Evaluating Mobile Options for Your Library
What content will you include?
How will you Deliver information?
Consider
Your Library
Who are your library users?

What are their needs?

Which devices do they use?
Observe
Survey
Review Web Analytics
Examine Trends
Most Popular Library Mobile-Friendly Content

1. Contact Information
2. Hours of Operation
3. Directions
4. Catalog Search
5. Library News
6. Loan Information
7. Links to Mobile Resources
8. Ability to Check Computer Availability
9. Booking Meeting Rooms
10. Links to Mobile Search Engines

Krishnan, 2010
Inventory Resources
Skills
Funding
People
Understand the Mobile Web
Mobile Stylesheet
Mobile App
Stylesheet
Applies appropriate style rules for mobile users
<table>
<thead>
<tr>
<th>Location</th>
<th>Call Number</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Literature - Level G</td>
<td>J599.7 P566I</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Children's Literature - Level G</td>
<td>J808.83 B53b v.2</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Children's Literature - Level G</td>
<td>J808.83 B53b v.1</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Children's Literature - Level G</td>
<td>JP W111w</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>Title</td>
<td>Author(s)</td>
<td>Location/Publisher</td>
</tr>
<tr>
<td>------------------------------------------------------------</td>
<td>----------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td><strong>In the bear's forest</strong></td>
<td>Pettersson, Bertil, 1932-</td>
<td>Stockholm ; New York : Raben &amp; Sjogren, c1991</td>
</tr>
<tr>
<td><strong>When the teddy bears came</strong></td>
<td>Waddell, Martin</td>
<td>Cambridge, Mass. : Candlewick Press, 1995</td>
</tr>
</tbody>
</table>
<meta name="viewport" content="width=device-width" />

<link rel="stylesheet" type="text/css"
media="only screen and (max-width: 500px)"
href="http://www.mywebsite.com/css/mobile.css" />
Stylesheet Pros

Flexible

Simple

Low-Maintenance
Stylesheet Cons

No Optimization

Slowness (on certain devices)
Website
Directs mobile users to scaled-down website.
Announcements
SU Library to unveil Marcel Breuer Digital Archive
On Friday, March 23rd, Syracuse University Library will launch the with a reception in the Slocum Hall auditorium from 5 to 7 p.m.

Full Story »

Spotlight
SU Library sponsors panel discussion on student plagiarism
Syracuse University Library will

Today’s Hours
E.S. BIRD LIBRARY
Learning Commons | Open 24 hours
Floors 3-5 | 8 a.m. - Midnight
Floor 6 | 9 a.m. - 7 p.m.

News
► Vera House White Ribbon Campaign presentation on March 8th
► Expanded new books area in B Library
### Library Hours: Spring: 1/15/2012 - 5/13/2012

#### Regular Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>E.S. Bird Library Learning Commons (Lower Level, 1 and 2)</th>
<th>E.S. Bird Library Floors 3-5</th>
<th>E.S. Bird Library Floor 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Open 24 hours</td>
<td>8 a.m. - Midnight</td>
<td>9 a.m. - 5 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Open 24 hours</td>
<td>8 a.m. - Midnight</td>
<td>9 a.m. - 7 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Open 24 hours</td>
<td>8 a.m. - Midnight</td>
<td>9 a.m. - 5 p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>Open 24 hours</td>
<td>8 a.m. - Midnight</td>
<td>9 a.m. - 7 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>Close at 10 p.m.</td>
<td>8 a.m. - 10 p.m.</td>
<td>9 a.m. - 5 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>10 a.m. - 10 p.m.</td>
<td>10 a.m. - 10 p.m.</td>
<td>Closed</td>
</tr>
<tr>
<td>Sunday</td>
<td>Open at 10 a.m.</td>
<td>10 a.m. - Midnight</td>
<td>Closed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day</th>
<th>Science and Technology Library</th>
<th>Math Library</th>
<th>Geology Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday - Thursday</td>
<td>8 a.m. - 11 p.m.</td>
<td>8:30 a.m. - 8 p.m.</td>
<td>8:30 a.m. - 8 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>8 a.m. - 6 p.m.</td>
<td>8:30 a.m. - 5 p.m.</td>
<td>8:30 a.m. - 5 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>10 a.m. - 5 p.m.</td>
<td>Closed</td>
<td>Closed</td>
</tr>
<tr>
<td>Sunday</td>
<td>12 p.m. - 8 p.m.</td>
<td>1 p.m. - 8 p.m.</td>
<td>1 p.m. - 8 p.m.</td>
</tr>
</tbody>
</table>

#### Exceptions

**E.S. Bird Library - Learning Commons (Lower Level, 1 and 2)**

- **Apr 27, 2012 - May 10, 2012**
  - Friday - Thursday
  - Open 24 hours

**E.S. Bird Library - Floors 3-5**

- **Apr 27, 2012**
  - Friday
  - 8 a.m. - Midnight

- **Apr 28, 2012**
  - Saturday
  - 10 a.m. - Midnight

- **Apr 29, 2012**
  - Sunday
  - 10 a.m. - 2 a.m.

- **Apr 30, 2012 - May 3, 2012**
  - Monday - Thursday
  - 8 a.m. - 2 a.m.
### Bird Library
**Today**
- Learning Commons (LL-2): Open 24 hours
- Floors 3-5: 8 a.m. - Midnight
- Special Collections (6): 9 a.m. - 7 p.m.

### Science & Technology Library
**Today**
- 8 a.m. - 11 p.m.

### Mathematics Library
**Today**
- 8:30 a.m. - 8 p.m.

### Geology Library
**Today**
- 8:30 a.m. - 8 p.m.

### Architecture Reading Room
- Monday - Thursday: 9 a.m. - 11 p.m.
- Friday: 9 a.m. - 6 p.m.
- Saturday: 10 a.m. - 6 p.m.
- Sunday: Noon - 11 p.m.

### The Belfer Audio Laboratory and Archive
- Monday - Friday: 9 a.m. - 5 p.m.
- Saturday: Closed
- Sunday: Closed

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**Today, February 28**
- Learning Commons (LL-2): Open 24 hours
- Floors 3-5: 8 a.m. - Midnight
- Special Collections (6): Close at 10 p.m.

**Wednesday, February 29**
- Learning Commons (LL-2): Open 24 hours
- Floors 3-5: 8 a.m. - Midnight
- Special Collections (6): Close

**Thursday, March 1**
- Learning Commons (LL-2): Open 24 hours
- Floors 3-5: 8 a.m. - Midnight
- Special Collections (6): Close at 10 p.m.

**Friday, March 2**
- Learning Commons (LL-2): Open 24 hours
- Floors 3-5: 8 a.m. - 10 p.m.
- Special Collections (6): Close

**Saturday, March 3**
- Learning Commons (LL-2): 10 a.m. - 10 p.m.
- Floors 3-5: 10 a.m. - 10 p.m.
- Special Collections (6): Closed

**Sunday, March 4**
- Learning Commons (LL-2): Open at 10 a.m.
<script type="text/javascript">
var UA = navigator.userAgent;
var mobile  = /android|avantgo|blackberry|blazer|compal|elaine|fennec|hiptop|iemobile|ip(hone|od)|iris|kindle|lge
|maemo|midp|mmp|opera m(ob|in)i|palm( os)?|phone|p(ixi|re)\|\|plucker|pocket|psp|symbian|treo|up\.(browser|link)|vodafone|wap|windows (ce|phone)|xda|xiino/i.test(UA);

if (mobile) {
    document.location = "mobile.html";
}
else {
    document.location = "index.html";
}
</script>
http://www.mylibrary.com/?redirect=0
Website Pros

Performance

Customized for mobile users
Website Cons

Separately Maintained Resources
Native App
Mobile users download platform-specific app
SCCL
By Boopsie, Inc.
Open iTunes to buy and download apps.

Description
Your Santa Clara County Library in your hands!
Search for books, DVDs, audiobooks, CDs and more. Place holds or renew items, check out our latest
Boopsie, Inc. Web Site  SCCL Support

What's New in Version 4.41
Adding support for OverDrive access.

iPhone Screenshots

Customer Ratings
Current Version: 4 Stars
All Versions: 3 Stars

More iPhone Apps by Boopsie, Inc.
LITA
View In iTunes
CU Library
By Cornell Information Technologies
Open iTunes to buy and download apps.

Description
The Cornell University Library is now mobile. Take it wherever you go. Use the mobile app to search the library catalog, find library hours, manage your library account and ask questions of Cornell librarians!

Cornell Information Technologies Web Site • CU Library Support •

What's New in Version 1.3
Minor updates and bug fixes. This will be the last release of "CU Library" under this seller ID. This version contains a splash screen which provides a link to the newest version of the app (called CU–Library). CU–Library is now the official version of the application and will continue to be updated by Cornell University.

iPhone Screenshots

Free
Category: Reference
Updated: Nov 07, 2011
Version: 1.3
Size: 0.6 MB
Language: English
Seller: Cornell University, CIT © 2010, Cornell University Library
Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.2 or later

Customer Ratings
We have not received enough ratings to display an average for the current version of this application.

All Versions:
**** 37 Ratings
Buy vs Build
Vendors vs Technologies
Native App Pros

Native Controls

Familiar

Specialized Functionality
Native App Cons

Development/Cost

Maintenance

Patron-Download
Decide on... Content & Delivery
By Examining...

Your Library

& the

Mobile Web
Thank You!

Amy Deschenes
Beatley Library, Simmons College, Boston, MA
deschene@simmons.edu | @amyhannah
Resources

A List Apart, “Return of the Mobile Stylesheet” http://bit.ly/qQ9cKg


Mashable, “5 Things to Consider When Designing Your Mobile Apps.” http://on.mash.to/xaEu6d


Tools

iWebKit (Stylesheets for Creating Mobile Website) http://bit.ly/xVIxn2

jQuery Mobile (Build Cross-Platform HTML5 Sites) http://bit.ly/AFo46N


Phone Gap (Open Source framework that supports 7 platforms) http://bit.ly/znYYgW


User Agent Switching in Safari (Make Your Browser Behave Like a Mobile Browser) http://bit.ly/xSFxV2

http://tinyurl.com/87huzIt
Photo Credits

http://www.flickr.com/photos/stevecadman/486247050
http://bostonbliss.files.wordpress.com/2010/10/073-boston-public-library-at-copley-square-1.jpg
http://www.flickr.com/photos/jcolton/220324869/in/photostream/
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http://library.simmons.edu
http://library.syr.edu/
http://m.library.syr.edu/