INM
Integration New Media

Best Practices for
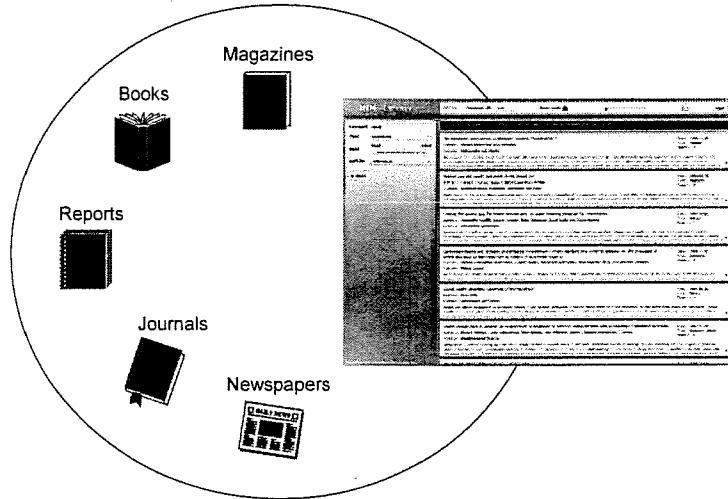# Building an Online eLibrary

April 17, 2008

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www.INM.com

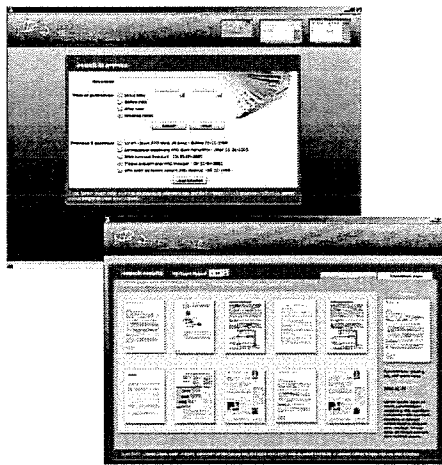**INM**
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Agenda

- What is an eLibrary?
  - An Example
- What to consider when building an eLibrary
  - Audience
  - Content
  - Access
- Designing for the user
  - Elements of the user experience
- Leveraging the right technology
- Best practices to remember
- Next steps

Slide 1

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What is an eLibrary?

Magazines

Books

Reports

Journals

Newspapers

Slide 2

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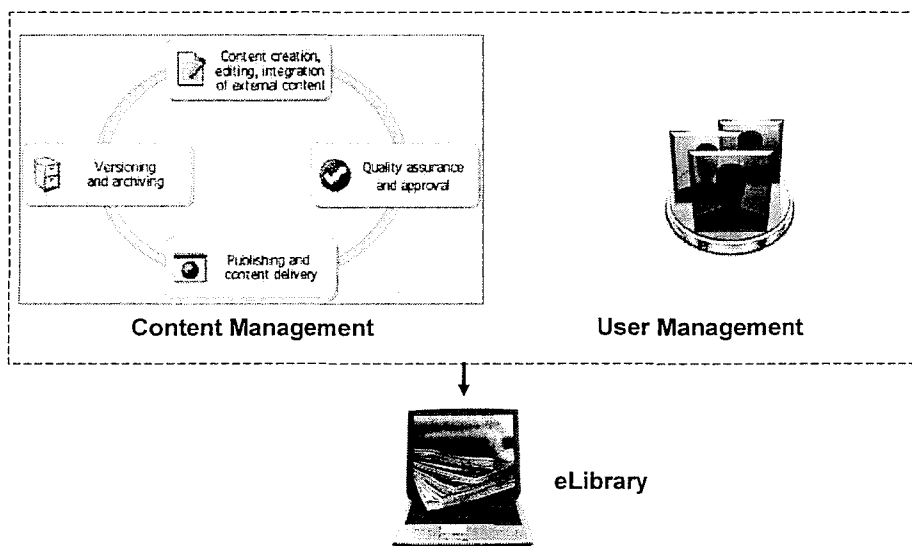### Terrace Public Library
Eleanor Muehle Newspaper Archive

• Makes years of newspapers available online and fully searchable from any computer.

• Rich application that's easy and intuitive. Supports a range of users from 12 to 70 years old.

• Provides more tools for searching content than are available today.

• Online today at:

www.terracelibrary.ca/newspapers/
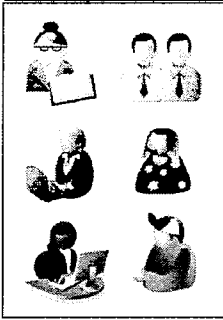
Key Benefits of an eLibrary

- Improves access to resources
- Improves search capabilities
- Controls document distribution and user privileges
- Provides stats about content and access
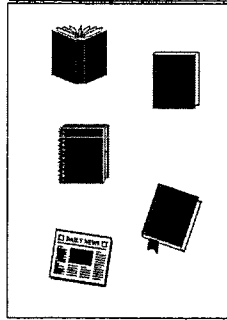

Role of the eLibrary

Content creation, editing, integration of external content

Versioning and archiving

Quality assurance and approval

Publishing and content delivery

Content Management

User Management

eLibrary

What to Consider
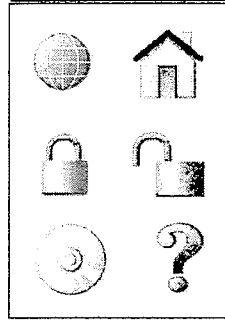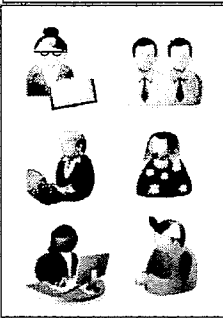

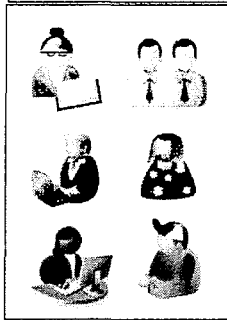Audience | Content | Access

Technology

Audience

Audience

- **Need to consider:**
  - Age
  - Technical competency
  - Special needs
  - Familiarity with the subject matter
  - Involvement with the organization
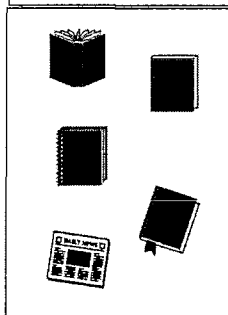
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Audience

Audience

- Also need to consider:
  - Access rights
  - Unique roles within the organization
    - Access to privileged content
    - Ability to retain a copy of documents
    - Ability to add content
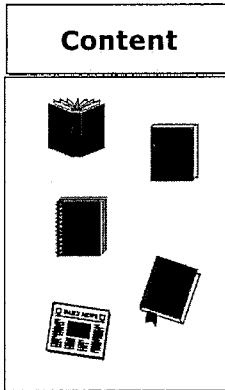   - Administrator(s)

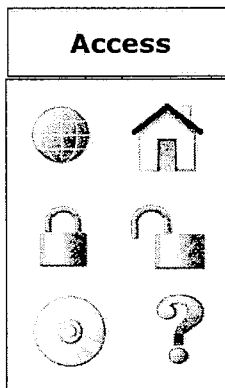**✿INM**
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Content

Content

- Format today:
  - Print
  - Electronic
  - Mixed media
  - Other formats (audio, video, etc...)
- Document types:
  - Format
  - Size
- Content of document:
  - Long documents
  - Rich documents

Content

Content

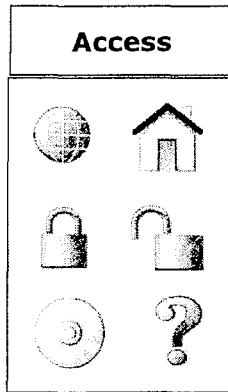- **How will users interact with content?**
  - Read
  - Print
  - Copy
  - Email
  - Save
  - Other
- **Content strategy:**
  - How will you manage content?
  - Add new content?
  - Will you convert your back catalog?

Access

Access

- **How will users access the library?**
  - From work
  - From home
  - From multiple locations
- **Connections:**
  - LAN/WAN
  - Internet
  - CD/DVD/USB Drive

Access

Access

- Login
  - How secure does it need to be?
  - Username/password?
  - Other login (biometrics, etc...)
- **Cross-platform and multi-device support?**
  - Windows, Mac, Linux
  - Mobile devices (PDAs, cell phones)

Designing for the User

- **User experience ≠ user interface**

  - User interface encompasses the visual appearance, interactive behavior, and assistive capabilities of software.
  - User experience embraces all points of contact between the user and the "solution", including access to the software, purchasing process, customer service, and branding.

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Three Categories of Users

First Time	Occasional	Productivity
• Provide "quick start" help • Use feedback so users predict results of actions • Make things clear and simple	• Offer tool tips and other reminders • Make help clearly available • Provide features like search history and entry helpers	• Enable advanced features (keyboard shortcuts, cut/paste, right-Click menu, etc...) • Follow expected behaviors

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Adding Content

- Who will add content?
- What technical skills does this person have?
- Are administrative tools necessary?
- How will content be indexed when added?

Delivering Content
Reducing Barriers

- **Minimize the use of third-party tools**
  - Integrate viewers and players as often as possible
  - Provide continuous flow of processes
- **Reduce barriers to entry**
  - Keep the application simple
  - Lean
  - Quick to load
  - Cross-platform
  - Cross-device

Delivering Content
Respecting Processes

- **Provide integration for common use cases**
- **Leverage existing tools and technology**
  - Customer Relationship Management (CRM)
  - Digital Rights Management (DRM)
  - Website, Intranet/Network
  - Content Management and collaboration tools
  - Document creation tools
- **Respect access rights, roles and hierarchies**

Delivering Content
Respecting Copyright

- Large digitization efforts mean that some content will likely include small previews online, with the full content only made available to subscribers.
- Many digital publications (magazines, journals, etc...) have unique distribution agreements.
- Important to read agreements thoroughly before planning to include content in an eLibrary.
- May need to limit access, saving, printing, etc... on a per document basis or on a "per publisher" basis.

Demo

Choosing Technology

- **Packaged solution vs custom solution vs hybrid**
  - Each option has its advantages
  - Best solution depends on your:
    - Ecosystem (fit with other systems and technology in your organization and flexibility required)
    - Budget
    - Time to deploy
- **Hosted (turnkey) vs in-house solution**
  - What resources do you have available?
  - What is your organization's philosophy with software?

Choosing Technology

Best Practices:

- **Leverage industry standard software**
  - Reduces support and maintenance issues
- **Avoid all-in-one solutions** and suites that force you to replace other technologies
- **Be aware of third-party tools** that some solutions leverage
  - Are there license restrictions on distribution?
  - Are administrator rights required to install/upgrade?

Choosing Technology

- **Think of use cases** for your eLibrary and walk through "what-if" scenarios to ensure the chosen solution meets your key requirements
- **Think of maintenance and ongoing use**
  - What skills are required?
  - Who will do this?
- **Think of results**
  - How will you track the impact of your eLibrary?
  - How will you show ROI for your project?

About INM

INM:
- Was founded in 1989
- Based in Montreal, Canada
- Helps companies create rich user experiences - both online and offline
- Offers top-level interactive project consulting and development services
- Has a diverse, international client base
- Has a strong history, in the form of tools and expertise, in delivering library and catalog applications.

INM eLibrary

INM eLibrary is a pre-packaged solution for organizations looking to bring volumes of content online and organize them into a searchable, electronic library.
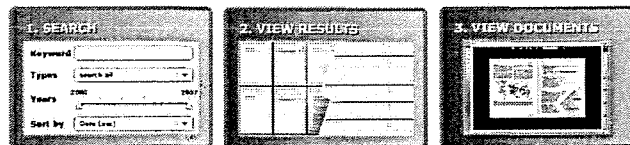
**INM eLibrary
Corporate Library Edition**

**INM eLibrary
Public Library Edition**

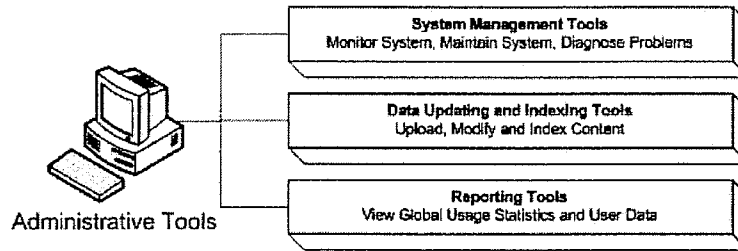---

Customizable User Interface

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The INM eLibrary offering is a pre-packaged solution for organizations looking to deliver volumes of content organized into a searchable, electronic library.

This demo shows a basic implementation of a corporate eLibrary. In addition to the features shown, the INM eLibrary also allows for many custom enhancements and full application branding to match your organization's look and feel.
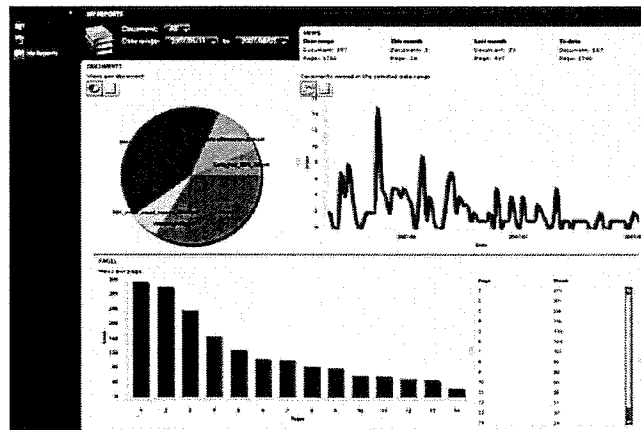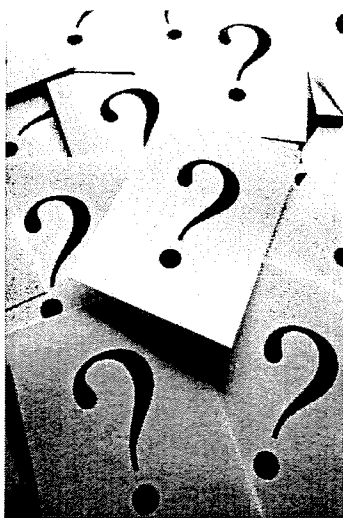
1. SEARCH

2. VIEW RESULTS

3. VIEW DOCUMENTS

Start ◯

Powerful Administrative Tools

System Management Tools
Monitor System, Maintain System, Diagnose Problems

Data Updating and Indexing Tools
Upload, Modify and Index Content

Reporting Tools
View Global Usage Statistics and User Data

Administrative Tools

Detailed Reporting

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Next Steps

- **White Paper**
  - "Best Practices for Building an Online eLibrary"
    (http://www.INM.com/resource-center/whitepapers/)
- **Demo**
  - INM eLibrary Demo – self-guided tour
    (http://reach.INM.com/eLibrary/)
  - Contact us to arrange a personal demo
- **Webinars**
  - INM offers a number of free webinars
    (http://www.INM.com/webinars/)
- **Contact Us**
  - If you have a project to discuss or any additional questions. +1
    514 871 1333 option 4 or Services@INM.com

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Questions?

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