Library Mobile App Proposal
Team Introductions

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Agenda & Methodology

Understanding the Library “Business Model”

Gathering Information

Creating the App
LIBRARY BUSINESS MODEL
Library Mission Statement

“The University Library supports teaching, learning, scholarship, and public engagement at the University of Illinois at Urbana-Champaign by providing world-class library services and collections, and acts as an informed steward of collections and content comprising a current and retrospective record of human knowledge.”
Demographics

Purpose: To identify target market, potential problems, and resource usage vs. awareness.

117 surveyed
Context of Usage

Over half of all students surveyed use library resources in the class setting.
Despite high awareness of library resources, there is still low usage among students.
Student Comments

“I don't know much about library resources.”
Sophomore in Engineering

“Library resources are impossible to find, unless you have the direct link.”
Junior in LAS

“The catalog needs improvement. It’s hard to use.”
Junior in Engineering

“I would really appreciate if any of these features were more publicized.”
Senior in LAS
CREATING THE APP

relevant

accessible

simple
stacks
@illinois
stacks

search

renew

mystack

match

back

fashion trends

search

back Harry Po... home
65% of students use library resources in an academic context.

The most used resources are often the least advertised.

Students are not aware of library resources or can’t find them.