QR Codes en español: Point of need mobile library services
Mobile Trends: Trendy Mobile

http://www.flickr.com/photos/rintakumpu/2594685837/
Please turn off your cellphone?

Point of Need

Connect Virtual and Physical
What are QR Codes?
Fall 2010-Spring 2011

- Implementation
  - Norlin Library
  - Spanish Department
- Lessons Learned
- Auntie Alison's Advice
Implementation
Norlin Stacks
Scan capture barcodes with your mobile device

Map of Norlin stacks

Ask a question (IM)?

Call to ask a question?

What do I do if the book is not on the shelf?

Where do I check out?

Get the free mobile app at http://gettag.mobi
Mobile Subject Guide

Literature  Language  Contact  Film  Citing

Main Spanish Research Guide

Let me know what you think! Take this short survey

Alison Hicks
University of Colorado at Boulder
alison.hicks@colorado.edu

Connecting stacks to catalog

College of Lake County
## Most Popular Scans: Norlin

<table>
<thead>
<tr>
<th>Barcode</th>
<th>Number of Scans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Map of Norlin Stacks</td>
<td>72</td>
</tr>
<tr>
<td>Help-Phone</td>
<td>23</td>
</tr>
<tr>
<td>Help-Chat</td>
<td>19</td>
</tr>
<tr>
<td>Help-Study Rooms</td>
<td>9</td>
</tr>
</tbody>
</table>
Most Popular Scans: Spanish

<table>
<thead>
<tr>
<th>Barcode</th>
<th>Number of Scans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alison- Contact Details</td>
<td>3</td>
</tr>
<tr>
<td>Stacks- Catalog</td>
<td>3</td>
</tr>
<tr>
<td>Mobile Subject Guides</td>
<td>2</td>
</tr>
</tbody>
</table>

#epicfail?
Lessons Learned

Marketing Map

http://www.flickr.com/photos/missrogue/115992472/

http://www.flickr.com/photos/metrolibraryarchive/4054237156
Auntie Alison's Advice

● Do it!

BUT:
● Don't do it alone!
  ○ Team up with other librarians, units on campus
  ○ Share software, user education, best practices etc
● Don't assess QR codes on their own
  ○ Part of the wider marketing strategy
● Don't privilege information
  ○ Design for accessibility and dinosaurs
● Look at community usage stats, mobile web
● Be prepared for the next technology to come along soon