



# MobiLIB:

## A Mobile Library Service at North Carolina State University

DLF Spring Forum 2008

April 29, 2008



# Why MobiLIB?



# More Phones on Campus

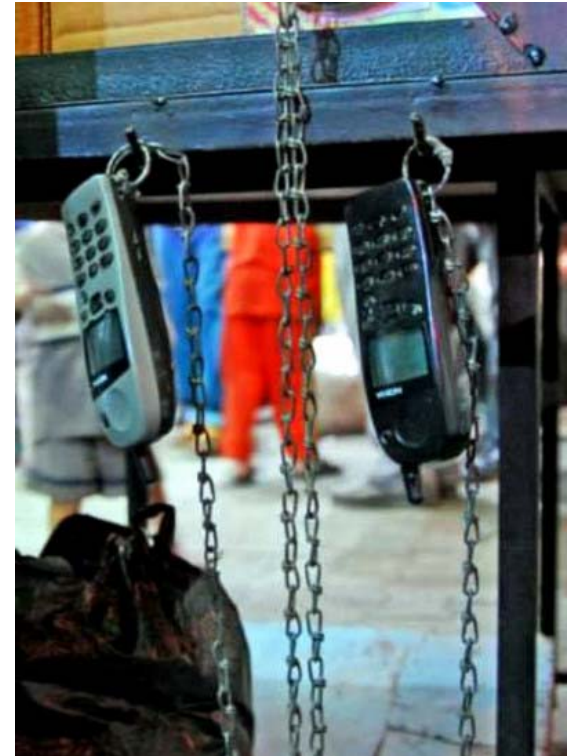


# More Phones ... Period

- Spread of mobile phones
  - By 2013: 1 mobile phone / U.S. citizen
  - 3.3 billion mobile phones world-wide as of November 2007

[<http://www.engadgetmobile.com/2007/08/26/study-suggests-100-mobile-phone-penetration-in-the-us-by-2013/>]

<http://investing.reuters.co.uk/news/articleinvesting.aspx?type=media&storyID=nL29172095>



Mobile phone kiosk in Cairo

# More Powerful Phones



+



=



[fiction]

[science]

# Replacements for...

- Landlines
- Cameras
- PDAs
- Audio/Media Players
- GPS
- ...?



# More Services

## Commercial content providers

- Yahoo/Google/MSN/...
- Facebook/Flickr/MySpace/...
- Eric Schmidt, Google CEO:

*“The biggest growth areas are clearly within the mobile space...”*

[[http://www.usatoday.com/tech/techinvestor/industry/2007-04-20-mobile-ads\\_N.htm](http://www.usatoday.com/tech/techinvestor/industry/2007-04-20-mobile-ads_N.htm)]

The screenshot shows a mobile web interface for Washington DC. At the top is the Yahoo! logo and the text 'washington'. Below it are links for 'Refine' and 'All Results'. A section for 'Washington DC' includes a 'skip' link, a 'Change location' link, and the local time '1:57 PM'. Below this are icons for 'City Guide' and 'Today in the City'. A weather section for 'Washington DC' includes a 'skip' link, a 'Change location' link, and the current weather 'Today: High: 91°F; Low: 69°F'. It also features a '3-day Forecast' with three weather icons. An 'events' section for 'Washington DC' includes a 'skip' link, a 'Change location' link, and two event listings: 'Open Air Farmers' Market and Flea Market' on Thursday, May 31 at 06:00 AM at the DC Armory Stadium Complex, and 'The Presidential Seal' on Thursday, May 31 at 07:30 AM at the White House. A link for 'More events' is provided. At the bottom is a 'Flickr Photos' section with a 'skip' link and a prompt to 'Click on a photo to see who took it', followed by three small photo thumbnails.

# Other Examples

- Educational institutions
    - [Ball State University](#)
    - [Wake Forest University](#)
    - [University of Texas](#)
-



# Don't want them?

## Savonlinna Festivals

### Mobile Phone Throwing World Championships



Next Championships will be held on 25th of August 2007

[Rules](#)  
[Press](#)  
[National Championships](#)  
[The story](#)  
[Photos- 2007](#)  
[Results- 2007](#)  
[Video 2005](#)  
[\\* Works with WMP 9\\*](#)  
[Partners 2007](#)



[CHECK RESULTS 2007](#)

[PICTURES 2007](#)

Our partners:

LINGUA  NORDICA 

 Lössiranta Lodge

[savonlinnaseutu.fi](http://savonlinnaseutu.fi)



Retretti 2006

[Record: over 311 feet...]

# Choosing Services

- No data on mobile phone usage at NCSU or what services students would like
  - Start with small set of services
  - Build on existing applications
  - What could be useful in mobile environment
-

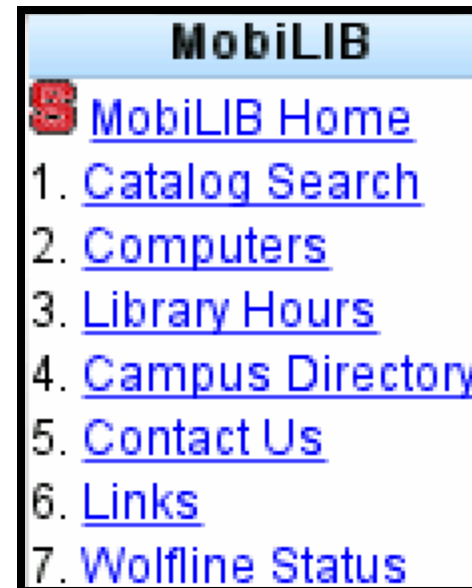
# Design

- Consider:
    - Variety of browsers
    - Variety of platforms
    - Small screens and input devices
    - Different usage scenarios for mobile applications
    - Mobile-device specific functions
      - Hotkeys
      - Clickable phone numbers
-

# MobiLIB

Currently 7 services:


1. Catalog Search
2. Computers
3. Library Hours
4. Campus Directory
5. Contact Us
6. Links
7. Wolfline Status (external)



# Catalog


- Driven by CatalogWS catalog API
  - First implementation just XSLT
  - Current implementation PHP and XSLT
-

# Catalog Search 1

 [MobiLIB Home](#)  
CATALOG SEARCH

☐ Available items


☒ All fields  
☐ Title  
☐ Author

 [MobiLIB Home](#)  
CATALOG SEARCH

☐ Available items

☒ All fields  
☐ Title  
☐ Author  
☐ ISBN

# Catalog Search 2


 [MobiLIB Home](#)

---

[New Search](#)  
11 to 15 of 107795

---

[ADC's map of Washington, D.C., & vi...](#)  
**DH HILL**  
4 Available

 [MobiLIB Home](#)

---

[New Search](#)  
11 to 15 of 107795

---

[ADC's map of Washington, D.C., & vi...](#)  
**DH HILL**  
1 Available  
XX (852527 .1)

---

[Proceedings of the ... annual meeti...](#)  
**SATELLITE**  
5 Available  
[See holdings](#)

---

[Predation on sockeye salmon fry by ...](#)  
**DH HILL**  
1 Available  
I49.2:SA 3/8

---

[Bell & Howell's newspaper index \[to...](#)  
**DH HILL**


---

[Capital speculations : writing and ...](#)  
**DH HILL**  
1 Available  
PS253 .D6 L87 2006

---


[Previous](#) | [Next](#)

# Catalog Search 3

**Catalog Search**  
 [MobiLIB Home](#)  
**Katharine  
Graham's  
Washington.**  
[Book]  
(c2002.)  

---

**D.H. Hill Library,  
Stacks (3rd floor)**

 [MobiLIB Home](#)  
**Katharine Graham's Washington.** [Book]  
(c2002.)  

---

**D.H. Hill Library, Stacks (3rd floor)**  
F194 .K38 2002  
- Available



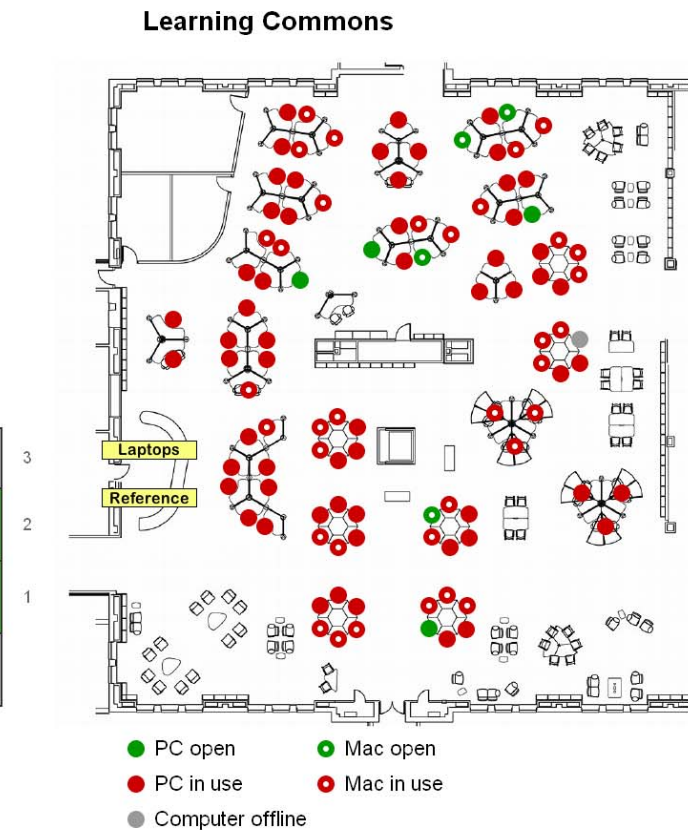
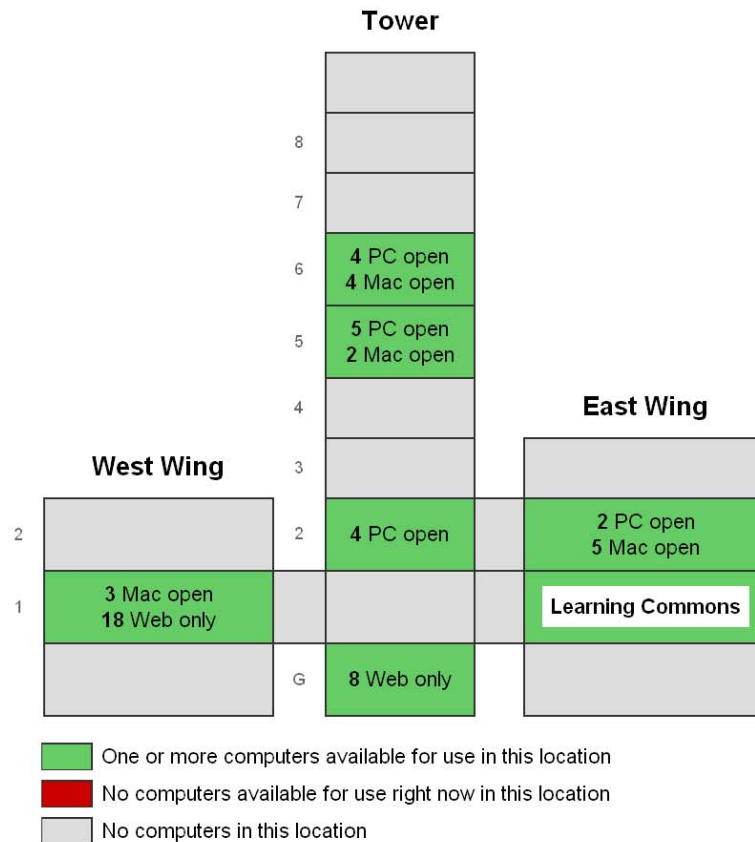
# Computers 1

- Mobile version of existing computer availability map


# Computers 2


## Computers in the D. H. Hill Library

Tuesday 3:02pm, 4/22/08



# Computers 3

Computers
 <a href="#">MobiLIB Home</a>
COMPUTERS
D.H. Hill, 10:16 am
* <a href="#">Update</a>
LEARNING COMMONS: 57 PC open


 <a href="#">MobiLIB Home</a>
COMPUTERS
D.H. Hill, 10:17 am
* <a href="#">Update</a>
LEARNING COMMONS: 57 PC open 8 Mac open
WEST WING: 11 PC open 7 Web open
GROUND FLOOR: 7 Web open
DIGITAL MEDIA LAB: 11 Mac open
TOWER NORTH 2: 6 Web open
TOWER 5: 12 PC open
TOWER 6: 14 PC open


# Library Hours 1

- Shows today's and tomorrow's hours





# Library Hours 2

Hours	
	<a href="#">MobiLIB Home</a>
OPENING HOURS	
D.H.Hill Building: 7:00 a.m. - 11:00 p.m.	
1.	<a href="#">D.H.Hill</a>
2.	<a href="#">Design</a>

	<a href="#">MobiLIB Home</a>
OPENING HOURS	
D.H.Hill Building: 7:00 a.m. - 11:00 p.m.	
1.	<a href="#">D.H.Hill</a>
2.	<a href="#">Design</a>
3.	<a href="#">Natural Resources</a>
4.	<a href="#">Textiles</a>
5.	<a href="#">Veterinary Medicine</a>

# Library Hours 3


Hours
 <a href="#">MobiLIB Home</a>
OPENING HOURS
<b>Design Library</b>
Today: 7:30 a.m. - 9:00 p.m.
Tomorrow: 7:30 a.m. - 9:00 p.m.

 <a href="#">MobiLIB Home</a>
OPENING HOURS
<hr/>
<b>Design Library</b>
<hr/>
Today: 7:30 a.m. - 9:00 p.m.
<hr/>
Tomorrow: 7:30 a.m. - 9:00 p.m.

# Campus Directory 1

- Started as library staff directory
- Connects to campus LDAP server


# Campus Directory 2

 [MobiLIB Home](#)

CAMPUS  
DIRECTORY

Last Name:

First Name:

 [MobiLIB Home](#)

CAMPUS DIRECTORY

Last Name:

First Name:

☒ All  
☐ Students  
☐ Staff/Faculty



# Campus Directory 3

 [MobiLIB Home](#)  
**Markus Gerhard Wust**  
NCSU Libraries  
*Librarian*  
[919-513-0743](tel:919-513-0743)  
[markus\\_wust@ncsu.edu](mailto:markus_wust@ncsu.edu)

 [MobiLIB Home](#)  
**Markus Gerhard Wust**  
NCSU Libraries  
*Librarian*  
[919-513-0743](tel:919-513-0743)  
[markus\\_wust@ncsu.edu](mailto:markus_wust@ncsu.edu)

# Contact Us 1

- Contact information for selected library departments and services

# Contact Us 2

 [MobiLIB Home](#)

CONTACT US

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1. [Ask a Librarian](#)
2. [Circulation](#)
3. [Library Hours & Information](#)
4. [Media Center](#)


 [MobiLIB Home](#)


CONTACT US

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1. [Ask a Librarian](#)
2. [Circulation](#)
3. [Library Hours & Information](#)
4. [Media Center](#)
5. [Digital Media Lab](#)
6. [Individual Libraries](#)

# Contact Us 3

 <a href="#">MobiLIB Home</a>
ASK A LIBRARIAN
Phone: <a href="#">(919) 515-2935</a>
Toll-free: <a href="#">1-877-601-0590</a>
IM: ncstatelib

 <a href="#">MobiLIB Home</a>
ASK A LIBRARIAN
Phone: <a href="#">(919) 515-2935</a>
Toll-free: <a href="#">1-877-601-0590</a>
IM: ncstatelib
Email: <a href="mailto:libref@ncsu.edu">libref@ncsu.edu</a>

# Links 1

- Selection of links to external content and service providers

# Links 2

 [MobiLIB Home](#)

## LINKS

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1. [Search](#)
2. [Services](#)
3. [News](#)

 [MobiLIB Home](#)

## LINKS

---

1. [Search](#)
2. [Services](#)
3. [News](#)


# Links 3

 [MobiLIB Home](#)

SEARCH

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1. [Google](#)
2. [Yahoo](#)
3. [MSN](#)
4. [White Pages](#)
5. [Yellow Pages](#)

 [MobiLIB Home](#)

SEARCH

---

1. [Google](#)
2. [Yahoo](#)
3. [MSN](#)
4. [White Pages](#)
5. [Yellow Pages](#)

---

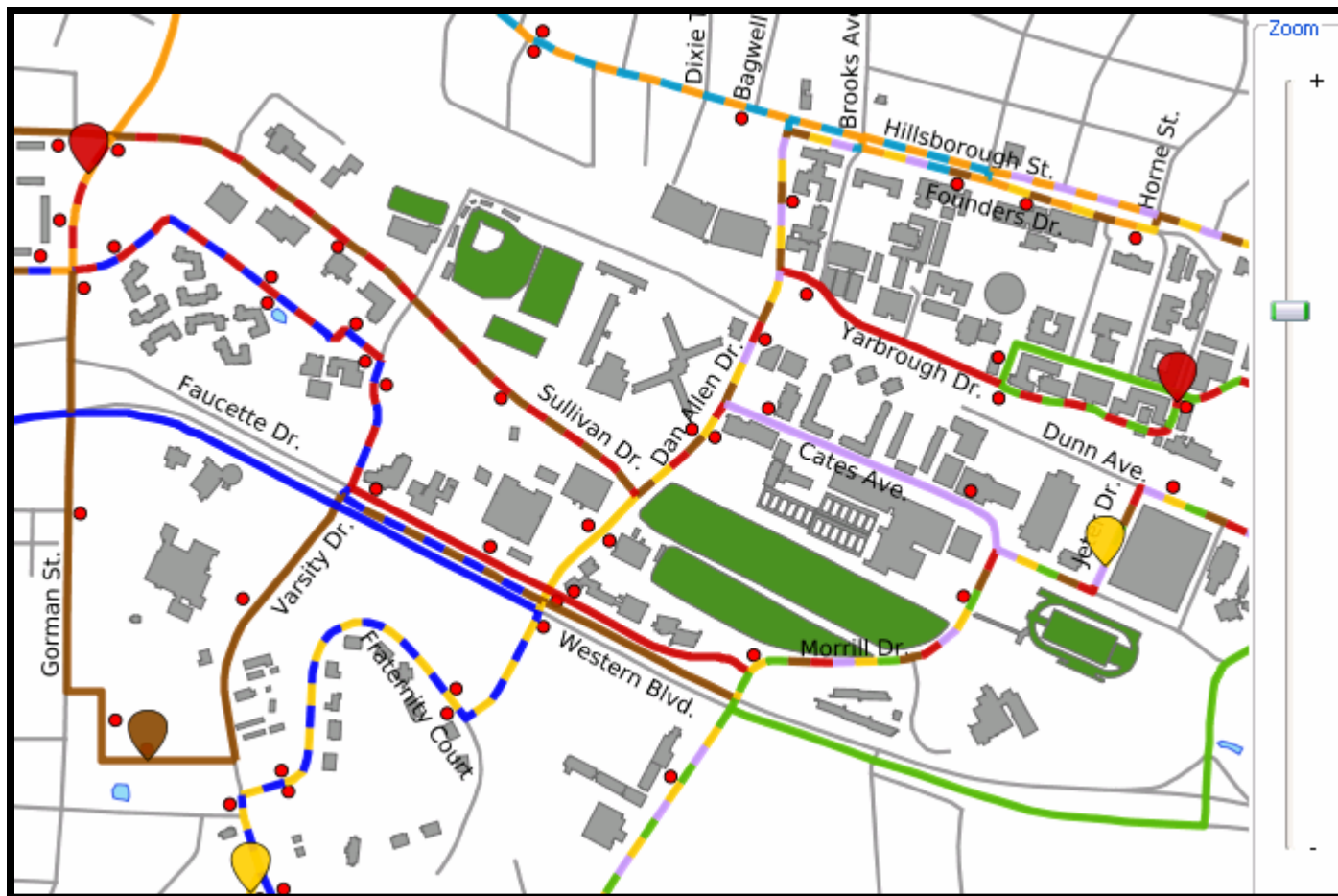
[Back](#)

# Wolfline Status 1

- By TransLoc Inc.
  - Shows current location of University buses
  - Text-only version of graphic web interface
-



# Wolfline Status 2



# Wolflink Status 3

## TVS Text

As of 06/04/2007

11:14:29 AM

Choose the route  
that you are  
interested in.

[Engineering Rt #3](#)  
[Fraternity Court Rt  
#9](#)

## TVS Text

As of 06/04/2007 11:15:33 AM

Choose the route that you are interested in.

- [Engineering Rt #3](#)
- [Fraternity Court Rt #9](#)
- [Southeast Loop Rt #8](#)
- [Varsity Rt #5](#)
- [Vet School Rt #6](#)
- [Village Link Rt #11](#)
- [Westgrove Rt #4](#)
- [Wolflink Shuttle Rt #7](#)

## Announcements

Aspects of the TVS™ are U.S. Patent Pending  
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Reserved.

# Wolfline Status 4

**Engineering Rt #.**

[Back to route list](#)

[Refresh](#)

As of 06/04/2007

11:17:05 AM

Bus 1: Heading  
Northeast on Avent  
Ferry Rd  
Next stop is Stinson

**Engineering Rt #3**

[Return to the index of routes](#)

As of 06/04/2007 11:17:07 AM

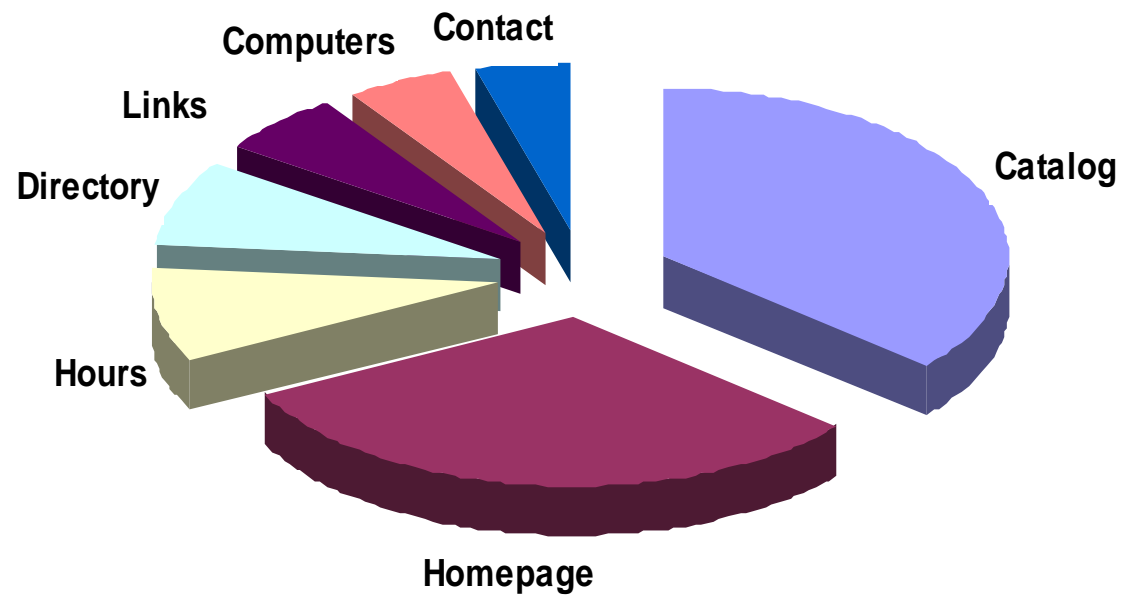
Bus 1: Heading Northeast on Avent Ferry Rd  
Next stop is Stinson Dr at Harrelson Hall

[Return to the index of routes](#)

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Aspects of the TVS™ are U.S. Patent Pending  
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Reserved.

# Statistics 1



Data gathered from November 16, 2007 to April 16, 2008

# Statistics 2

Homepage: 31.4%

Catalog: 36.2%

Hours: 8.9%

Directory: 8.3%

Links: 5.8%

Computers: 4.8%

Contact: 4.6%

---

# What to do better

- Cooperate with Campus IT
    - Provide relevant content
    - Integration with mobile infrastructure
  - Advertise, advertise, advertise
-

# Possibilities

- Text-message search results
  - Some services could be SMS-based
- Both require SMS Gateway

# More Information

Find MobiLIB at:

<http://www.lib.ncsu.edu/m>

More information at:

<http://www.lib.ncsu.edu/m/about.html>

Markus Wust

[markus\\_wust@ncsu.edu](mailto:markus_wust@ncsu.edu)

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