

# LIBRARY LEARNING SERIES

## Mobile Access and App-Based E-Resources

### Optimization for Mobile Users

Mobile-first discovery, authentication and access for modern libraries

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## Session Outcomes

What participants should be able to do after the session

- Understand** Explain how mobile access changes discovery, authentication, use and support.
- Optimize** Apply practical techniques for responsive platforms, apps, QR codes and guides.
- Implement** Design a mobile access improvement plan for your unit.

Map a mobile user journey from awareness to full-text access. Compare browser-based access with publisher/vendor apps. Identify barriers such as login failures, poor navigation, device limits and accessibility gaps. Develop quick-win interventions that can be implemented immediately.

**New AI outcome: identify safe, practical AI features in mobile e-resource apps.**

## Why Mobile e-Resource Access Matters in Kenya

Mobile is no longer a side channel, for many learners it is the campus gate.

- 83.5% smartphone penetration by June 2023
- 14.6GB average mobile broadband use per subscriber
- 24/7 anytime learning opportunities

### Your Library. Anytime. Anywhere.

Scan the QR code to access our digital resources

Secure Access Safe. Private. Reliable

Available 24/7 On campus or off

Empowering Your Learning Resources that support your life

**Training Implication**  
Library access must be designed around the phone: short routes, clear authentication, responsive pages and simple support.

## Mobile-First Library Service Mindset

Users judge e-resources by the access experience, not only by subscriptions.

- Availability is not enough**  
A subscribed resource has low value when login, reading, downloading or citation is difficult on a phone.
- Optimization removes friction**  
Reduce clicks, simplify login, improve readability and support users wherever they are.
- Mobile access is an equity issue**  
Good mobile access supports distance learners, part-time students, low-bandwidth users and staff on the move.

**Design for the real device library's access use**

## Your e-resource journey

Seamless access to trusted research, anytime, anywhere.

- 1 Discover**  
You find an article or resource that's relevant to your study or research.
- 2 Authenticate**  
You're securely recognized via your institution.
- 3 Search**  
You search within the resource to find exactly what you need.
- 4 Access Full Text**  
You gain seamless access to the full-text content.
- 5 Read / Save**  
You read, bookmark, save or download for later.

Secure: Your data and privacy are protected. Trusted Access: Provided by your institution. Anywhere: Access on campus or on the go. All Your Devices: Seamless experience across devices. Save & Organize: Keep and organize research that matters.

## Mobile-Responsive E-Resource Platforms

The platform should adapt to the user's screen and bandwidth.

- Responsive layout**  
Pages adjust to small screens without horizontal scrolling or broken images.
- Readable content**  
Text, menus, filters, buttons and PDFs remain usable without excessive zooming.
- Fast loading**  
Pages load reliably on mobile data and low bandwidth.
- Simple actions**  
Search, login, download, save and help buttons are easy to find.
- Hands-on check**  
Check your library website, discovery tool and all e-resources on a phone. Call a peer reviewer. Reach out to users.

### Mobile Discovery Tools

Make search easier for users who do not know which database to choose.

- Single search box**  
A beginner-friendly starting point for books, journals, databases, videos and repository content.
- Mobile filters**  
Full text, date, subject, peer-reviewed and format filters must be visible without clutter.
- Save and export**  
Users should email, cite, export, save or share results easily from the phone.

Test discovery with real student search questions, not only keyword searches

### Remote Access Tools for Mobile Users

Simplifying off-campus access through secure mobile-friendly authentication

- OpenAthens**
  - Single sign-on
  - Access through your institution
  - Seamless authentication
- MyLOFT**
  - Personal library app
  - Offline reading & bookmarks
  - Research anywhere
- EZproxy**
  - Remote access gateway
  - Connect to subscribed e-resources
  - Works across devices

Search → Authenticate → Access → Read/Save

Find the resources you need → Sign in (secured through your institution) → Instantly access trusted content → Read online or save for later—anywhere

### Remote Access Tools: Where Each Fits

OpenAthens, MyLOFT and EZproxy can work together in a mobile access ecosystem.

- OpenAthens**  
Single sign-on / federated authentication that connects users to subscribed e-resources through institutional identity.
- MyLOFT**  
Mobile library app experience for access, offline reading, bookmarks, alerts and personalized resources.
- EZproxy**  
Remote access gateway that connects off-campus users to licensed e-resources through proxy authentication.

**Practical support message**  
Do not present these as confusing technical terms. Present them as access routes: Sign in → Search → Access full text → Save or read anywhere.

- Single sign-on
- Access through your institution
- Seamless authentication
- Personal library app
- Offline reading & bookmarks
- Research anywhere
- Remote access gateway
- Connect to subscribed e-resources
- Works across devices

### Publisher, Vendor and AI-Enhanced Apps

Apps can deepen use when authentication and support are clear.

- Why apps matter**  
Offline reading, saved books, alerts, annotations, bookmarks and personalized recommendations.
- Common app types**  
Ebook apps, journal apps, clinical/subject apps, citation managers, database apps and video-learning apps.
- Library role**  
Create exact login instructions: Install app → select institution → sign in → access subscribed content → save/download.

Apps extend compliant browser access, not replace it

### Small AI Features in Mobile Library Apps

Use AI to reduce friction, not to replace librarian judgment.

AI should work quietly in the background: helping users search better, personalize alerts, summarize discovery results and route access problems faster.

- Smart search**  
Suggest keywords, correct spelling, expand queries and surface related subjects.
- Personalized alerts**  
Recommend new books, journals or guides based on course, topic or saved interests.
- Quick summaries**  
Generate short abstracts of search results to help users decide what to open.
- Support triage**  
Classify error screenshots and suggest first-level fixes before escalation.

**Guardrails: keep AI explainable, privacy-aware, bias-aware and grounded in licensed or approved resources.**

Mini activity: Identify one app feature where AI could save a user time without compromising accuracy or privacy.

### Your Library. Anytime. Anywhere.

Scan the QR code to access our digital resources

Scan → Access → Learn

- Database**  
Explore trusted resources for your study and research.
- eBook**  
Read and learn anytime, anywhere.
- Help & Support**  
Support when you need it.
- QR Access**  
Scan to connect instantly.
- Library Guide**  
Your hub for trusted resources.
- Database**  
Search and access academic content.
- eBook**  
Read and learn anytime, anywhere.

Secure Access: Safe. Private. Reliable. Available 24/7: On campus or off. Empowering Your Learning: Resources that support your success.

### Push Notifications and Mobile Alerts

Help users at the moment of need without creating notification fatigue.

- What to send**  
New resources, training reminders, database trials, downtime alerts, saved-search alerts and research tips.
- Channels**  
Library app, LMS announcements, email, WhatsApp/Telegram groups, SMS, vendor alerts and social platforms.
- Principles**  
Relevant, brief, timely, permission-based and linked to an actionable page.

**Key alert needs: clear call to action • Register • Access • Search • Download guide**

### Responsive Web Design for Library Guides

A library guide should guide a task, not just list links.

- Structure**  
Short pages, clear headings and visible buttons.
- Content**  
Prioritize search, login, cite, download and ask librarian.
- Design**  
Readable fonts, spacing, contrast, alt text and mobile-friendly tables.
- Maintenance**  
Review links, screenshots, app steps and vendor changes regularly.

**Recommended sections**  
Start here • Best databases • Access from phone • Download app • Troubleshooting • Contact support

### Accessibility on smartphones and tablets

for digital library resources

- Aa Large, readable text**  
Adjust text size for comfortable reading.
- CC Captioned videos**  
Access videos with clear captions.
- Screen reader support**  
Compatible with screen readers and assistive technologies.
- High contrast option**  
Toggle for better visibility and reduced eye strain.
- Large touch targets**  
Spacious buttons and links for easy interaction.

**The impact of climate change on our planet**  
Climate change affects weather patterns, ecosystems, and communities worldwide. Understanding these changes can help us build a more sustainable future.

**Transcript**  
Wind energy is one of the cleanest sources of power. It produces no direct emissions and helps reduce our reliance on fossil fuels.

### Mobile Optimization Checklist

Audit the whole experience: before, during and after access.

- Before access**  
Mobile-friendly guides, QR codes, LMS links and short demo videos.
- During access**  
Direct links, simplified login guidance, readable pages and visible support.
- After access**  
Saving, citation export, offline reading, alerts and continued engagement.

**Test matrix**  
Android • iOS • phone • tablet • Chrome • Safari • Wi-Fi • mobile data • browser • app

### Hands-On Activity 1: Mobile Access Audit

Use your phone to test whether the access route works for real users.

- Task**  
Access one resource from the library website or guide.
- Measure**  
Count clicks, time to full text, login steps and points of confusion.
- Record**  
Device, browser, resource and problem observed.

**Audit fields**  
Resource name, access route, device, browser/app, clicks, time taken, login outcome, full text outcome, accessibility issue and recommended action.

**Group question: Which barrier appeared most often?**

### Hands-On Activity 2: Mobile Access Campaign

Create a one-minute message that lets users to scan, sign in and use.


- Choose audience**  
First-year students, postgraduates, faculty, researchers, distance learners or support staff.
- Choose resource**  
Database, ebook platform, discovery tool, repository, journal portal, video library or citation tool.
- Choose channels**  
QR poster, LMS message, WhatsApp post, email, short video, library guide or push alert.
- Output**  
A campaign message with one QR placement idea, one support contact and one success measure.

**Your Library. Anytime. Anywhere.**  
Scan the QR code to access our digital resources.

### Troubleshooting Mobile Access Problems

Support must be structured, fair, and evidence-based.

- User-side checks**  
Correct credentials, active institutional account, cookies, stable internet and updated app/browser.
- Library-side checks**  
Correct links, entitlement, guide instructions, QR destination and support workflow.
- Vendor-side checks**  
Platform outage, app pairing, authentication metadata, redirector or proxy configuration.
- Support script**  
Gather browser/app resource + error screenshot + link used + attempted solution + escalation order.



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### Mobile Access. Measurable Impact.

Real-time insights into mobile e-resource engagement



- Understand mobile usage**  
Track visits, logins and e-resource usage across devices.
- Measure discovery**  
See how users find and access resources on the go.
- Drive success**  
Monitor login performance and user satisfaction.
- Improve support**  
Spot issues early and enhance the user experience.


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### Key Takeaways and Action Commitments

- 1. Think mobile-first**  
Design access routes for smartphones, not only desktops.
- 2. Reduce friction**  
Simplify discovery, authentication, reading, saving and help.
- 3. Support continuously**  
Use guides, apps, QR codes, alerts, accessibility checks and metrics.

**Participant commitment**  
Identify one mobile access issue you will fix within two weeks.

Thank you • Questions • Demonstration




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### Practical Session: Create a QR Code in Word

Turn a library guide or e-resource link into a scannable access point.

- Open Microsoft Word and create a blank document.
- Go to Insert > Get Add-ins and search for a QR code add-in such as QR4Office.
- Paste the library guide or e-resource URL, then click Insert.
- Resize and label the QR code: "Scan to access the library guide".
- Test it using a phone camera before sharing with users.



Practice QR: OUK Library and Perlego Access Guide

Trainer reminder: QR codes should point to official pages only and must not contain passwords or personal credentials.

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