

# STATEMENT OF DIRECTION FOR MOBILE APPLICATIONS

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## OVERVIEW

The word “mobile” has lost its specificity in today’s technology environment, and that might be a good thing. The way we think of it at Innovative, mobile has come to refer to an experience we want to provide to the user. One can design applications that are meant to be used on specific mobile devices for specific tasks, or one can design a user experience that transcends those devices and takes into account the range of tools a user might use throughout her day to accomplish a variety of work.

Most of us at least one mobile device today. According to the Pew Research Center, as of January 2014 (Fig. 1):

- 90% of American adults have a cell phone
- 58% of American adults have a smartphone
- 32% of American adults own an e-reader
- 42% of American adults own a tablet computer

In countries outside of the U.S., mobile technologies, particularly cell phones, are similarly in wide use (Fig.2).

We carry these devices with us everywhere we go, and we use them to do lots of different things. There are a variety of activities that are particularly suited to the mobility of these devices and a variety of activities that are particularly suited to their form. And there are times we put down one device to use another.

Our goal at Innovative is to build applications that put the user experience first and provide a seamless experience across a variety of devices. Whether you’re accessing a report, performing paging tasks, searching library resources, or doing something we haven’t even thought of yet, you should be able to do your work on the device that makes sense to you.

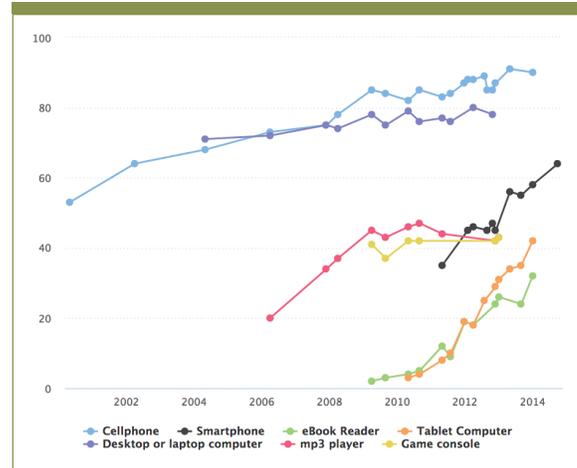
## VISION

For forward-thinking libraries that depend on applications to make interacting with the library easy, Innovative’s mobile products provide a user experience that puts functionality where the user needs to be, on the device that makes sense. Unlike products that focus narrowly on distinct devices, tasks, and the work being done today, Innovative looks to solutions that create complete workflow experiences that position your library firmly in what lies ahead.

Innovative believes mobile experiences should be **engaging, lightweight, seamless, and secure.**

**Engaging:** Our products are user-centric, built first and foremost with the user experience in mind.

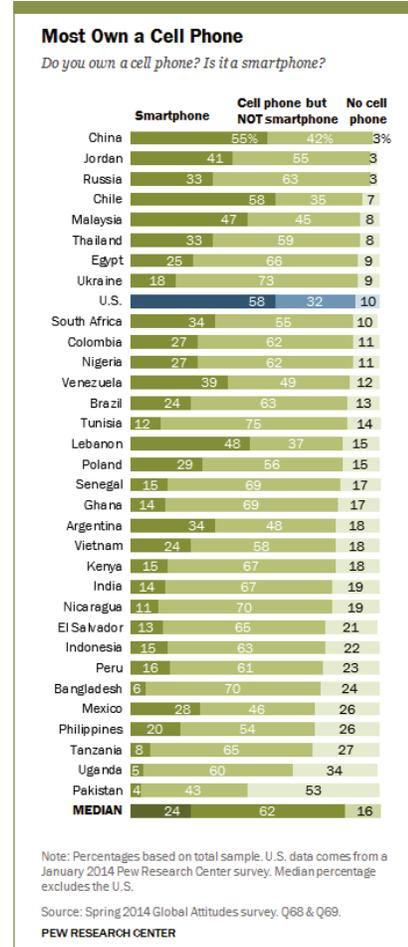
Fig. 1



PEW RESEARCH CENTER

<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

Fig. 2



**Lightweight:** We build applications that are easy to deploy and maintain.

**Seamless:** The user experience is seamless across the devices used to accomplish tasks and work.

**Secure:** We take the security of library and user data seriously.

## ■ USER APPLICATIONS AND EXPERIENCES

### PRODUCTIVITY

Simply put, mobile applications transform workflows by allowing you to do your work where it needs to get done. Without mobility, it can take a lot of work just to go from point A to point B. Working in a mobile environment means that transitions between the different tasks and the different parts of your workplace are easier and more seamless, requiring less intermediary tools like pencils and pieces of paper. Where there is less space between the work we need to get done and the tools we need to do it, greater efficiency and productivity takes place.

### CHANGING SPACES

Advancements in technology transform the way we use space and expand the range of services we can provide and access at any given time. Old clunky tools that once took up a lot of space and required a lot of supporting infrastructure have been replaced by smaller devices that you can put in your pocket or even wear on your wrist. When you no longer need a desk to support a computer, you might find that you no longer need the desk. And sometimes, if you're a library patron or student, you might find you never actually need to go to the library to use its services; its services can come to you.

### USER ENGAGEMENT AND ACCESSIBILITY

Whereas computers systems previously required a lot of expertise just to operate, most people today—with little or no expertise—have access to technologically advanced tools that they interact with every day. Now that the barrier of entry has been lowered to include users with a variety of technological skills, the way we all engage with technology has changed, and we're increasingly surrounded by applications that are not only easy to use but also engaging. Additionally, most of us are connected to a device at almost any point during the day; this permeable nature changes our expectations. Today, we expect technology to be always engaging and accessible, and those expectations are likely to increase and become more complex as time goes by.

## ■ TECHNOLOGY ENVIRONMENT

### DEVICES

The devices we use are typically the ones best suited for the context we find ourselves in. Today's mobile environment includes devices like mobile phones, tablets, phablets, wearables like smart watches, e-readers, laptops, and even desktops, with a single user often making use of more than one device throughout her day.

Mobile applications can be built for use with a specific device or platform, or they can be built for use across several different devices and platforms. For example, native applications can be advantageous because they provide a user experience that is tailored to the device and the ability to access the device's native tools, such as the camera, accelerometer, or notification framework. On the other hand, an advantage of mobile applications, responsive websites, and other web applications is that they are "platform independent" and can run on a variety of devices and platforms, thus reaching a wider audience more quickly. In short, the approach that is taken, or the mix of approaches taken, depends on the desired user experience.

At Innovative, we have adopted a user-centric approach to development. When choosing how to build applications and what technologies to use, we look at the complete user experience and ask the following questions:

- Who is the user?
- What is she trying to accomplish?
- Where is she?
- Where is she going, or where does she need to be?
- Does she have any limitations?
- What tools and information does she need access to?

Then we look at the devices and technologies that provide the best experience to help the user accomplish her goals.

Of course, as technology progresses, user needs change, and these devices, interactions, and environments also change. A user-centric view of the world helps Innovative focus on the problems our users need to solve rather than on a specific technology, providing you with applications that evolve along with you.

### CLOUD INFRASTRUCTURE

Modern mobile applications are best supported by an equally modern cloud infrastructure. Innovative is utilizing a cloud platform that allows us to provide on-demand delivery of mobile application services for a seamless user experience across a variety of mobile devices, meaning you can focus on projects important to your library.

Innovative's cloud platform provides our applications with a scalable, reliable, secure and multi-tenant architecture that meets even the most demanding needs of library staff and patrons.

### AGILE RELEASE SCHEDULE

Innovative utilizes Agile development methods for all software development, which is crucial to our ability to deliver meaningful mobile applications. Features and cloud platform support are reviewed and prioritized on an ongoing basis in order to continually deliver the highest value products to our customers. The collaborative nature of Agile software development means that there is an ongoing conversation between the development team and the user, resulting in continuous improvement and faster response to changing needs.