay! Yay! Yay! @hclib has an iPhone app! #bestthingallday
22 Mar

 **wr3n** Ren
Downloading the @hclib mobile app. #woow
22 Mar

APP STORE REVIEWS

Customer Ratings

▼ Average rating for the current version: ★★★★★ 13 Ratings

Rate this application: ★★★★★

★★★★★	6
★★★★	3
★★★	3
★★	0
★	1

Customer Reviews

Current Version (9) All Versions (9)

Sort By: Most Helpful

[Write a Review >](#)

Nice! ★★★★★ [Report a Concern >](#)
by WernerMn - Version 4.29 - Mar 22, 2011

Well done hclib—fast and does what I need.

Was this review helpful? Yes | No

Fabulous ★★★★★ [Report a Concern >](#)
by MN Puddle Stomper - Version 4.29 - Mar 23, 2011

Clean and elegant interface. Will make "shopping" for books easy on the go. Can't wait until the next time someone recommends a book and I will be able to request it on the spot!

Was this review helpful? Yes | No


Thank you!!! ★★★★★ [Report a Concern >](#)
by MNmom - Version 4.29 - Mar 24, 2011

What a fabulous app! Never occurred to me that a library would do this. But then HCLIB is one of the best systems in the country. Great and easy interface, good way to access the things I use most often. Really, really useful.

A couple of minor suggestions in case you want them:
1. would be nice to have subject and series searches just like website (but understandable they are not there now for first iteration).
...



COMMON ROADBLOCKS

- ▶ Vendor uses email as primary communication
 - ▶ Google Doc architecture is easy to use and break
 - ▶ ILS search yields different results than your catalog
 - ▶ ILS integration requires interaction of library staff
 - ▶ Graphic specs are in flux (sizes, resolution) based on phone OS changes
 - ▶ App Stores take time to approve the app
 - ▶ RSS doesn't work well
 - ▶ "Launch date" is a fluid target
 - ▶ Statistics
- 



WISH LIST

- ▶ Barcode scanners that read smartphone screens
 - ▶ Hold pick-up numbers
 - ▶ Suspend/Activate Holds
 - ▶ Personalized My List Functionality
 - ▶ Integrated QR Code Strategy
 - ▶ Integrated Vendor Apps (Gale, OverDrive, NetLibrary...)
 - ▶ Real time updates for holdings
 - ▶ SMS Strategy
- 

WHAT'S NEXT

