eContent Design Activities Summary

Journey Maps - July 2019

Search

Issues:

- Its hard to find the title you want for the device or app you use

Opportunities:

- Clearer formats
- Better facets
- Help/instructional material

Request or Download

Issues:

- Lots of formats, and they're not clear – what's HTML?
- Complexity of "double accounts" – library and vendor accounts
- Lack of confirmation of where the title is or how to read it

Opportunities:

- Clearly guide the user from download/hold to opening the device
- Guide users to the best format selection for their device/app
- Reduce complexity of the double accounts with single sign on

Read or Listen

Issues:

- Sending a format to a different device (i.e. from desktop to phone)

Opportunities:

- Better confirmation messages, "this is waiting for you in the app"

Design Charette - August 2019

Ideas that surfaced in multiple sketches

Auto-detect mobile device or desktop computer

Enterprise detects if the user is on a mobile device or desktop.

Mobile

- Have app or not?

- Yes open app

- No, prompt for app download
- Item opens in app

Desktop

- Redirect to service website to checkout (e.g. MediaOnDemand website)
- Log in, or create account
- Item opens in website

"Open In" popup

Prompt to open based on app
How would you like to read this title?

- Browser
- Kindle
- ____(app)

Prompt to open based on device
- Desktop or laptop
- IPhone or iPad
- Android phone or tablet
- Kindle
- Other

Also suggested: each platform has an icon

App download and account signup help
Link out to app store for user to download the app needed if they don't have it. Clear prompt to create a new account.

FRBR eRC records
One result with buttons for each format (Overdrive ebook, etc.)

Listen: Download to Libby

Read: Download to Libby, Open in Browser, Open in Kindle

Sign up button
Takes a user out to the vendor site to create an account

Digital shelf/digital account in Enterprise
Digital shelf lists all digital checkouts with links to download apps and login/set up accounts.

Status of "read" or "waiting" (holds)

Checkout/Hold confirmation

- Your title is checked out in your digital account. Please proceed to (app name) to open your title.

- Success! You will need ___app to listen to your book. Download and get account links.

- Your hold has been placed. View your account, or return to search results

Help

A link like "What's Overdrive?" with information about how to get the app.

Format verification

This is an <u>ebook </u>(format) using_____(app). Do you want to continue?Y/N

Alternate labels for "Download" button

- Get it

- Checkout

- Checkout with time (Checkout for 3 weeks)

- Borrow

Paper Prototyping

Takeaways:

- Sending patrons to a "digital shelf" with help content and popups/interface elements to guide through next steps may be a good option
- Grouped records are another avenue to pursue
- In the short term, some simple relabeling of Overdrive formats may be helpful