Discussion and Dreaming Time

What can be done to improve the user experience?

Stephen Abram
VP, Innovation
SirsiDynix
Nancy by Guy & Brad Gilchrist

1. Free CDs & DVDs!
2. Watch Free Movies!
3. Listen to Free Music!
4. Get Free Internet!

Read the latest graphic novels free!

Three Rocks Free Public Library

April 19, 2009
MAN GETS RICH WITH GOOGLE, AND HE’S SHOWING YOU HOW!
By: SUSAN PORTER
On a tip from a Friend Kevin Hoeffer signed up for Googles, “from home”, money making plan and to his suprise he quickly went from rags to riches. “I was shocked at how easy it was, I got my first check within about 3 weeks and paid off my debt.”
E-Book Universe

Sony
Reader Pocket Edition: $199.99
Reader Touch: $299.99
Reader Daily Edition: $399.99

Google
books

Barnes & Noble
COOL-ER $245

IREX
TECHNOLOGIES

Plastic Logic

shortcovers

Amazon
Kindle
Kindle DX: $489
Kindle 2: $299

Apple
iPad

Sprint

at&t

Windows Mobile

Blackberry
symbian

MOBIPOCKET

eSlick Reader

Discovery Channel

ASUS

The Hears Corporation

TechFlash

content provider

acquisition

wireless provider

mobile app
What do we have?

• 21 new product releases and updates in 2 years – on time and specification.
• 40,000 clients
• SirsiDynix Symphony (Unicorn)
• SirsiDynix Horizon
• SirsiDynix Enterprise
• SirsiDynix eLibrary
• SirsiDynix URSA
• SirsiDynix SchoolRooms
• SirsiDynix Consulting
• Third Party integration and Sales
Science Info on the Go:
Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

**Enhancing / Expanding Services**

- **Mobile Reference** = Answers on the go
  Mobile librarians to meet the diffuse information needs of our specialized clientele.
  - Email
  - Instant Messaging
  - Phone
  - In person and outreach

**New Opportunities**

- **Text Messaging Reference**
  - Answers from anywhere by SMS
  - Expert assistance at point of need

**Social Networking**

Mobile devices facilitate library 2.0 and social networking initiatives.

- [twitter](#)
- [facebook](#)
- [flickr](#)

**Considerations**

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu
ACRL/STS Poster Session 6/30/2008
SaaS

• Software as a Service
• Stay Up To Date
• 50% annual savings in Total Cost of Ownership
• Green
• Global – Canada, Scotland, US, Australia, etc.
• Secure – used by US military
• Over 800 clients in thousands of libraries
SchoolRooms

• **An Example of BIG vision and Collaboration**
• Built by Librarians and Teachers
• Every Lesson
• Every Grade
• Every Standard
• Every Subject
• Every State
• OPAC integration, localization
• Scalable – 10 states started so far plus Boston PL and Philadelphia After-School Program
• 5,000 K-12 Learners, 2600 schools in Ohio
• Award Winning: Scholastic Best in Tech Award
Earth Science Room: The Amazing Sun

- corona - the sun’s atmosphere
- chromosphere
- photosphere – the light-producing layer
- core – where the nuclear fusion of helium and hydrogen takes place
- sunspot – dark patch that makes cooler gases

Explore a new learning portal for the K-12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere anytime. Designed to meet students’ needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, students can search (all at once):

Case Study: Boston Public Library
Discover how Boston
Faceted Search

- Enterprise
- Patented search display
- Taxonomically Tuneable
- Diacritic smart
- Unicode
- Stackable facets
- W3C Accessibility standard compliant
- Intelligent buckets
- Tested – user experience
API (Application Programming Interface)

- Almost 2 decades of API experience
- API Training
- A huge library of API’s
- Field and tag level access
- Examples: Google API, WorldCat API, etc.
Architecture

• XML
• Multiple servers including Unix, MS and Sun
• Scalability – 50,000 simultaneous users over 7 days at Sun, Unix and MS automated testing sites
• Unicode
• Consortial
• Third Party Certification and commitment (SIP2, NCIP)
Operating Systems

- User Friendly
- Mac OS
- Stable
- You Wish
- Linux
- Customizable
- Windows
Examples of API’s

• DCPL’s iPhone Application
• Topeka and Shawnee PL Facebook integration
• Hennepin / Minneapolis MySpace integration
• Charlotte & Mecklenberg fines ‘bot’ in Second Life
• Alliance Library System Second Life Library 2.0
• U of Huddersfield data integrations + Google Books
• SWIFT or TALIS consortia eLibraries
Portals

- SirsiDynix eLibrary
- ChiliFresh
SirsiDynix User Experience

- Faceted Search
- Fines Payment
- Portal
- ChiliFresh
- Syndetics
- SchoolRooms
- BiblioCommons
- LibraryThing
- Military
- URSA
Analytics

• SirsiDynix Directors Station (*Walmart)
• SirsiDynix Web Reporter
Customer Service Innovation

- Stephen’s Lighthouse Blog
- Two New Blogs
- SirsiDynix Institute (webcasts, MP3’s. iTunes)
- Customer Care Wiki
- Customer Communities
- Customer Tracking from all facets of contact
- App Store
- Customer satisfaction metrics
Good art inspires

the difference between art & design

Good design motivates
the difference between art & design

Good art is interpreted

Good design is understood
Good art is a taste

Good design is an opinion
Good art is a talent

Good design is a skill

the difference between art & design
Good art sends a different message to everyone. Good design sends the same message to everyone. The difference between art & design...
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