Delivering the Best User Experience Available

  o **<u>Logging In</u>**

On the app, after downloading the free app from the Apple or Google Play stores, all the user has to do is enter their library name, membership number, email address and pin. The solution authenticates against the library's LMS and allows the user to access the collection. BorrowBox is the library's solution so there are no requirements for external passwords or authentication. **The user only needs to add these details once.**

The user can then choose to subscribe to the Library Newsletter (so the library can contact them directly), BorrowBox notification emails and set automatic downloads in Wi-Fi areas (making downloading even *simpler).*

On the website the user can browse, search and preview and only have to sign in (using the same library membership number and pin) to borrow or reserve titles.

  o **<u>Using on various devices</u>**

BorrowBox is the most compatible solution available, meaning users can use almost any device to access the solution. BorrowBox is W3C-compliant and is fully compatible with more devices than any other provider.

BorrowBox is compatible with all **Apple iOS devices** such as iPhone, iPad, iPod and just recently - the Apple Watch (please find a demonstration of BorrowBox working on this new device from one of our BorrowBox library authorities here), BorrowBox is also compatible with all **android devices** and also **eReaders**, such as Nook, Kobo, Zune and Sony. It is also compatible with any **MP3 player, software or music manager**, including Apple iOS, iTunes, Windows Media Player, Android OS, Windows and Google Music and compatible with any **desktop PC, laptop or Mac**. BorrowBox supports all web browsers including Internet Explorer, Firefox, Chrome and Safari.

BorrowBox supports all platforms and devices with the exception of the *standard* Amazon Kindles, which are only compatible with Amazon's own bookstore services. This applies to all other solution providers i.e. no library solution is currently compatible with the standard Kindle device in the UK. **BorrowBox *is* however compatible with Kindle Fire and the latest Amazon device, the Amazon Fire.**

Instructions on how to use BorrowBox on any device can be found on the help pages of the app however the solution is so easy to use that the process of loaning a title is

simple whatever device your service user has. An example of the instructions we use can be found by clicking on the link below if required:
http://www.borrowbox.com/kindlefire/install/

BorrowBox can also **synchronise across six devices at once**, including between the app and website. Users often enjoy the same title on their phone, tablet and laptop.

The main **file formats** (MP3 for eAudiobooks and ePub for eBooks) maximise the compatibility of all the titles within your BorrowBox collection. Both formats ensure a high level user experience and maximum compatibility for service users.
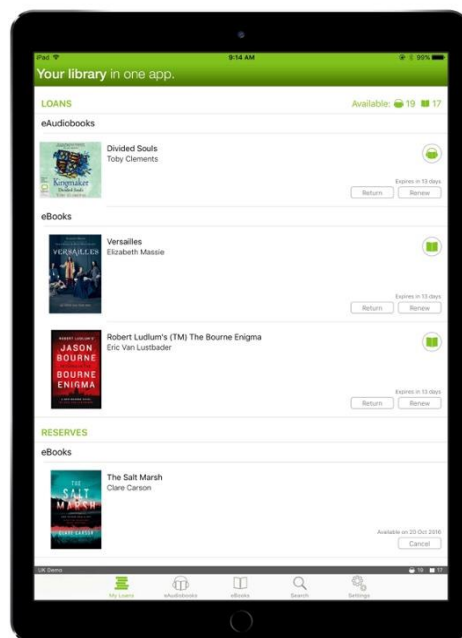
BorrowBox is also **regularly updated** in line with new technology and devices so the library can be assured that it is compatible with new devices, formats and updates to operating systems. Updates are actioned overnight and do not cause any disruption to service users.
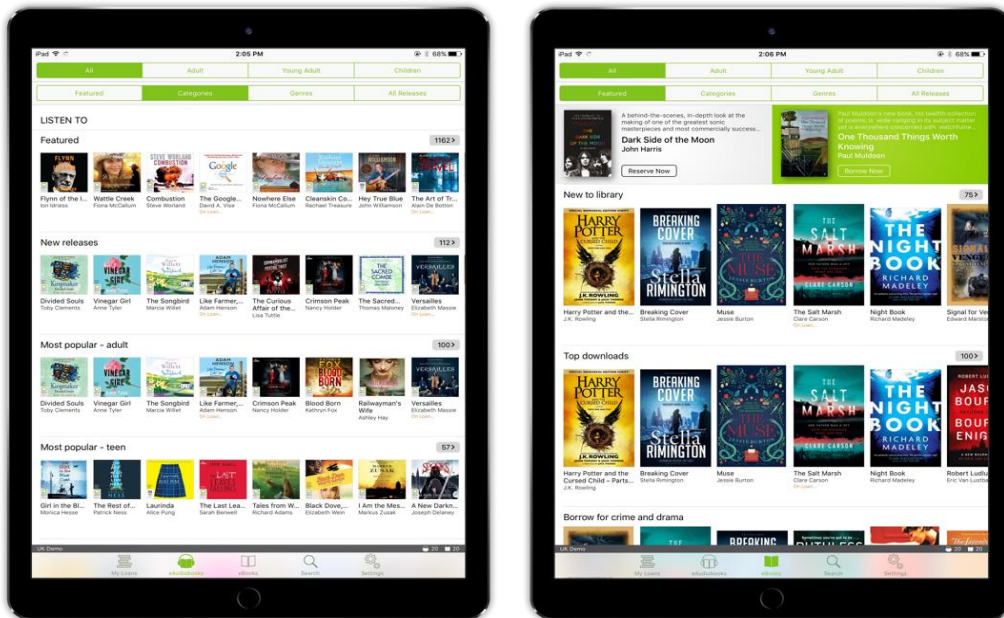
o **Browsing Experience and Simple Navigation**

BorrowBox App
The bold banner and icons at the bottom of the app screen make navigation around the app incredibly easy, displaying: *My Loans*, *eAudiobooks*, *eBooks*, *Search* and *Settings*. This clear layout means users can intuitively move between eBook and eAudiobook collections with a single click. The icons are consistent across *all devices* making using different, multiple devices simpler.
Their *My Loans* tab enables the user to manage their account. They can *instantly* view their current loans with loan days until expiry, how many loans they have left, their loan history and they can renew and return their titles (at any time during the loan period) from here, too. Making controlling your own content very straightforward.

By clicking on *eAudiobooks* or *eBooks*, the service user can browse the library's collection. The app is optimised to present as much of the collection as possible, with **fully scrollable bookshelves**, which can be merchandised to focus attention on a range of books, themes or genres. The top of the screen allows the user to instantly filter all of the content they see by the **most popular themes.** This includes sorting the content by Children's, Young Adult, by Category, Genre, All Releases and Featured titles. Within these categories the user can search and browse the collections in many ways.
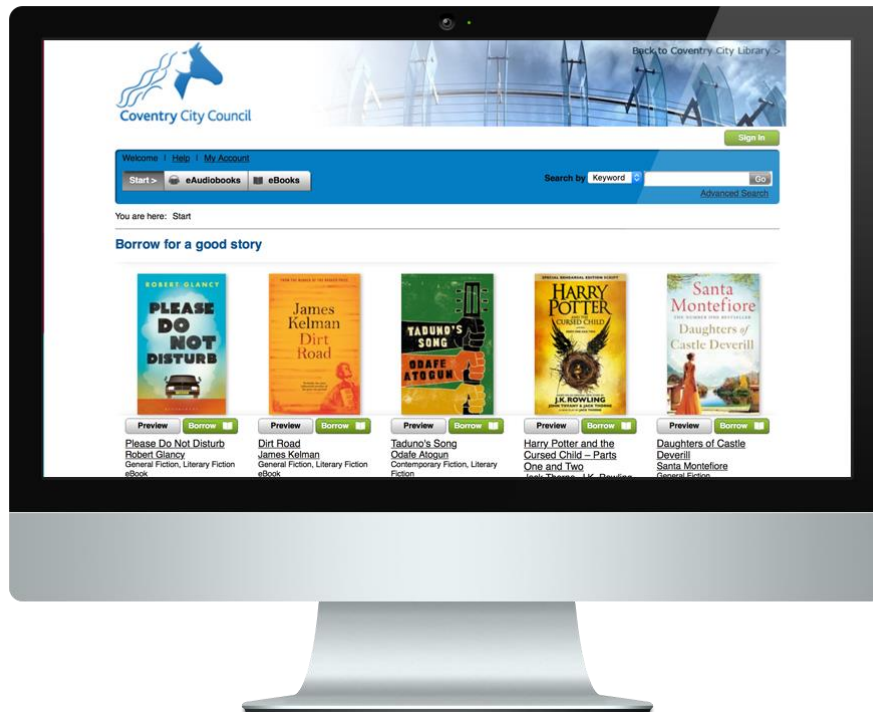

If choosing to **Search,** the search tool allows the user to search by any keyword, filter the results by format and is 'fuzzy logic' enabled (so the user can misspell or enter half author's names to search). The user can also click to filter out titles on loan by clicking on 'Available', making choosing an available title quicker and also filter by format. Search can be by any number of fields including title, author, ISBN, publisher, series, genre, subject, language or keyword.

When clicking onto any area within the app a 'back' button, at the top of the screen makes navigating the app simple and efficient.

BorrowBox Website

All the user needs to do is simply click on the link on the library website to gain access to library's whole BorrowBox collection.

The clearly laid out home page that the user sees, is personally merchandised by your content expert, who updates the page every week and highlights content that is pertinent to the authority or libraries nationally. The variable category headings showcase selections of content as instructed by the library and can be varied as often as required. This means the first glance of eBook and eAudio content is structured in a way that is relevant and appeals to the local user at the start of their journey**.**

Top level navigation on the home page is simple and it allows the user to select '**Help'**, '**My Account**', '**eBooks**' or '**eAudiobooks**'. All title presentations offer a one-click **'borrow'** or **'reserve'** function, without even having to go into the title, for maximum convenience to the user. In addition, the top navigation bar on every page offers a **'start'** button, which always returns the user to the home page, and access to the search engine.

Clicking on '**eAudiobooks**' or '**eBooks**' takes the user to the respective catalogues where the next navigation options are '**All/Adult/Young Adult/Children's**' and below that '**Featured Titles/New Releases/Top Downloads/New to Library/All Releases/More Categories/By Genre**', with the last two offering further browsing navigation and selection by a huge variety of genre, sub-genre catalogue options.

Simple search is by keyword, author, narrator or title, selected from a drop-down list. **Advanced search** launches the full search engine which allows search by ISBN, Publisher, Format, Audience, Category, Genre, Awards, Abridgement, Duration, Subject, Age group, Page Extent, Release Date, keyword and Language. Users can also select the sort order of search results.

At every stage titles are presented with **high resolution** thumbnail jacket illustrations, title, author, narrator (if eAudiobook), enhanced bibliographic information and availability.

The user can choose to click to **preview the title without downloading it** and is not required to register or sign-in in order to search, browse and preview any titles in the app or on the web service. Previews are typically around 10% of the eBook or eAudiobook.

o **Faster Borrowing**
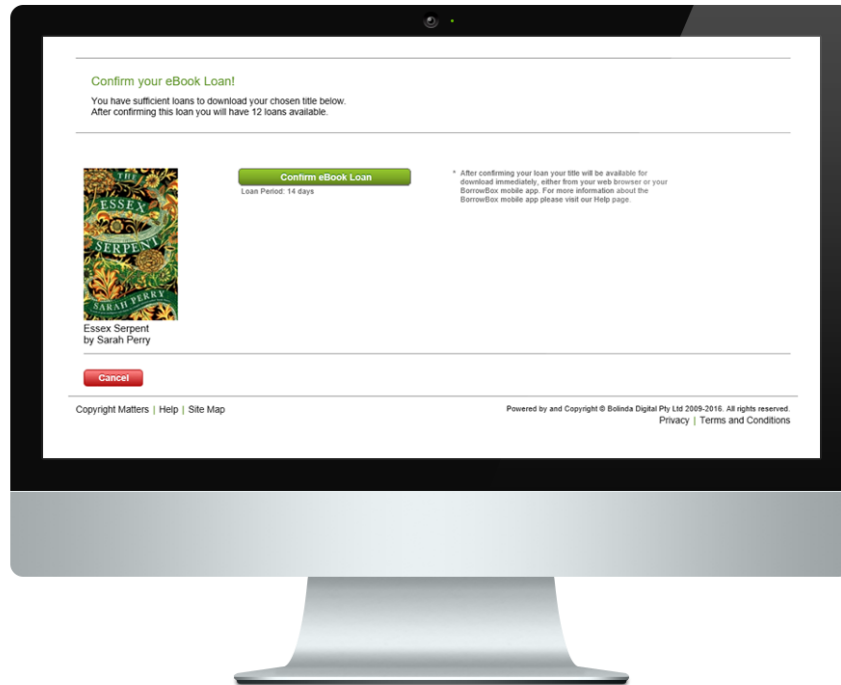
Borrowing on the BorrowBox App
BorrowBox has a **single click borrowing functionality** so now with just one click the user can borrow a title and then choose to 'Listen Now' or 'Keep Browsing'. If the user is downloading an eAudiobook and is not connected to Wi-Fi, a message will appear to warn the user at this point. If outside a Wi-Fi area, the user can choose to download individual chapters of the book as well as the entire book. The user can also continue to choose titles and search the app whilst a title is downloading or whilst they are listening. The borrowing process is simple, quick and straightforward.

There are no requirements for any additional software to read the eBooks or the eAudiobooks within the app. At the end of the loan period, the titles will self-return and be removed from the device unless they are renewed by the user.
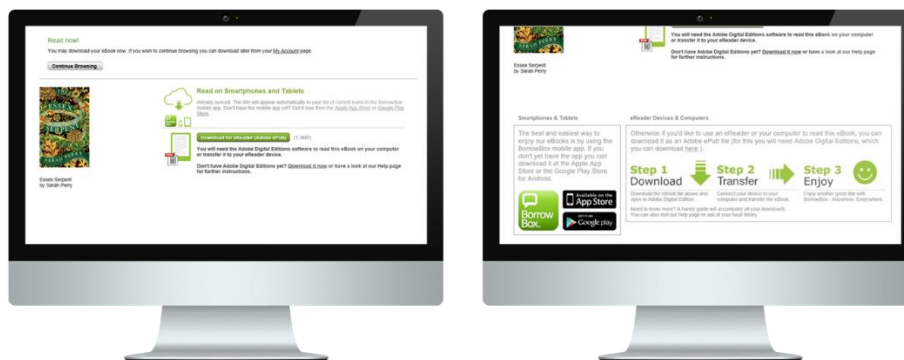
Borrowing on the BorrowBox Website or catalogue
Once chosen, borrowing a title is straightforward, completed in three clicks. Friendly and comprehensive instructions are provided throughout.
Once logged in, the user will then simply click to confirm their loan

And the book is then available for download with a single click.

Very clear instructions are provided on how to download the book on the download page.

eBook Download
All eBook files are supplied as **Adobe ePub files**; this means that comprehensive DRM is provided through Adobe Digital Editions. The managed links between BorrowBox and Adobe Digital Editions ensures that all publishers who support eLending are also confident in making their catalogues available on BorrowBox, maximising the choice available to borrowers.

If borrowing on a laptop or computer, the user will need to have Adobe Digital Editions on their device - just in case they do not already have this, a link is provided. The file will automatically open and the user can enjoy the title. High-res jacket images and full navigation are provided within the downloaded eBook. Downloading Adobe Digital Editions is the only software eBook users on the web service will require.

eAudiobook Download

eAudiobooks are loaned as **MP3 files** with proprietary Bolinda DRM software, which provides copy security without incurring any conflicts or user difficulties with either Apple, Android or Windows-powered devices. The MP3 format ensures that borrowers can save and copy files onto any Apple or Windows device and that they can listen to borrowed eAudiobooks on any MP3 player without any need for additional software or external validation service such as Adobe. They can download individual chapters of the book if they prefer and can save and delete chapters as they read.

At any point during the loan, the user can return or renew the title with one click. With both eBooks and eAudiobooks, at the end of the loan period, if the user chooses not to renew the title it will simply disappear if using the app - or otherwise it will deliver a message to delete the title from their reader or other device.

Key Elements of Functionality

- **Reserving titles**

BorrowBox has an easy to use and understandable reservation/hold process.
When browsing, the user can see at a glance which titles are available and which are on reserve and a date as to when they will become available. This is flagged clearly in orange with the title image.

Titles can be **reserved or renewed with a single click**. Both the web service and the apps show **clearly when the title will become available.**

An e-mail is sent as **immediate confirmation** of the reservation or hold, and then another **e-mail** is sent once the reserved title becomes available. If the book is returned early, the user will also get an **email notification** of this. The held title will then **automatically download** into their 'My Loans' screen, ready for the user to **enjoy immediately**. The whole reserve or holds service provides maximum communication with the end user at every stage of the process.

BorrowBox **extends the reserve process even further** than other solutions. If a user that has a book on loan and wants to renew it but someone else has already reserved it, the original user is **still able to renew it and the user with the title on reserve, will also receive the book.** This effectively **allows the library multiple copies** and is vital both from the perspective of managing the collection and more importantly, for maintaining a **good user experience.** No user will lose access to the book one page from the end!

- o **Returning/Renewing**

The whole return and renew/extension process on BorrowBox means the **lending periods are entirely flexible**.

Users can not only borrow a title with a single click, they can also **return titles at any point during their loan period with a single click**, ensuring maximum stock turn of your BorrowBox collection.

Users can also **renew their title at any point during their loan with a single click**. The total renewal limit is set by the library.

'Thanks for the early return option. This is great. As a quick reader I always felt I was holding up other readers' **User Feedback, Live Borders**

'This is a much better system thanks. Much easier to follow and find books. Also like the feature to extend the loan period. Well done'
– **BorrowBox User, Worcestershire Libraries**

- o **How libraries manage settings/loans**

We know that our BorrowBox libraries like to remain in control of their collection so the library can set a standard:

- **Default loan/download period**
- **Default loan/download entitlement for eBooks**
- **Default loan/download entitlement for eAudiobooks**
- **Default renewal limit**

These general settings can be instantly **changed by the library at any time**, allowing the library to control their collection and its usage. There is **no charge** for this at any time. Loans periods are completely flexible.

For users that may require unusual usage – such as teachers or reading groups, perhaps requiring more than the standard number of titles at one time – **individual, bespoke loaning conditions** can be easily set up for them. This ensures that the user is happy and that collection management is at the library staff's fingertips.
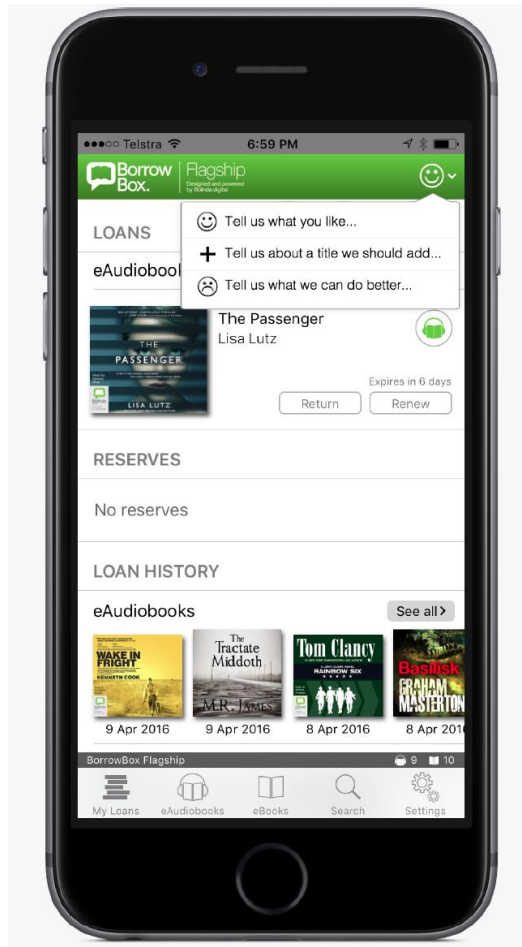
Being able to **adapt their general loan settings at any time** can be extremely useful to libraries – for example, when Lancashire first went live with BorrowBox they had such a huge amount of users access the service that they adjusted the loan period to a week as a temporary measure whilst they added new content.

The content team can advise on loan settings and suggest any adjustments at any time.

- o **Requests and Recommendations**

For customers wishing to **recommend or request titles**, the **User Feedback** section of the BorrowBox settings provides the perfect way to communicate their suggestions and lots of space to do it! All feedback requests come through to our customer support team, who will forward the request onto the library to decide whether or not they would like to order the tile.

We are shortly launching an *even quicker* way to recommend titles and to provide feedback – please see a screen shot of this new functionality in action below.

As part of this new feature, if a user searches for a title and it's not within the collection, there is the option to request the title with a single click! Again this will come through to the customer service team who will flag this to the library.

BorrowBox also has a 'Tell a Friend' option on the website and the 'Share' functionality on the app to recommend a title to a friend.

Once the library decides they'd like to choose the title, the title can go live in the collection and we would email the user to confirm the title is available. They can then decide if they would like to download the title, offering **maximum flexibility to the end user** and the best user experience.
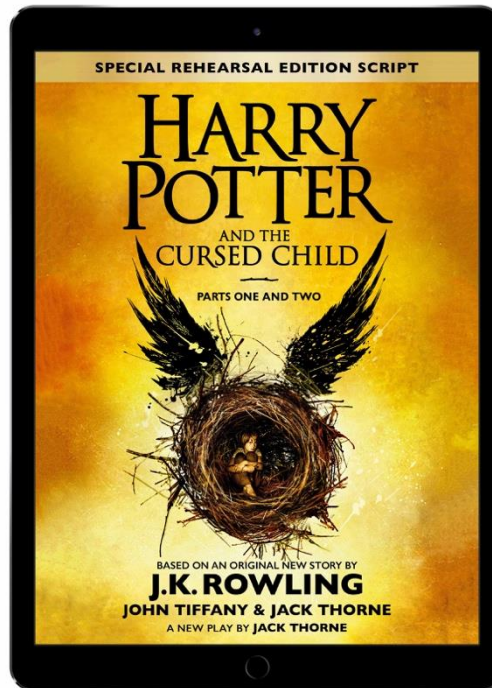
- o **Communication with users throughout their journey**

Service users receive email notifications at every key point throughout their use of the solution. BorrowBox communicates with service users at every stage of their loan so that queries raised are minimal. When loaning a title the service user will get an email confirming the loan. This provides them with a range of information including; loan dates, loans remaining and a reminder of the facility to return the item sooner. When the loan

period is ending, the service user will get another email letting them know and a further email once the loan period has expired. Again, help options and account login reminders are also present to ensure the user experience is paramount.

- o **<u>Enhanced Information for service users</u>**

BorrowBox ensures premium title information for the user.

Not only are the jacket images high resolution, but they are all the UK jackets – important when a user is familiar with the print copy.

The **metadata or blurb provided on BorrowBox is enhanced** by our content team. UK reviews, awards, running time, back cover copy – all are added so your user has the best information from which to make their choice. As well as providing this additional data, the user can click through to more information about the author, narrator and the author's website, making choosing books a pleasure.

The catalogue screen also enables the user to access a *preview of the title in both formats, without downloading the title.*

Users can also **read biographies of the author** and **visit their website**, all without leaving the app. This will open *within* **the BorrowBox app itself** rather than opening new windows - this is important to usability as opening up a webpage will take the user away from the app and disrupt the user journey.

Helpfully, clicking on a title also shows the **full detail of the title** and **more titles by the same author/narrator/genre** as recommendations for reading next.

All electronic book covers and metadata are supplied in the MARC21 catalogue records and can also be supplied electronically in any format the library required.
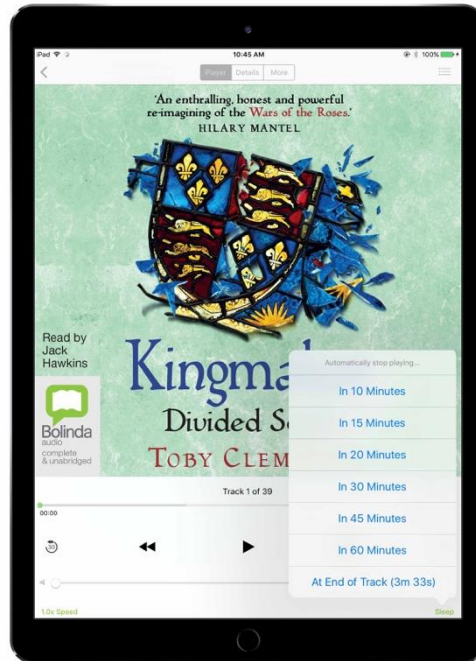
- ○ **Efficient and User-friendly Downloads**

BorrowBox users can download and read eBooks and eAudiobooks offline. Download speed is paramount to a good user experience. BorrowBox eBook files are Cloud-stored on servers around the world, ensuring that optimum download bandwidth is always available to borrowers and that download speeds are only ever limited by the speed of borrowers' own local connections to the internet. BorrowBox will always exceed a minimum of at least 128kbps download speed unless a borrower's internet connection cannot support it.

BorrowBox will automatically pause and restart downloads when internet connectivity is lost. By default the BorrowBox apps will not permit downloads over mobile networks; the borrower must intentionally enable this facility – thus ensuring that borrowers cannot unknowingly incur data charges by using BorrowBox. The 'Automatic downloads' function can be set by borrowers to automatically download all borrowed items whenever Wi-Fi is available. ***If the user attempts to download a title and are not in a Wi-Fi area an automatic data usage warning will pop up to remind them they will be using data if they continue.*** This feature is particularly useful for new users or those less comfortable with digital solutions.

A Market Leading eAudiobook Player – Offering the best customer service and user experience available for listening to eAudiobooks

- **Flexible download** by chapter/whole book – meaning that the user can choose to **download a chapter at a time if not on a Wi-Fi network, or download the whole book.** The user can also listen to the book, whilst it is still downloading. **This functionality delivers the best possible, consistent user experience**
- **Tracks can be deleted** - to minimise memory use and help storage
- **Sleep function with timer** - the 'sleep timer' function means that the user can activate and set the audiobook player to stop after a set period of time or at the end of the chapter. Particularly useful for children's bedtimes, the audio simply fades out at the end of the set time
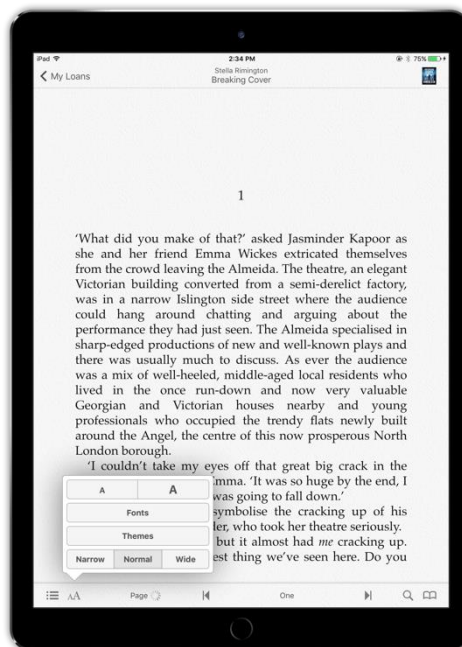
- **Speed up/slow down** from 0.5x – 2.0x normal speed – visually impaired users tend to listen faster, so they find this functionality particularly useful
- **Jump back/forward 30 seconds** – useful when the user has become momentarily distracted
- **Skip forward/back a chapter** - users can also use the scrollbar to move throughout the book
- **Live play/pause**
- Navigation **by** chapter headings
- Running time/time left indicator
- The ability **to** browse, borrow and download **all without interrupting the reading of the book**
- Borrow and download the title with just one click

The Market Leading eReader – Offering the best customer service and user experience available for reading eBooks

The eReader is simple to use, with bold, clear navigation and useful features to enhance the user's experience. Key features include:

- **Borrow and download with one click**
- **Integrated dictionary** – simply highlight a word to activate
- **Text search** – tap the spyglass to search for every reference to a particular character or place. This is especially useful when using travel guides or long reference books
- Click to **change font type and size.** The user can increase/decrease the size of the font by clicking on the options or by pinching the screen. The types of fonts available depend on the device used

- Change **background theme** – changing to a sepia background is particularly useful for dyslexic users and there is now a dyslexic font option
- Change **margin size** – again this is useful for dyslexic users – to minimise the number of words on the page
- **Bookmark** – simply click the top of the page to 'fold it over' and click the open book to bring up all the bookmarked pages
- **Skip to chapters** or select reading point by using the scroll bar
- **High resolution graphics** when 'turning' the page or 'closing' the book, make using the ebook reader even more enjoyable
- **Page count** that updates if font size is changed
- All settings that are amended in terms of font preferences and margins are then **automatically applied to future loans**, enabling the user to view in their preferred format without having to continually set the preferences
- Users can also listen to an eAudiobook whilst simultaneously following the text of the book on the eReader