

THE MOBILE EXPERIENCE AT RYERSON

Graham McCarthy
Sally Wilson
Digital Odyssey, June 11, 2010

Presentation Outline

- Humble Beginnings
- Mobile Survey 2008
- What we Learned
- What we Created
- Ryerson mobile
- Mobile Survey 2009
- Library mobile now
- Statistics
- Upcoming Services
- What we might want to do



First Steps

Our humble beginnings...



Ryerson Library

Mobile Pages

[Hours](#)

[Check for Available Laptops](#)

[Library News](#)

[Contact Us](#)

[Research Workshops](#)

[Home](#) | [416-979-5055](#)

Ryerson Library Mobile
(circa. Fall 2008)

Send SMS Message

Title:

Call #:

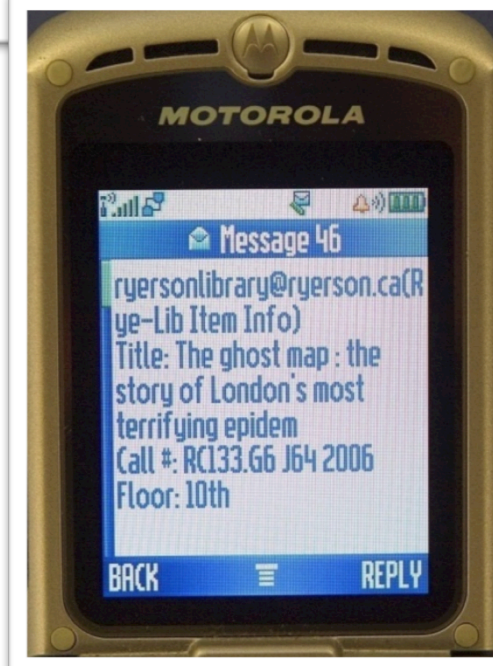
Floor Location:

Select Service Provider:

Cell Phone #:

NOTE: carrier charges may apply

SMS from the catalogue
(circa. May 2007)



Mobile Survey – Nov. 2008



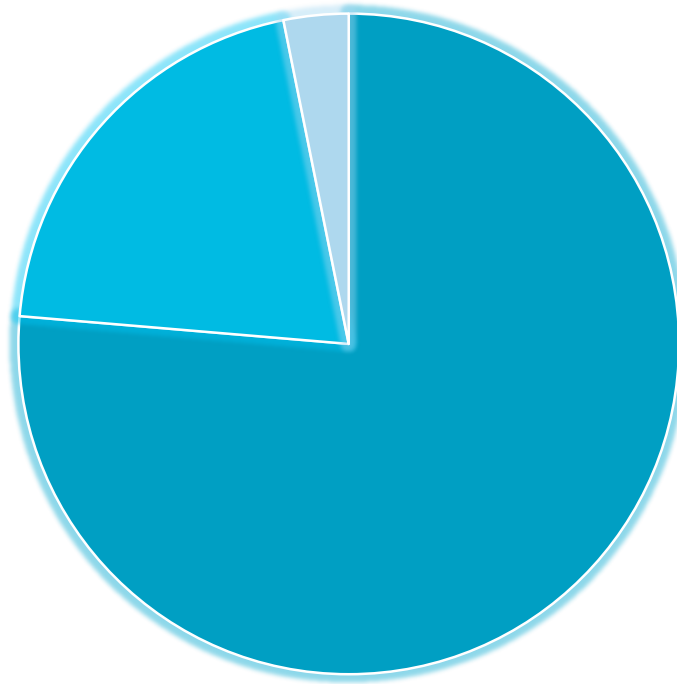
811 responses, primarily undergraduate

Cell Phone Ownership

November 2008



Smart
Phone
21%

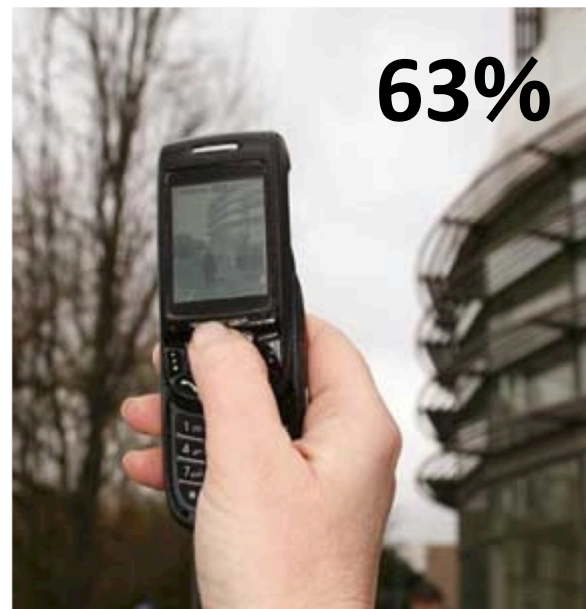
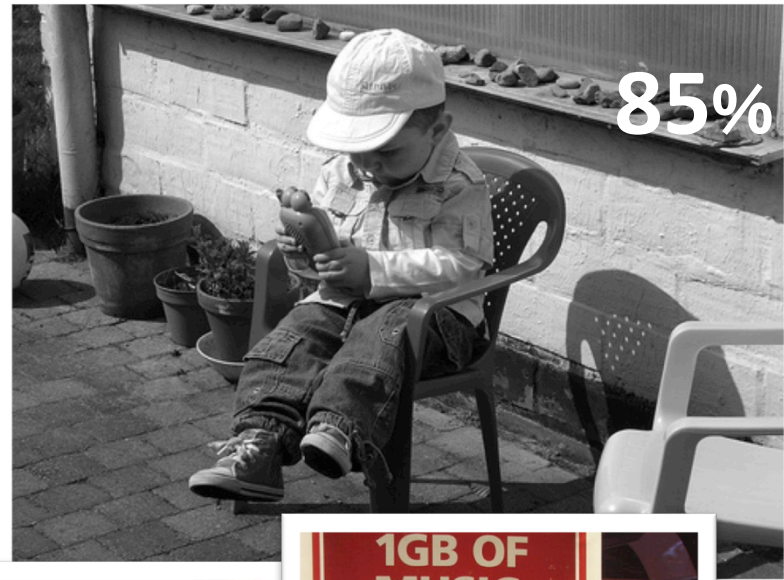


No Phone
3%



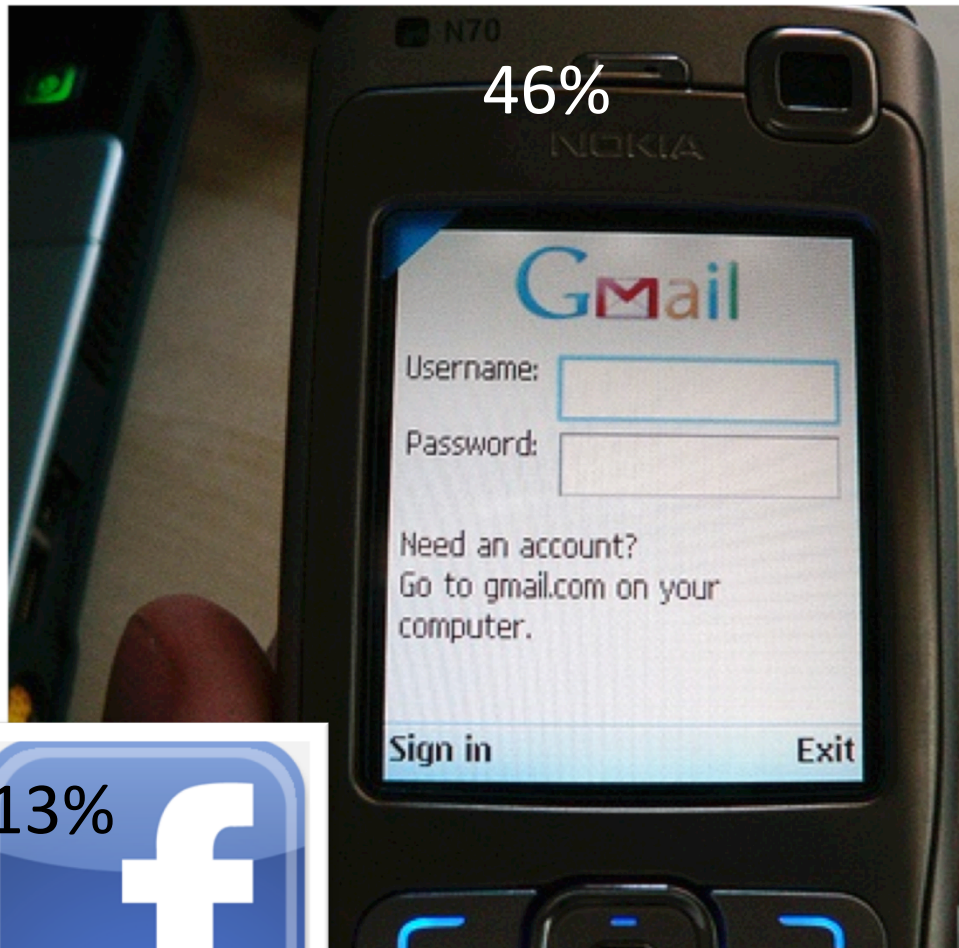
Cell Phone
76%

Top 4 Uses

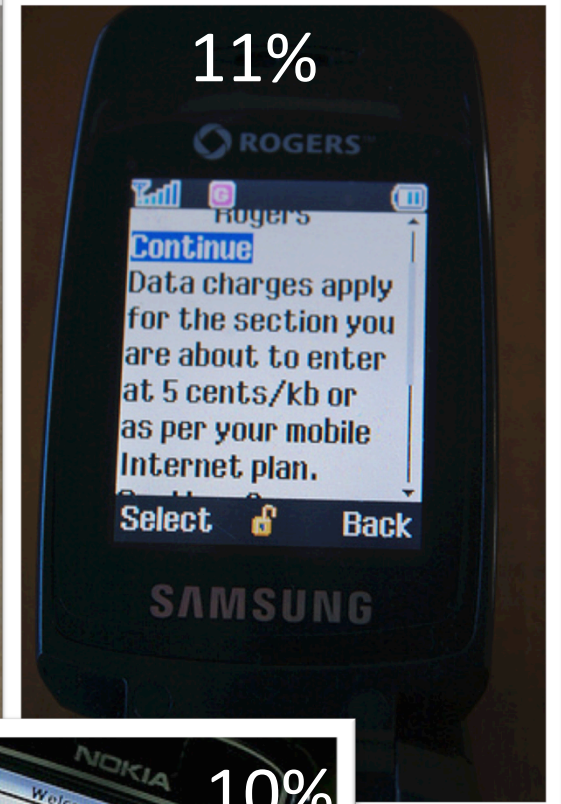


Top Internet Uses

46%



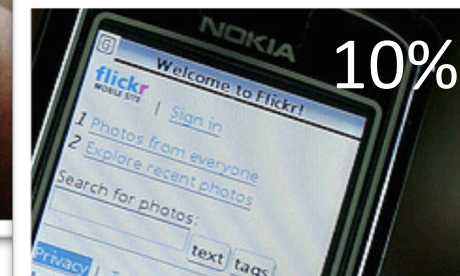
11%



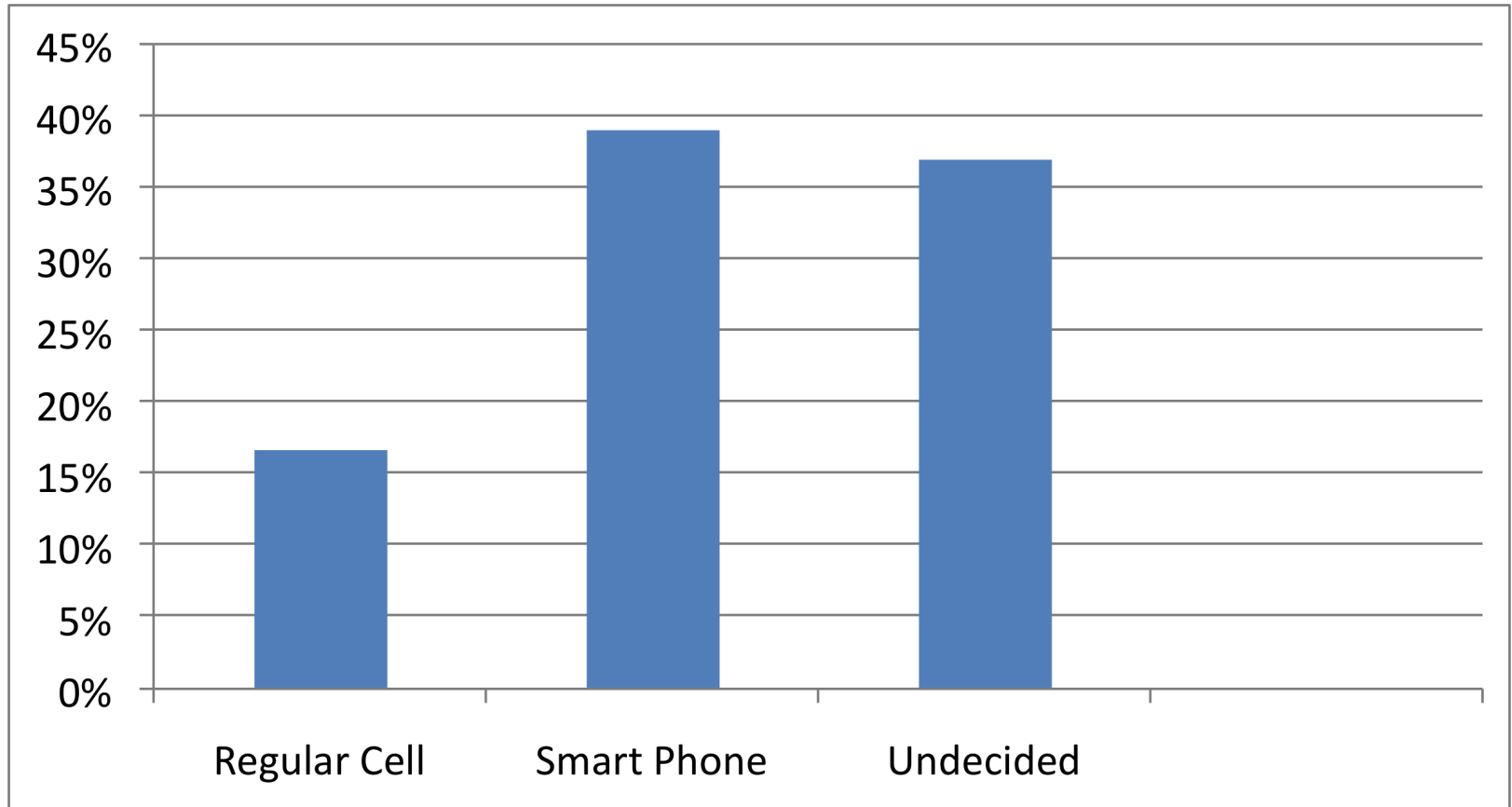
13%



10%



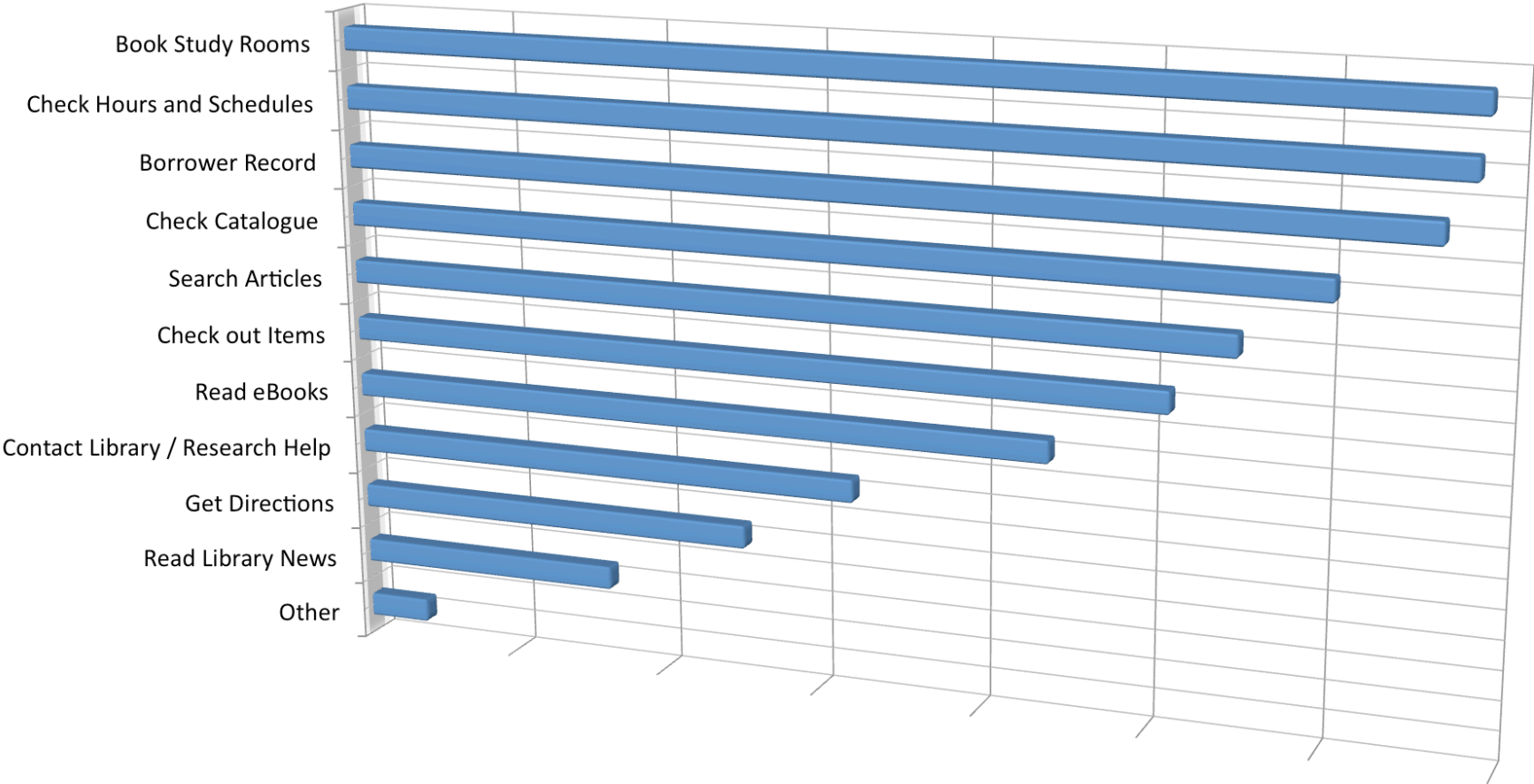
What will your next phone be?



Mobile Survey

November 2008

What Library Services would you like to access on your mobile devices?



Other	Read Library News	Get Directions	Contact Library / Research Help	Read eBooks	Check out Items	Search Articles	Check Catalogue	Borrower Record	Check Hours and Schedules	Book Study Rooms
3.82%	16.52%	25.40%	32.31%	44.27%	51.29%	55.12%	60.42%	66.21%	67.94%	68.43%

What we learned

- Approximately 20% of our population had Internet-enabled smart phones
- Potential for most of our population having these phones within 3 years
- Data plan costs are a deterrent to use
- We should be looking at personalized services

Library mobile



[Hours](#)

[Book a Room](#)

[Catalogue Search](#)

[Check for Available Laptops](#)

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- Development
 - November 2008 to February 2009
 - (ongoing maintenance)
- Staff Involvement
 - 2 librarians

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Ryerson Library mobile - Hours

RULA

Ryerson University Library & Archives

[Hours](#)

[Book a Room](#)

[Catalogue Search](#)

[Check for Available Laptops](#)

[Library News](#)

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[Research Workshops](#)



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iPod 10:44 AM

RULA

Ryerson University Library & Archives

Hours

Today we are open:
10:00AM to Midnight

M. Jan. 4 to Su. Jan. 10, 2010

M & T: 8:30 am - 7:00 pm

W - F: 8 am - midnight

S & S: 10 am - midnight

M. Jan. 11 - Th Apr 15, 2010

M - F: 8 am - midnight

Sa & Su: 10 am - midnight

Closed M. Feb. 15 & F. Apr. 2, 2010



Ryerson Library mobile – Book a Room

RULA

Ryerson University Library & Archives

[Hours](#)

[Book a Room](#)

[Catalogue Search](#)

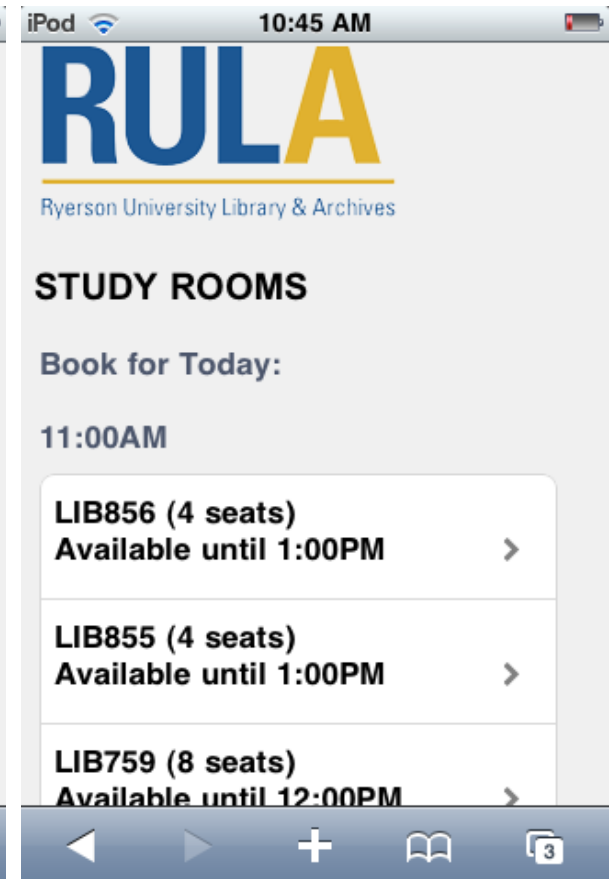
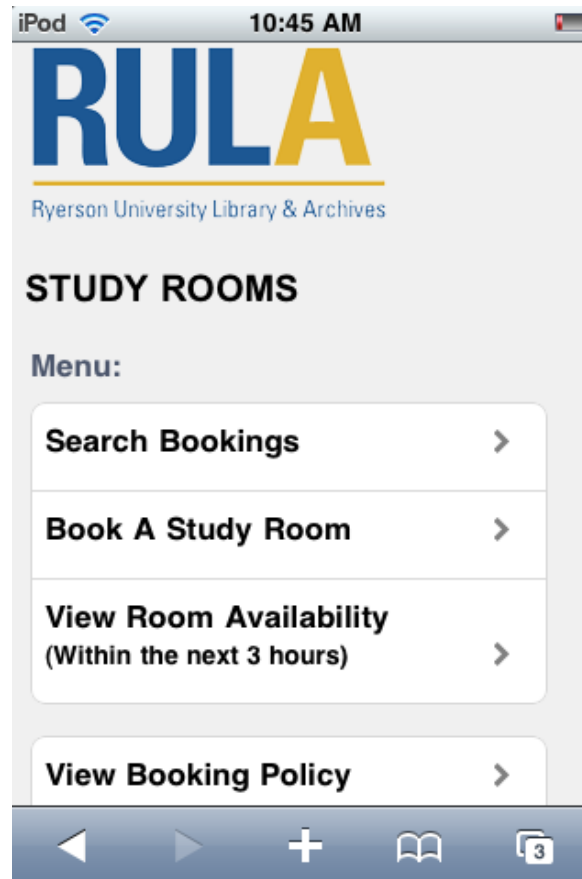
[Check for Available Laptops](#)

[Library News](#)

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Ryerson Library mobile – Catalogue



[Hours](#)

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Welcome to Ryerson's
mobile library catalogue

AUTHOR ▼

[Advanced Searching](#)
[View your patron information](#)

[Need help searching?](#)



Ryerson Library mobile – Laptops

RULA

Ryerson University Library & Archives

[Hours](#)

[Book a Room](#)

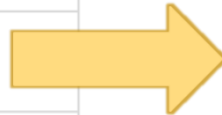
[Catalogue Search](#)

[Check for Available Laptops](#)

[Library News](#)

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iPod 10:47 AM

RULA

Ryerson University Library & Archives

Available Laptops

There are 64 laptops available in the library.

[PC Laptop record](#)

[MAC Laptop record](#)

For more information about our Laptops see:

[Laptop Loan FAQ](#)



Ryerson Library mobile – News

RULA

Ryerson University Library & Archives

[Hours](#)

[Book a Room](#)

[Catalogue Search](#)

[Check for Available Laptops](#)

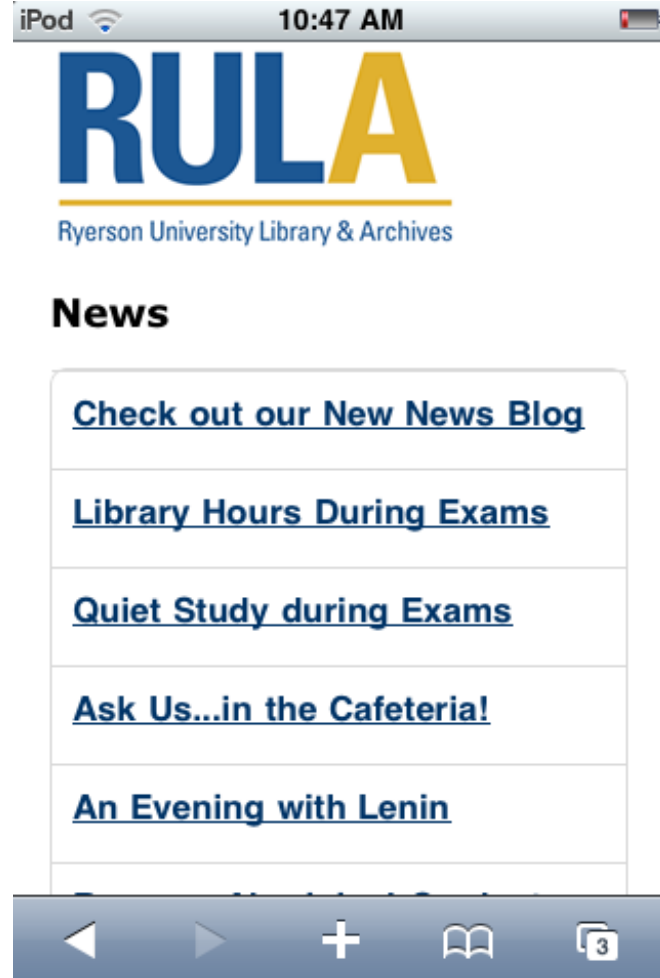
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[Contact Us](#)

[Research Workshops](#)



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Ryerson Library mobile – Research Workshops



Ryerson University Library & Archives

[Hours](#)

[Book a Room](#)

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Mobile Developments

Students wanted more than just access to library resources...



[Hours](#)

[Book a Room](#)

[Catalogue Search](#)

[Check for Available Laptops](#)

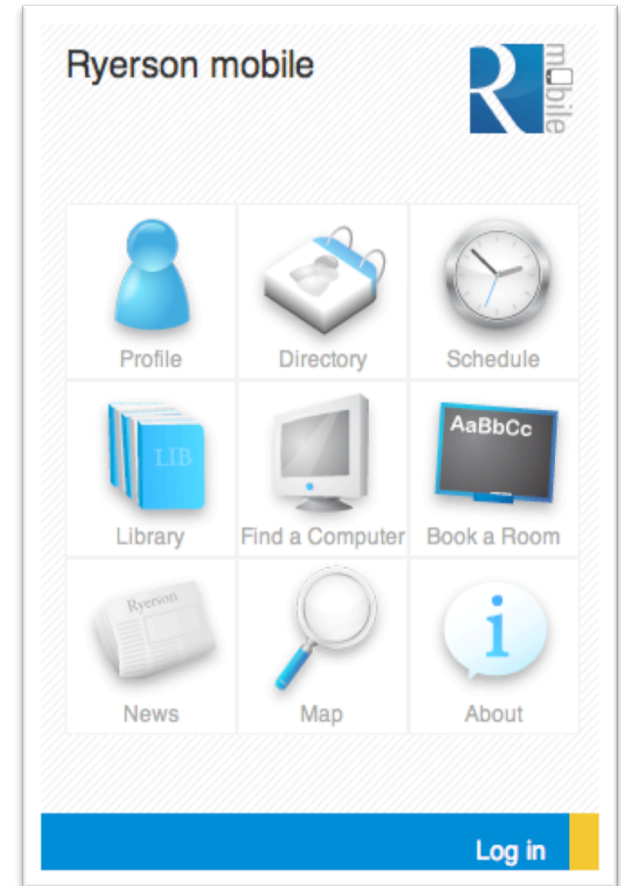
[Library News](#)

[Contact Us](#)

[Research Workshops](#)

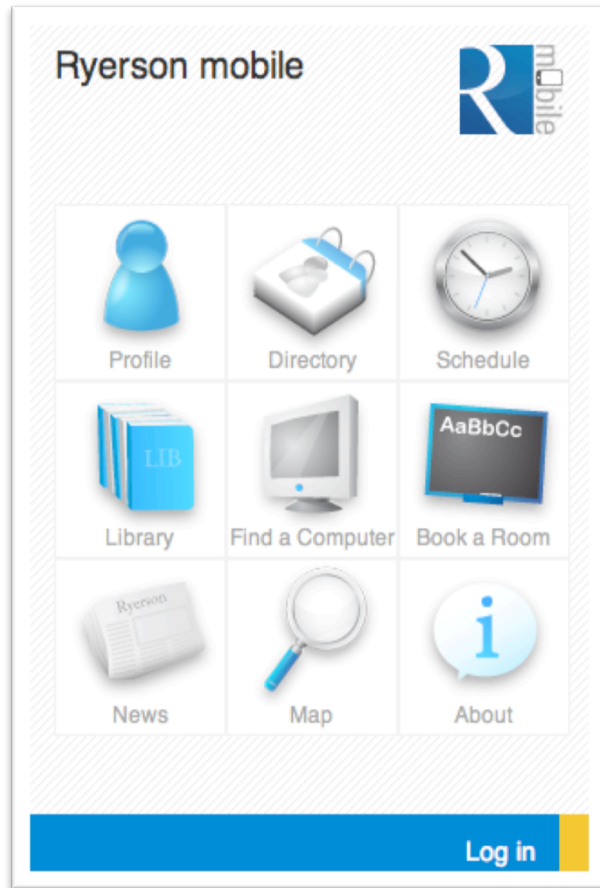
[Full Site](#) | [416-979-5055](#)

Ryerson Library mobile
<http://m.library.ryerson.ca/>



Ryerson mobile
<http://m.ryerson.ca/>

Ryerson mobile



Planning

- February to April 2009

Development – Phase I

- May to August 2009

Launch

- September 14th 2009

Staff Involvement

- Managers:
 - 2 librarians
- Development:
 - 2 web programmers
 - Computer Science and Image Arts students
 - 1 graphic designer
 - Image Arts student
- Marketing, Student Focus Groups
 - SIFE Ryerson (a variety of MBA's and undergrads from the Business School)
- Advisory Roles
 - Director of Innovation, Office of the President
 - Director of Application Development, CCS (Central Computing)

Reasons for Library's Involvement in Ryerson mobile



Previous Experience

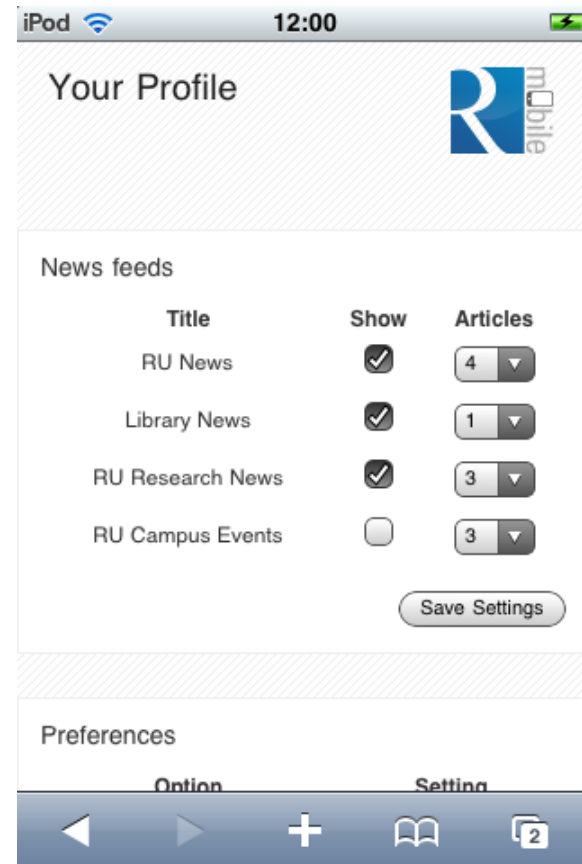
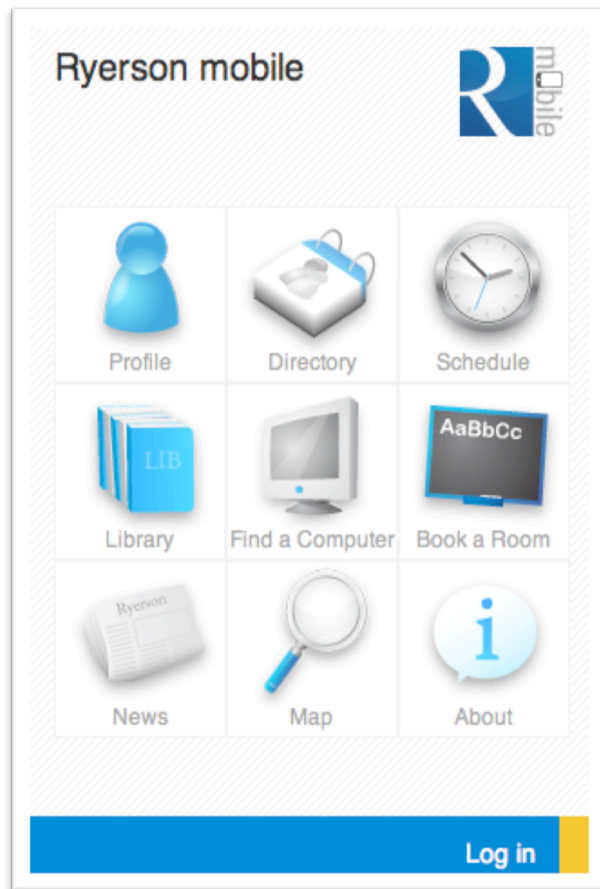
- Already developing mobile services
- Created the mobile survey

Enthusiastic Staff

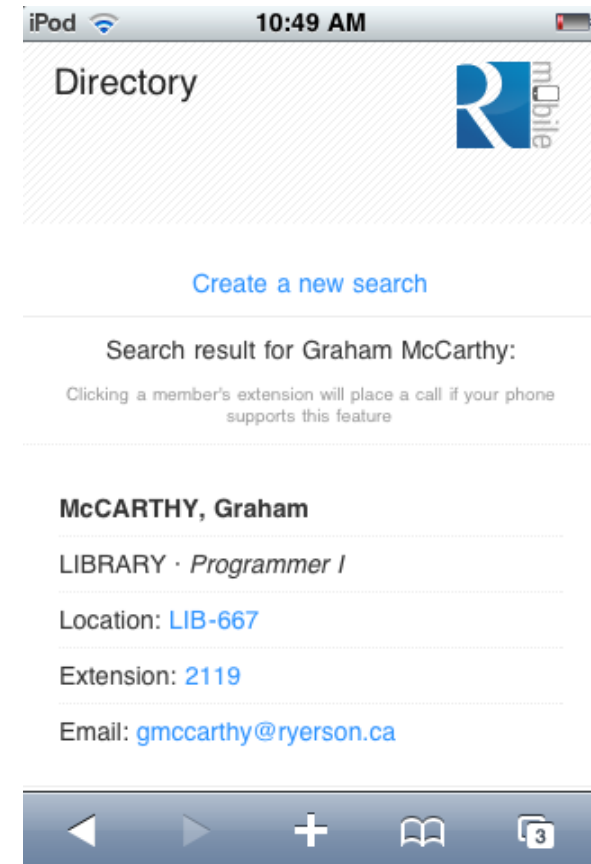
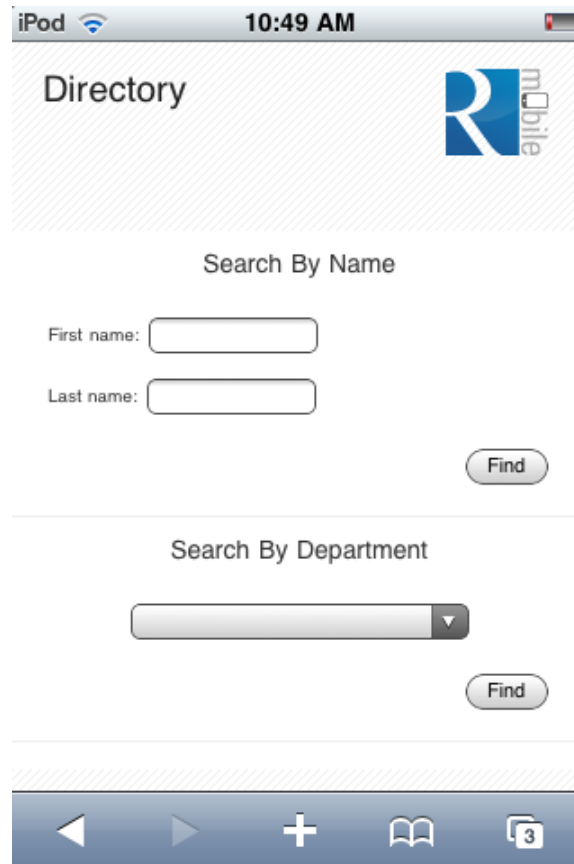
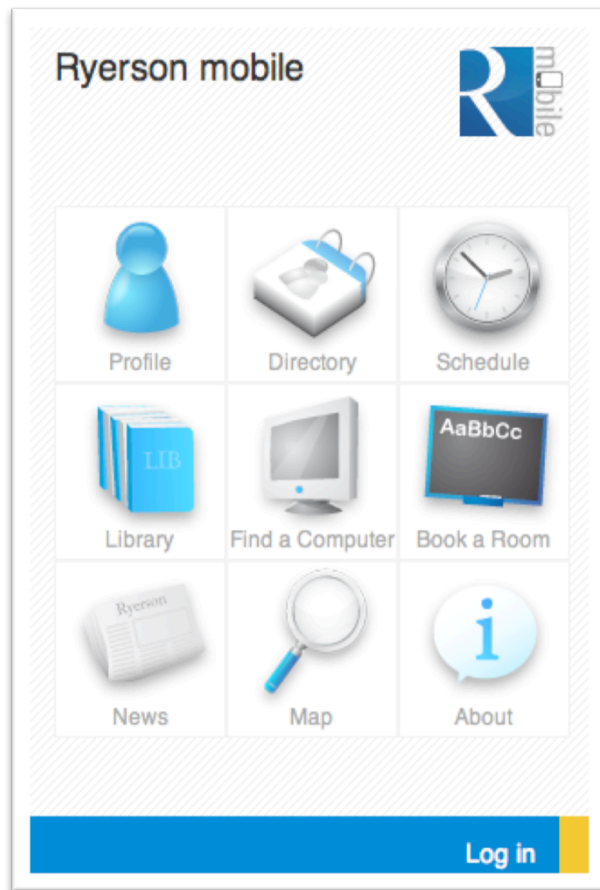
- Approval from the Chief Librarian

Respect from the Office of the President

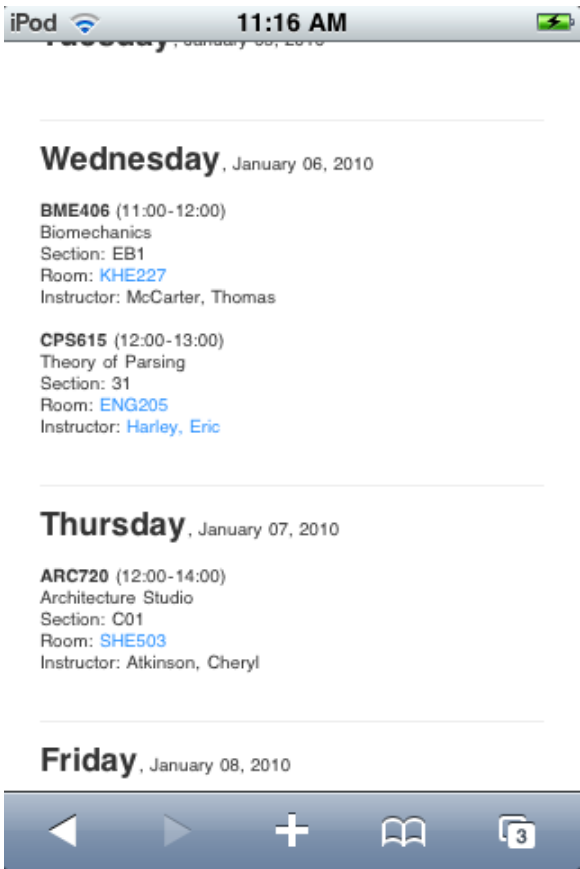
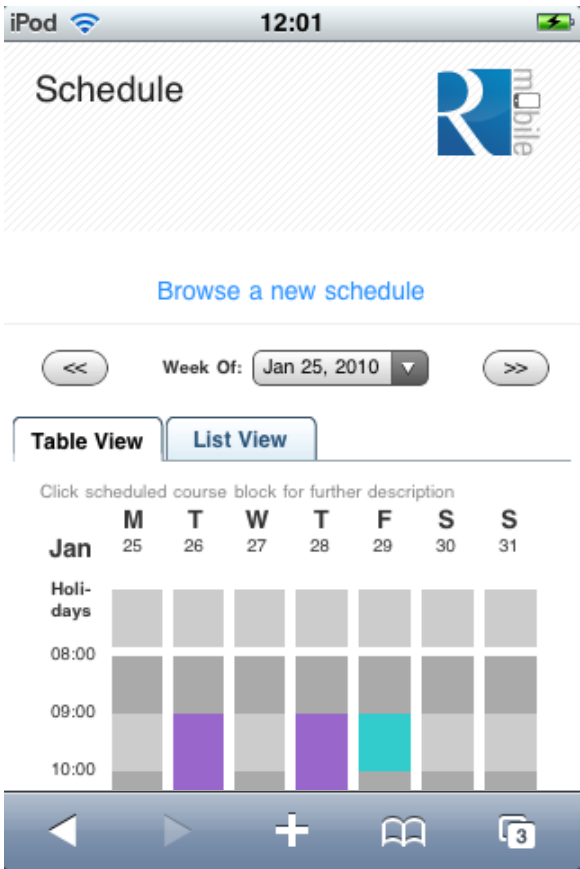
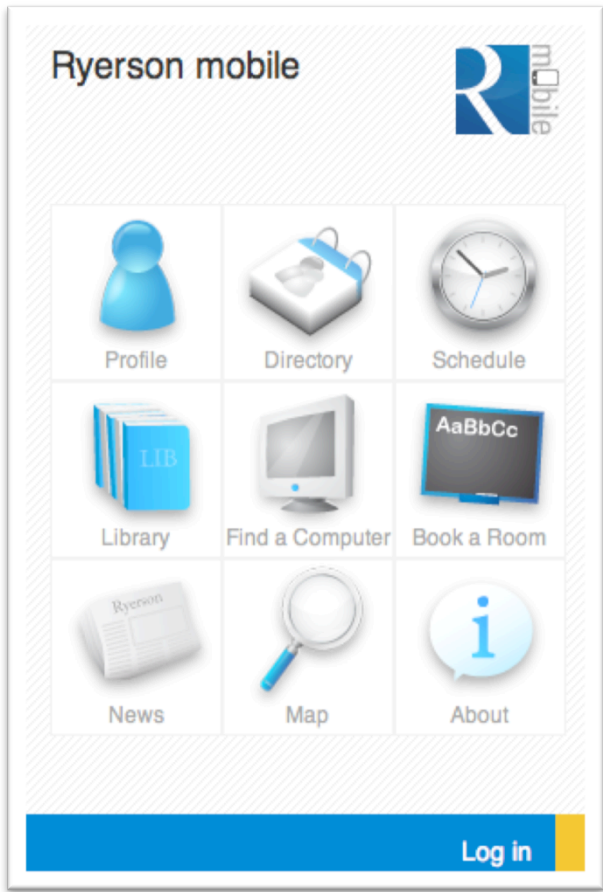
Ryerson mobile - Profile



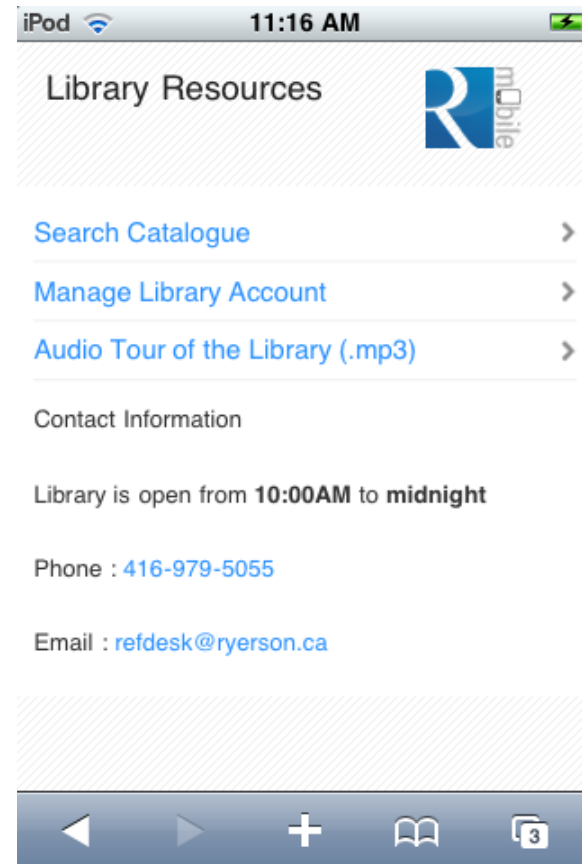
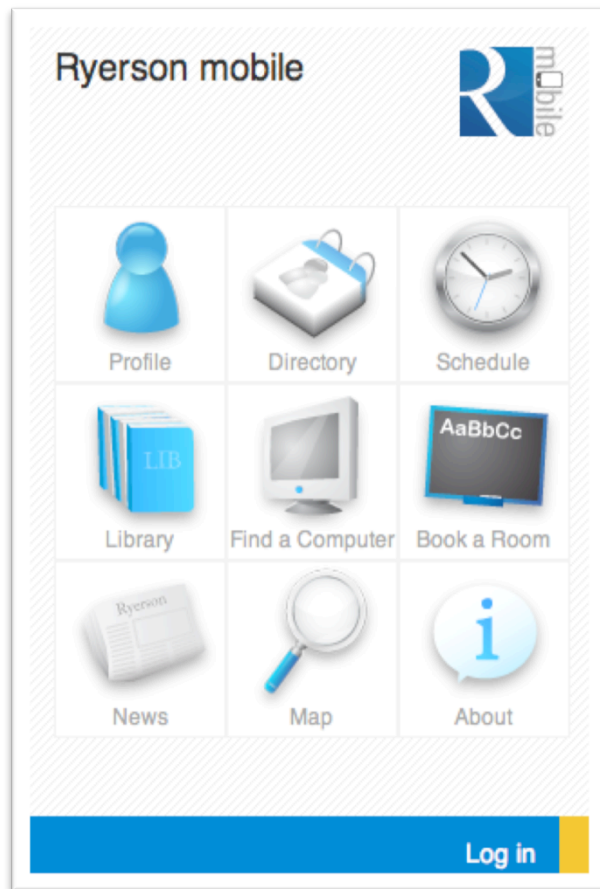
Ryerson mobile - Directory



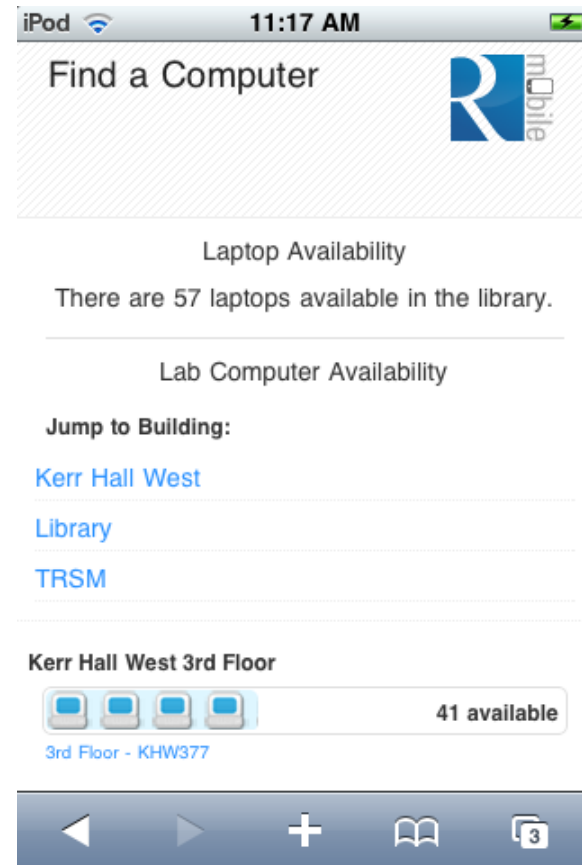
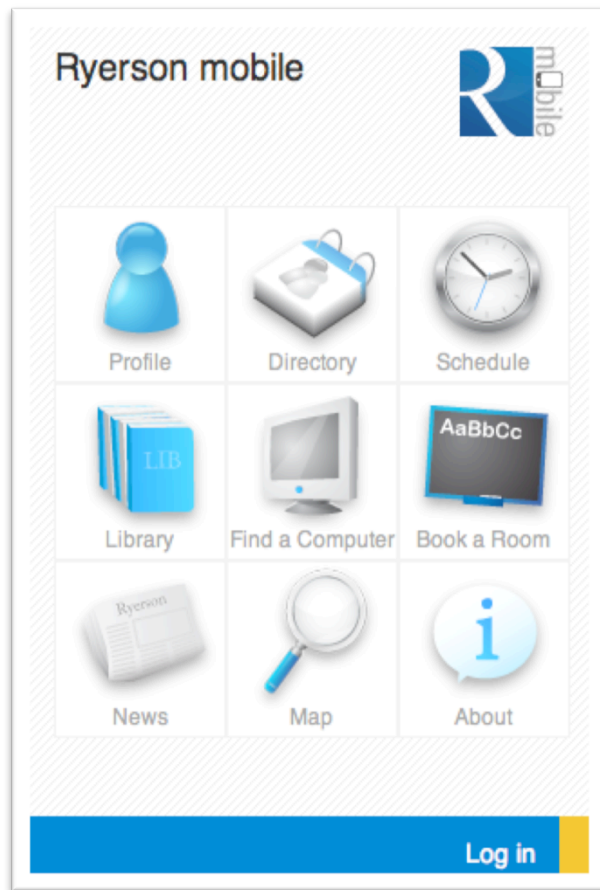
Ryerson mobile - Schedule



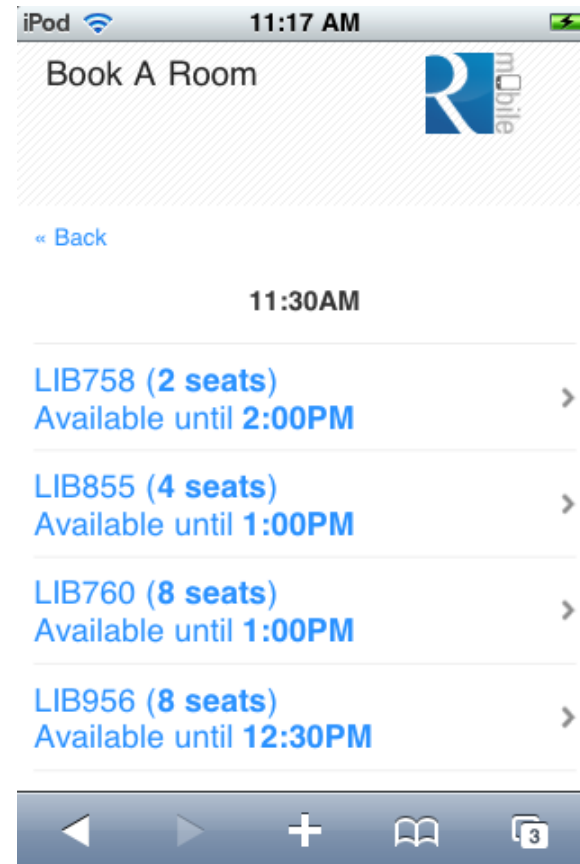
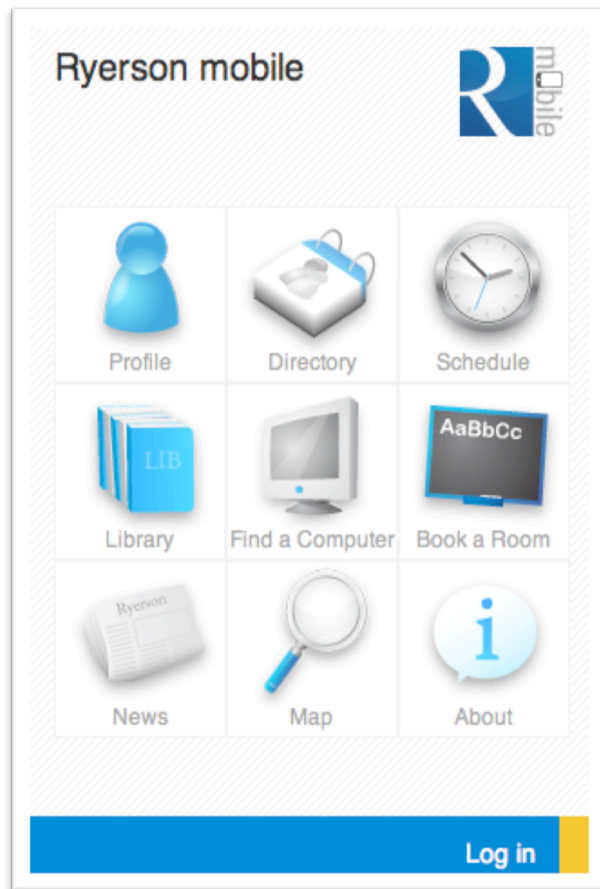
Ryerson mobile - Library



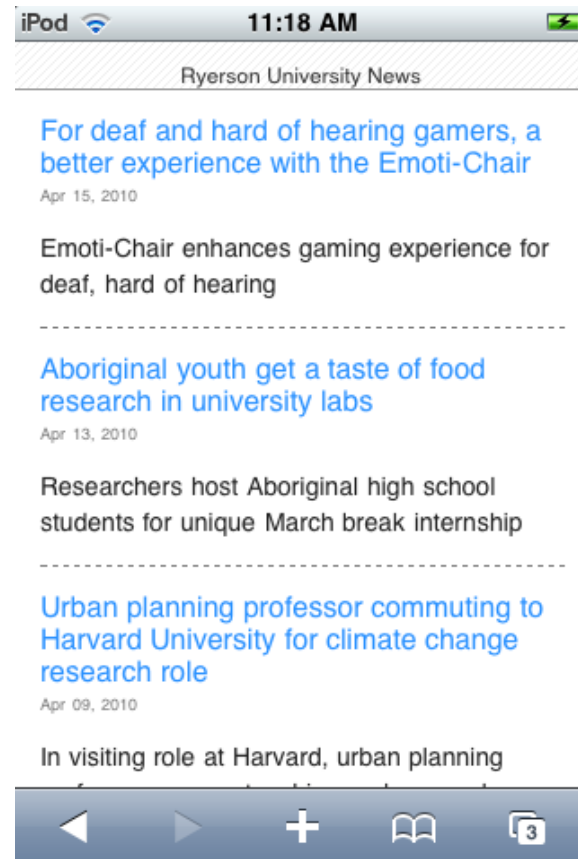
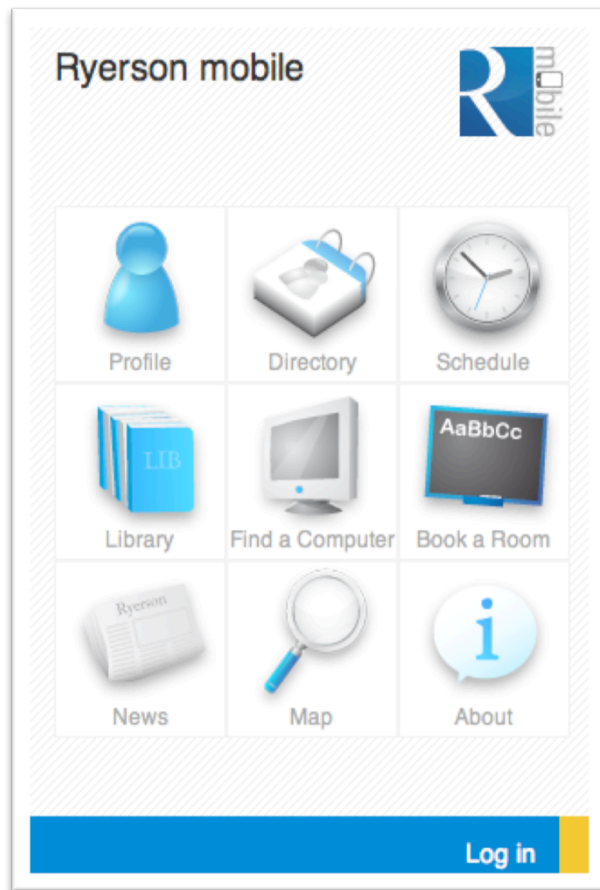
Ryerson mobile – Find a Computer



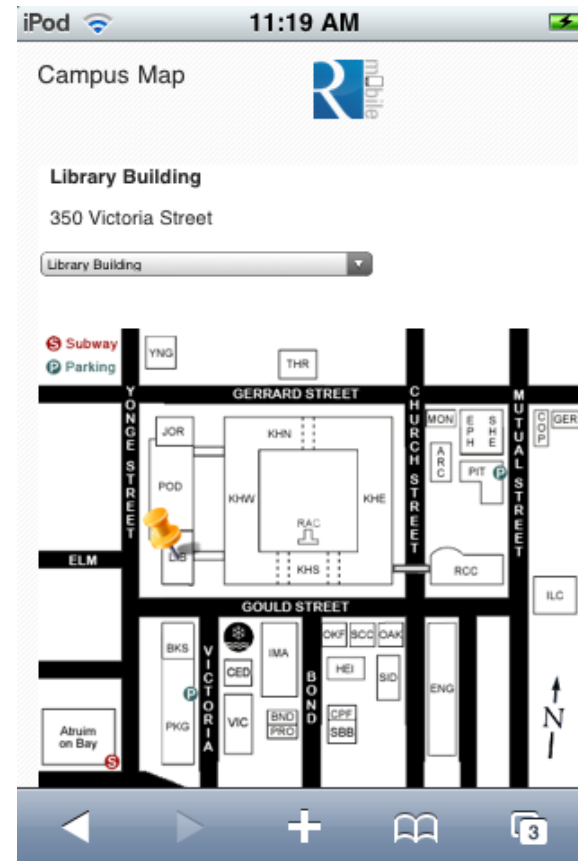
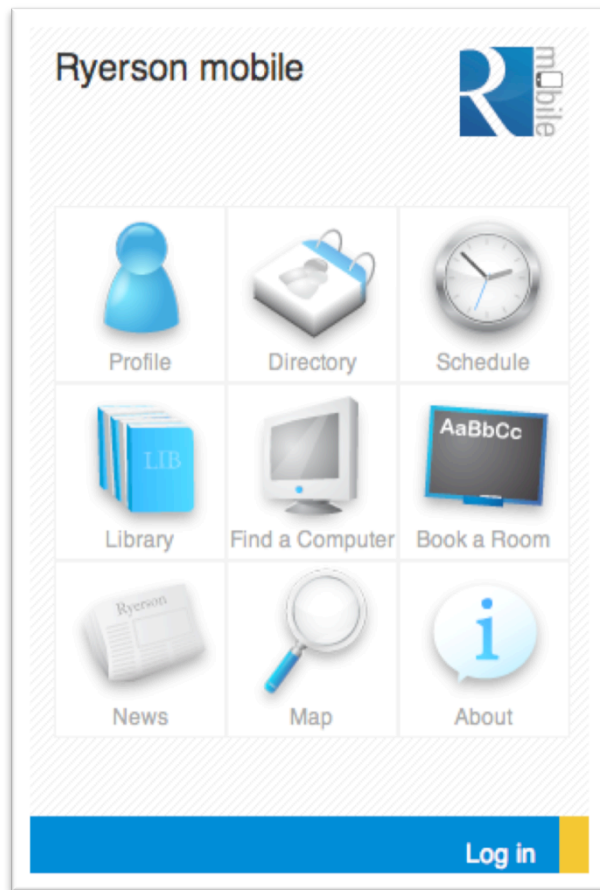
Ryerson mobile – Book a Room



Ryerson mobile – Campus News



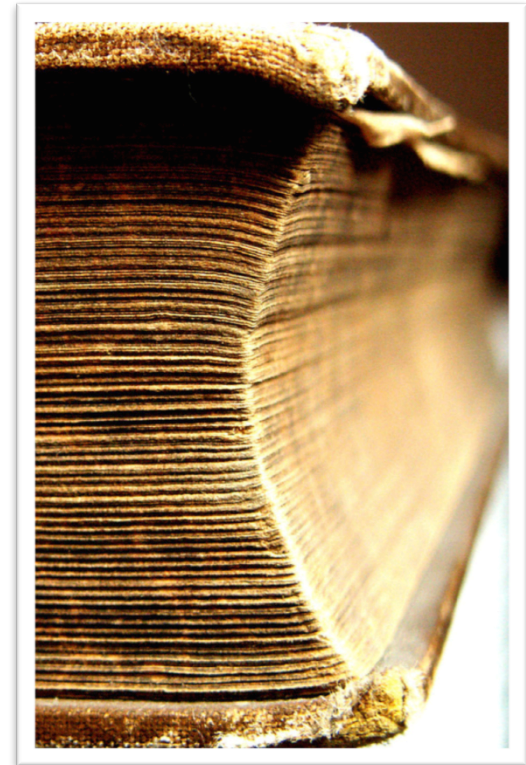
Ryerson mobile – Campus Map



Importance of Involvement

Benefits

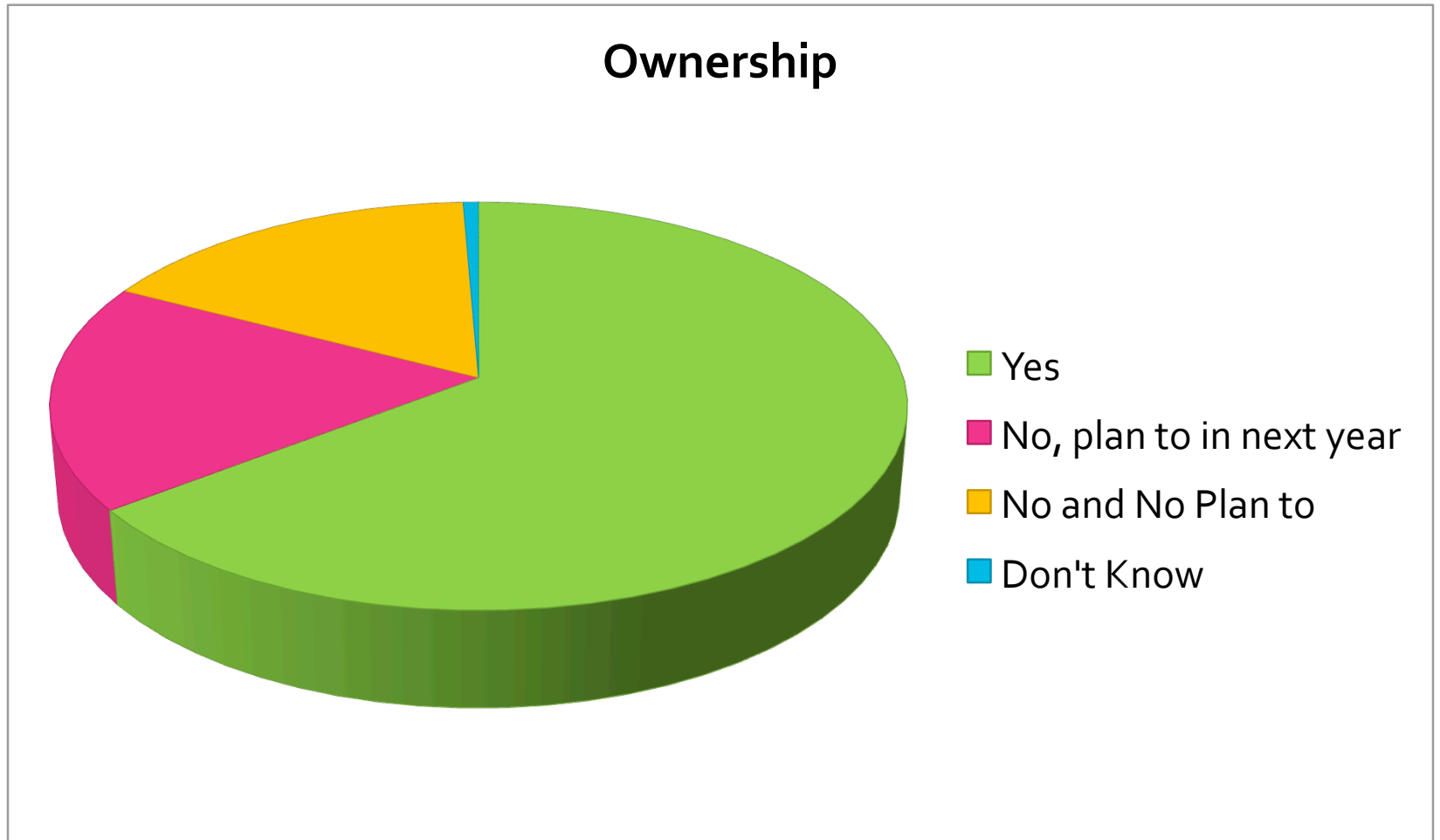
- Actively participate in a cross campus initiative
- Library can do more than just books
- Strengthening Ties
 - Faculties & Administrative Departments
- Doing what librarians do best
 - Enriching student learning experiences



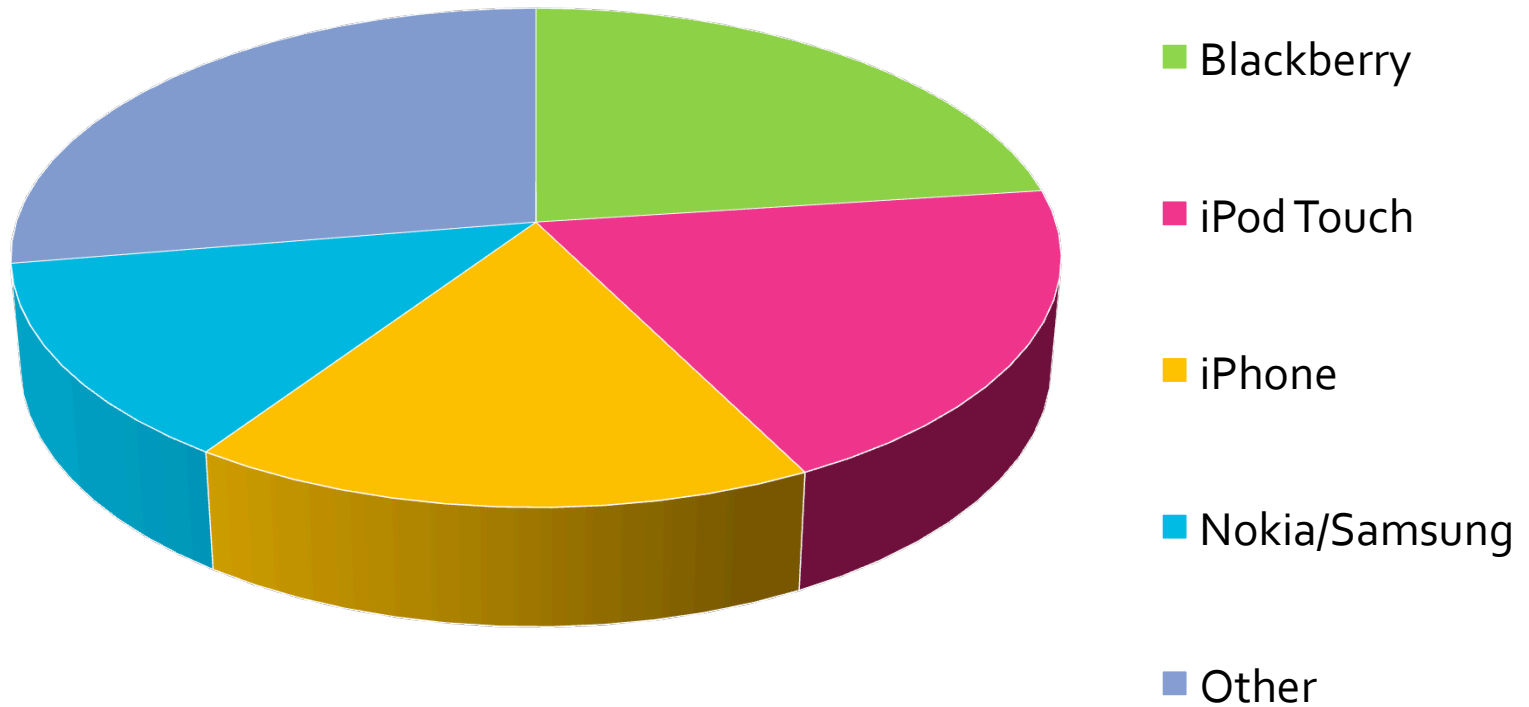
2009 Mobile Survey

- Ran from Nov. 9 – 20, 2009
- 760 responses

Ownership of Internet Capable Mobile Devices



Types of Devices Owned



WI - FI 
HOT SPOT

OPEN
TO THE PUBLIC

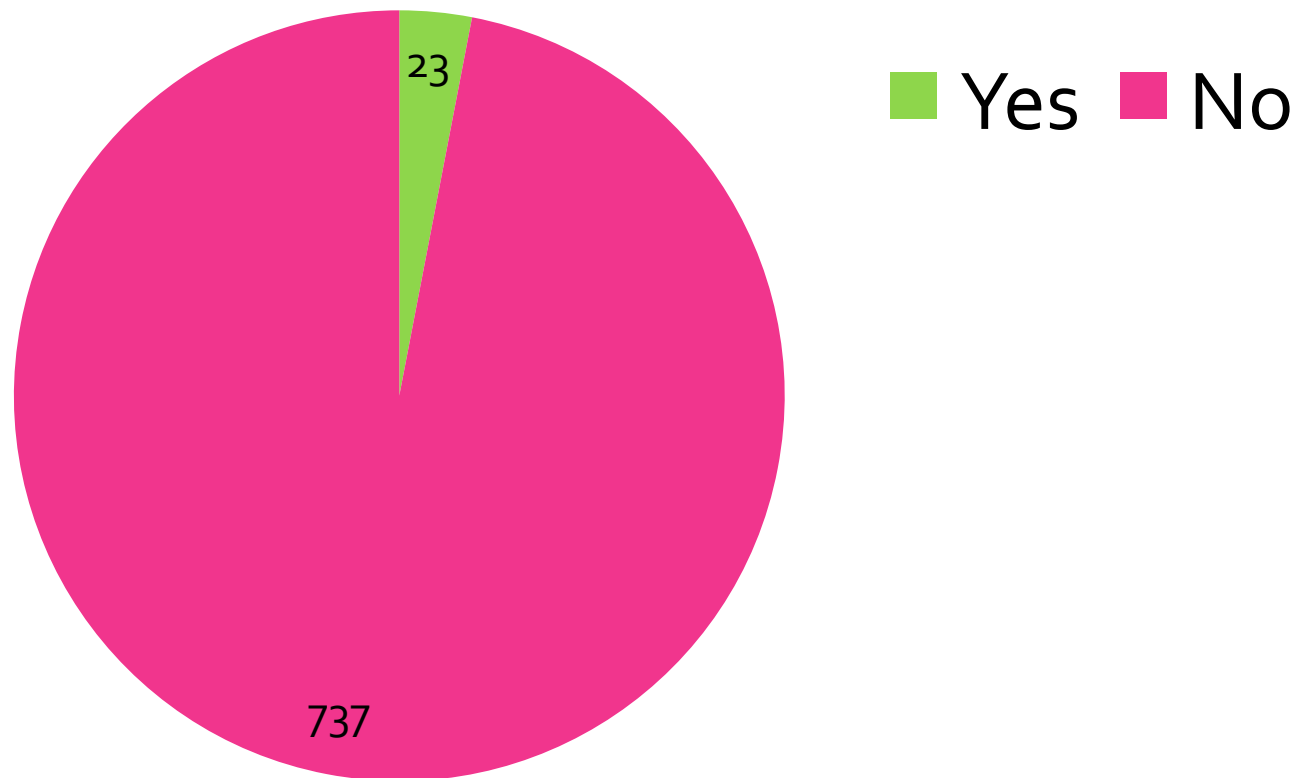
What library services do you use on your mobile device?

- Book a Room
- Library Hours
- Check Catalogue
- Check Fines/Borrower record
- Check Computer availability



47% of respondents with internet-capable mobile devices don't know that Library has mobile services

Do you own a dedicated ebook reader?



New Mobile Library Services Requested

- Find articles
- Download ebooks
- Check out books
- Contact a librarian for research help

What we learned from this survey

- Increase in ownership of internet-capable mobile devices more than we expected
- Device ownership fragmentation
- Free wifi is very important
- Need to do something about ebooks for mobile devices

Library mobile – June 2010

- Search for Articles
- News blog
- Iphone catalogue



Ryerson University Library & Archives

Find Articles

[Academic Search Premier](#)

[CINAHL \(Nursing\)](#)

[Communication and Mass Media](#)

[Computer Source](#)

[IEEE Xplore \(Electrical](#)

[Psychology and Behavioral Science](#)

For more article resources, visit the [Articles and Indexes](#) page on the Library's main website.

[Full Site](#) | [416-979-5055](#)

Articles

New Search Images

Help



[RYERSON UNIV](#)

Mobile and libraries

Search

Search Options

1-10 of 912

[Next 10 Results](#)



E-mail Results (1-10)

1. [Mobile Reference: What Are the Questions?](#)

By: Lippincott, Joan K.. *Reference Librarian*, Jan-Mar2010, Vol. 51
Issue 1, p1-11, 11p; DOI:
10.1080/02763870903373016; (AN
49153076)

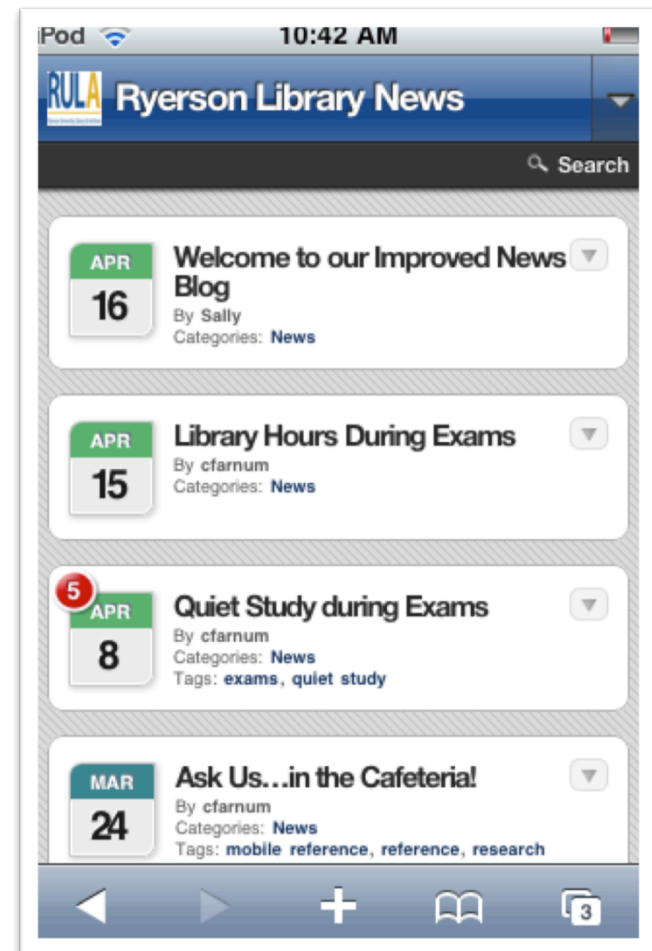
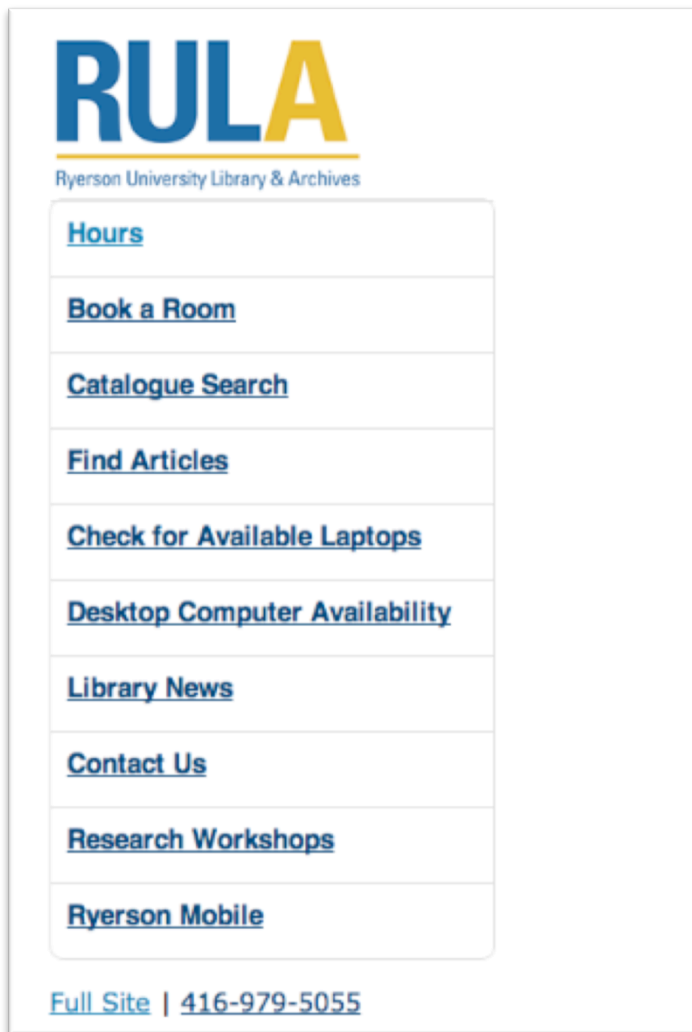
Relevancy:



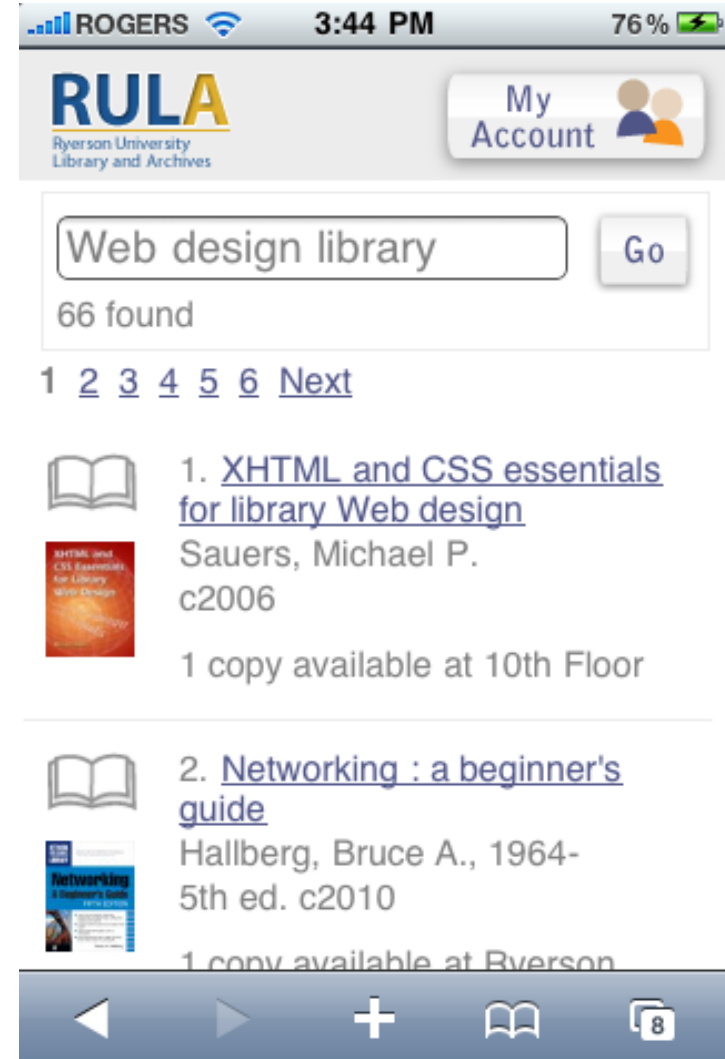
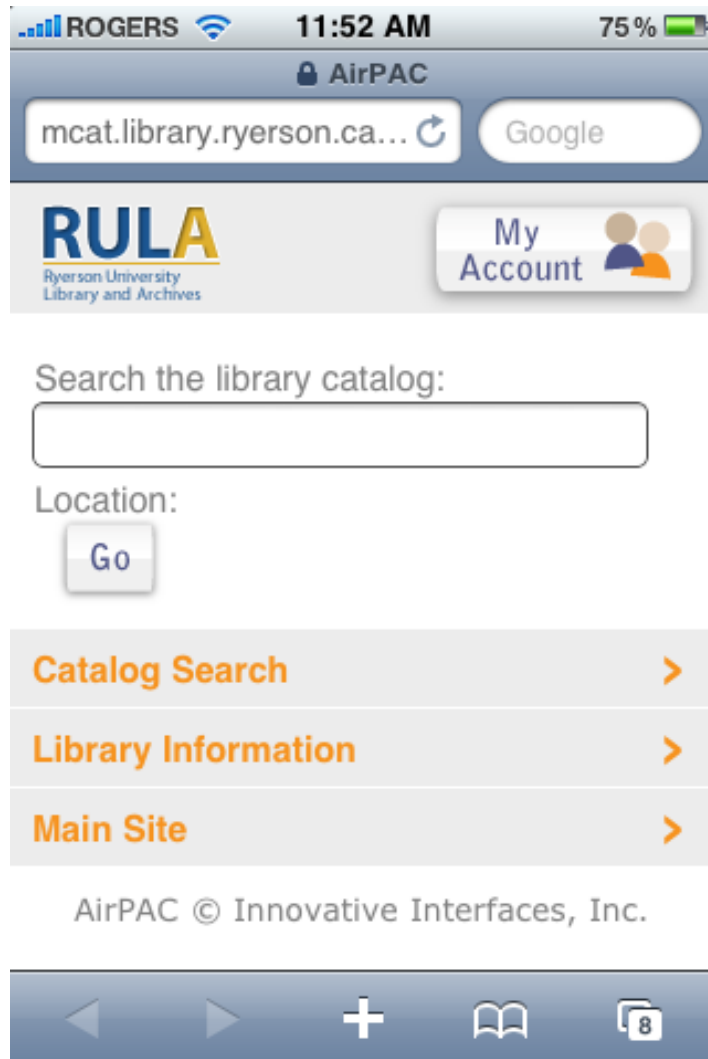
Get it!
Ryerson

2. [DIGITAL LIBRARIES: THE SYSTEMS ANALYSIS](#)

Mobile News Blog



iPhone optimized Catalogue



What are our statistics telling us?

- PercentMobile
- Google Analytics
- WebTrends
- Home-grown systems

understand your mobile traffic

free
Create your own Report!



PercentMobile www.percentmobile.com

PercentMobile

PercentMobile / Accounts / My PercentMobile Account / www.ryerson.ca (New) - Private Report

swilson@ryerson.ca Sign Out

1%

PercentMobile

Filters

Hint: Create a filter by clicking a linked item.

May 08, 2010 - Jun 07, 2010 ▾

366

Visits

-4%

317

Unique Visitors

-11%

658

Pageviews

+11%

11

Avg. Visitors / Day

-7%

11

Avg. Visits / Day

-4%

12.1%

Ret. Visitors / Day

+41%

1.7

Pages per Visit

+15%

Visits by Day



🍏 We spotted some iPad activity on your site. Very cool! [tweet this](#)

34

Devices

91%

WiFi Capable

86.3%

Touchscreen

13.4%

Full Keyboard

7.4%

Feature-Phones

16.7%

Smart-Phones

47%

Experience-Phones

27.3%

Non-Phones

Devices by Visits



37.2%

Apple
iPhone OS
3.x



18.6%

Apple
iPod Touch
OS 3.x



6.0%

BlackBerry
9700



5.7%

Apple
iPad



4.4%

LG
VX9700



3.8%

HTC
Touch 3G

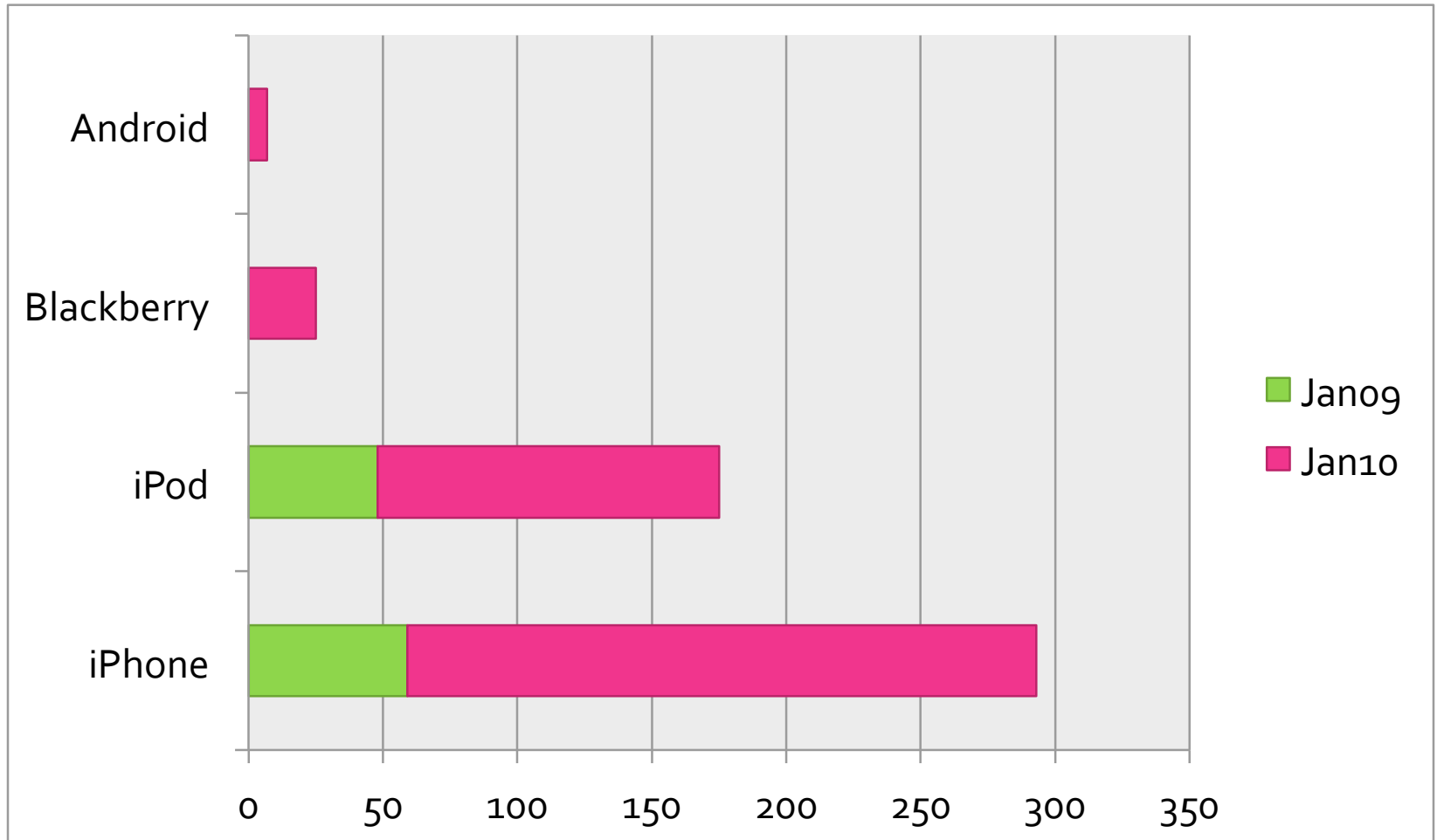


2.7%




Apple
iPod Touch
OS 2.x

1 - 7 / 34


Google Analytics



Google Analytics – Devices

	Operating System 	None 	Visits 	Pages/Visit
1.	iPhone		228	3.27
2.	iPod		98	3.49
3.	Android		18	2.11
4.	BlackBerry		11	2.82
5.	SymbianOS		4	3.25
6.	Windows		2	2.00
7.	Nokia		1	6.00
8.	iPad		1	2.00

WebTrends

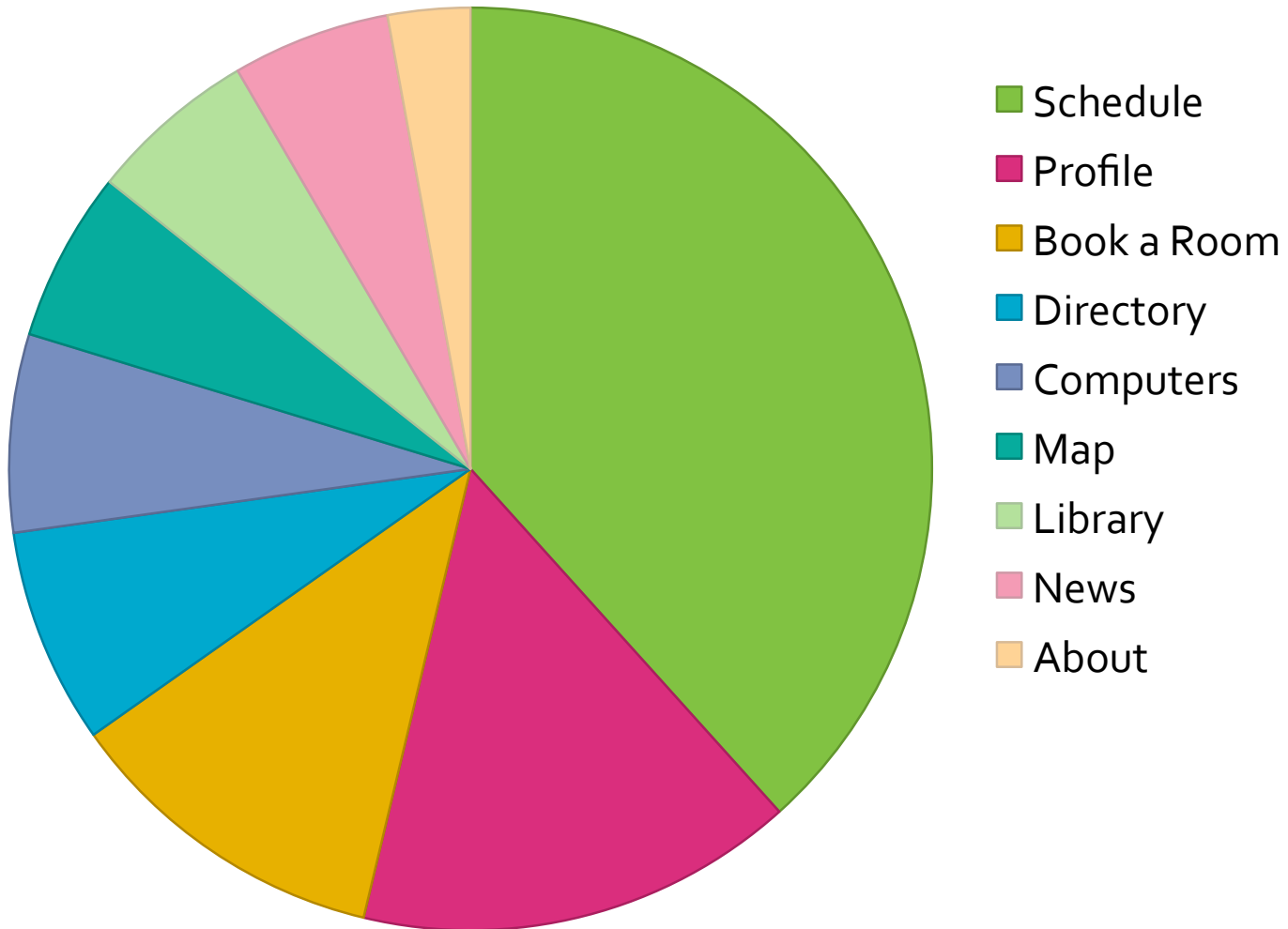
▼ Pages: Search Results For mobile				Go To 
Pages		▼ Visits ▼	▼ Views ▼	▼
1.	Ryerson Mobile Library http://www.ryerson.ca/library/mobile/ Overall Rank: 60	504	562	
2.	Ryerson Library - News http://www.ryerson.ca/library/blog/2009/05/new-mobile-services.html Overall Rank: 210	109	156	
3.	Ryerson Mobile Library http://www.ryerson.ca/library/mobile/articles.html Overall Rank: 237	93	95	
4.	Ryerson Library Hours http://www.ryerson.ca/library/mobile/hours.html Overall Rank: 289	77	79	
5.	Ryerson Library Laptops http://www.ryerson.ca/library/mobile/laptops.html Overall Rank: 312	71	72	
6.	Ryerson Library Hours http://www.ryerson.ca/library/mobile/news.html Overall Rank: 315	70	71	
7.	Ryerson Mobile Library http://www.ryerson.ca/library/mobile/workshops.html Overall Rank: 319	69	69	
8.	Ryerson Library Contacts http://www.ryerson.ca/library/mobile/contact.html Overall Rank: 325	68	69	
Total		-	1,173	
				Items 1-8 of 8 from total of 2000

Ryerson Mobile Usage

(Sept. 14, 2009 – Apr. 23, 2010)

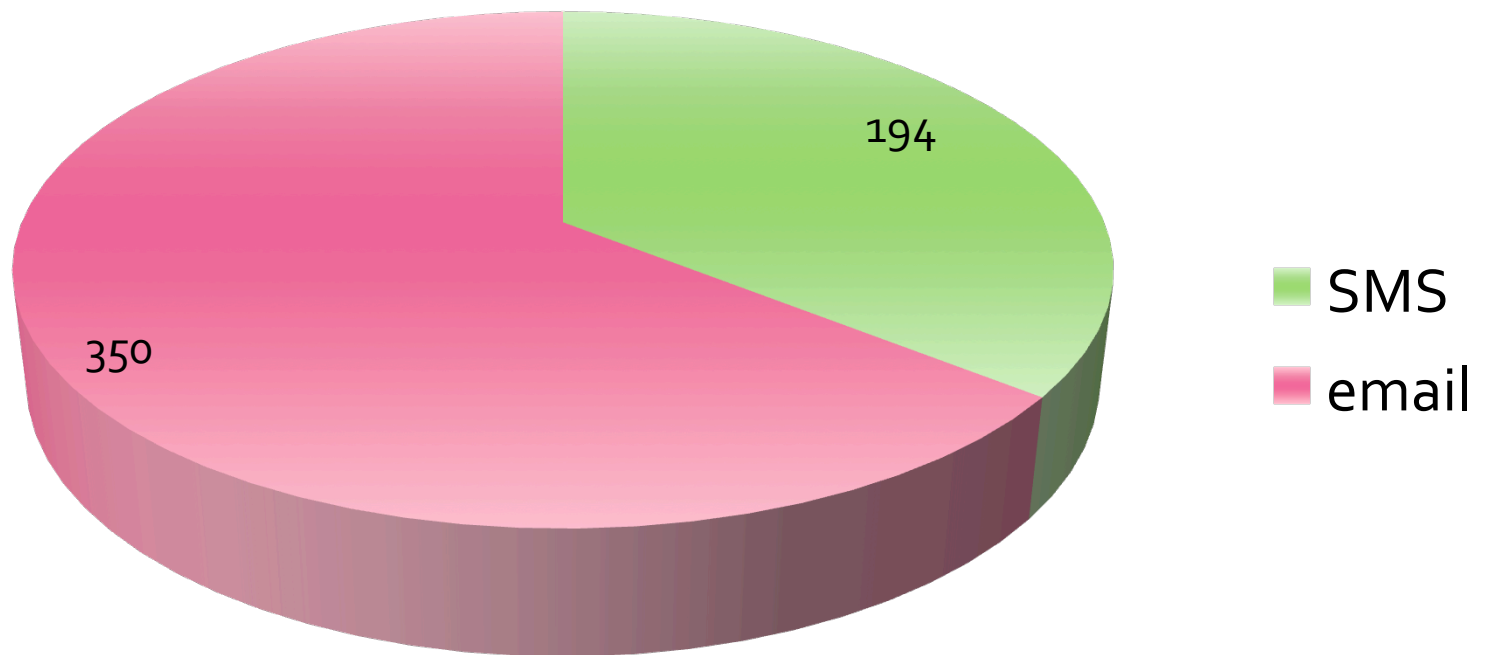
Times Used

(3,276 Unique Users)



Home Grown Statistics

Texting from Catalogue – March 2010



Library mobile

Upcoming Projects

Summer/Fall 2010 Projects

Prettier Interfaces

Mobile Research Guides

Way Finding in the Library (with Indoor Positioning)

Examples:

- Find books in the stacks
- Find a librarians office
- Find a photocopier



Check hours



Book a room



Search the catalogue



Find Articles



Check for available
laptops



Desktop computer
availability



Library news



Contact us



Research Workshops

Ryerson mobile

Upcoming Projects

Summer 2010 Projects



Blackboard Announcements

Campus Way Finding

Notification System

Ryerson Soap Box

Varsity Sports Schedules







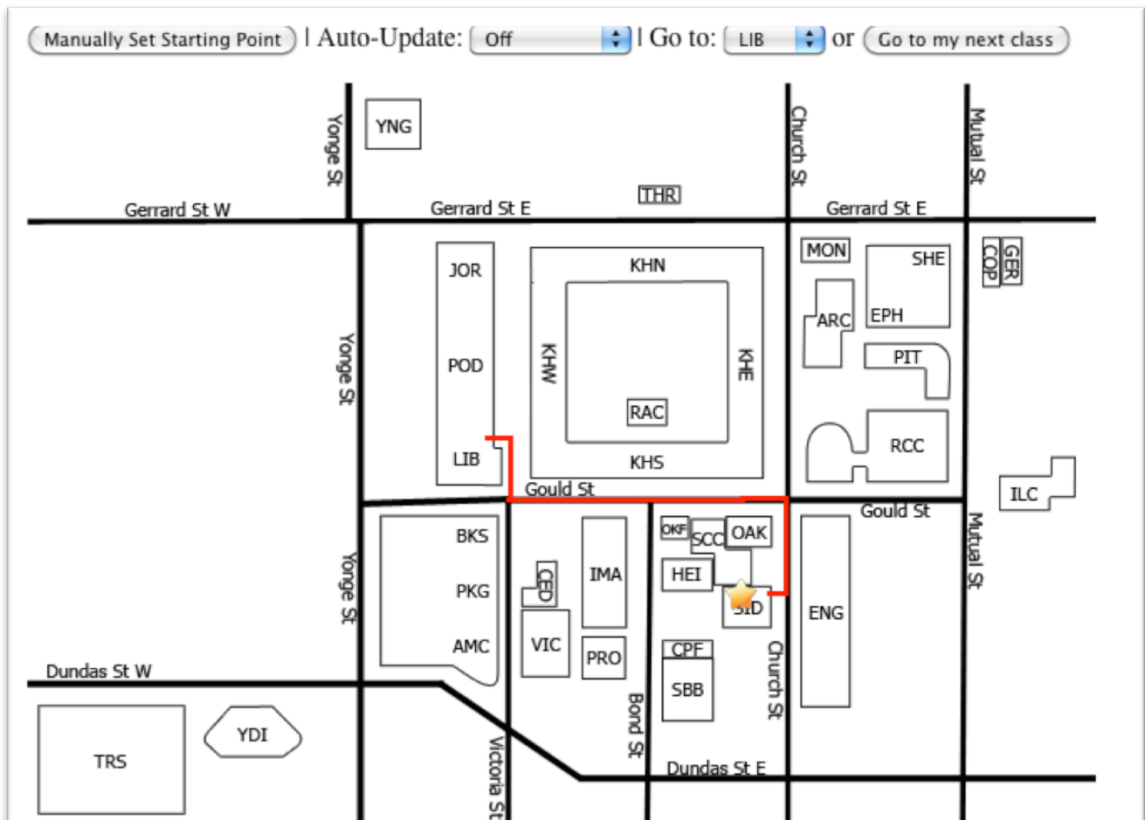
“ I want less email going to my RyeMail. Put all the announcements into one email and send only one email a day per program. This makes it harder for important emails to get ignored. ”

Brennan, TRSM April 2nd 2010 4:21pm

Support: 89,278
Oppose: 213

[Share](#) [Report](#)





Click on a building to view interior map.

Your browser must support geolocation to determine your location automatically. If your browser lacks support or your location is inaccurate, you may manually set your current location.

Development Tips:

Things to keep in mind before creating mobile services



Fast. Obvious. Easy.



Relevant Information



Hands of All Sizes



Don't forget Us!

Thank you

Survey Results

2008 results – <http://www.ryerson.ca/library/msurvey/>

2009 results – <http://www.ryerson.ca/library/msurvey2009/>

Paper

“The Mobile University: From the Library to the Campus”

Reference Services Review Volume: 38 Issue: 2

ISSN: 0090-7324

Links

Ryerson Library Mobile – <http://m.library.ryerson.ca>

Ryerson mobile – <http://m.ryerson.ca>

Contact:

Graham McCarthy - gmccarthy@ryerson.ca

Sally Wilson - swilson@ryerson.ca