# Content Discovery Ecosystem

## Keys

* Keep the interface simple
* Needs to have an app version (could be version 2)
* Customizable by the user
  + Colors
  + Content
  + Search display
* Should user be prompted for customization right away?
* If it is VuFind, don’t lose the focus
  + Cut siloing
  + User experience
  + Modernize user interface
  + Spotify feel / iTunes feel
* If VuFind can we get grant money?
* Serve the long tail of content that the library owns to users based on the block busters
* Puts both historic and contemporary data next to each other

## Starting Point

* Start from scratch
* Start from VuFind
* Migrate VuFind to new vision

## End Goals

* Users find materials they wouldn’t before
* Usage of entire collection goes up
* User looks at library as a starting point for content
* Library as content creator / aggregator
* Curate a more active relationship with patrons

## Architecture

* Administration of Content
* Content Server
  + with enough space for local content
  + Content Management Software – Fedora or Islandora also Content DM, dspace, ADR
  + Possibly Amazon Cloud
  + Possibly Colorado Alliance Server (ADR)?
  + Need enough bandwidth to stream music/video
  + Prefer Vimeo/YouTube for video?
  + Will power be an issue?
  + Need to determine how quickly data will scale
* 3rd party content servers
  + eVoke
  + Jemendo
  + OverDrive
  + Hoopla
  + Ebsco?
* Discovery Layer (VuFind or New)
* Cataloging of Content (Sierra or Digital Repository)
  + MARC
  + XML
  + Dublin Core
  + Other

## Key Functionality

* Upload media to content server
* View/Stream all media types while online (pictures, music, video, documents (epub/pdf/text))
* Download media for offline usage as long as they can’t redistribute (HTML 5 data storage)
* View all media types while offline
* Creator content (Linked Open Data?)
  + Expanded from author page with more information than just Wikipedia
  + Links to websites
  + Biography
  + Contact info
  + Video interviews for some
  + Pictures
  + RSS feed/notifications when content is added
  + Find similar creators
  + Login for creator to add/update content
  + Library review/approve creator changes?
  + API to share creator data with other libraries.
  + Site to create/update creator data should be separate from Discovery layer.
* Library Guided Programming
  + Create program description, image, etc.
  + Add content to program
  + Publish programming to home page, as separate page within site, as blog, as newsletter
  + RSS feed/notifications when content is added
  + Related programs
  + Choose who to make the program available to – all libraries, specific libraries, specific patrons, private
* Events Calendar
  + Add event to calendar with enough metadata to find with search
  + Need to be able to go across days
  + Search events
  + Find events related to a specific subject
  + RSS feed/notifications when relevant events are added (Don’t tell me about new story times unless I’m interested in them).
  + Events for creators
  + Send to calendar
  + Choose who to make the event available to – all libraries, specific libraries
* Personalization
  + Choose what formats I use (books, pictures, movies, ebooks, audiobooks, etc)
  + Choose what subjects I like / don’t like
  + Choose if I want to see text results/image results by default
  + Choose color scheme within reason
  + Choose search style (google/advanced by default)
  + Set favorite authors
* Tracking & Data mining
  + Usage of media
  + Usage of library guided programming
  + Usage of content within library guided programming
  + Visits to Creator pages
  + Visits to event pages
* Personalized Relevance
  + Track searches and page views by patron
  + Learn what subjects, genres, etc. are of interest to users based on what they view and search for, and possibly with reading history
* Related Searches?
* Interactive Play Lists
  + Determine who to share with
  + Determine who can edit

## Key Steps

* Verify Legality of storing patron data, what disclaimers and agreements are needed.
* Design updated user interface
  + Collaborate with Dave
  + Usability Studies
* Pick a new name
* Determine Hardware / Network Needs
  + Is there a server we can/should repurpose for Content Server
  + Do we need increased bandwidth from Marmot
  + How many servers do we need
* Setup Content Server
  + Determine if we need a new server
  + Install Content Management Software
  + Update Network and Firewall as needed
* Setup process for Publishers to send us data
* Determine a focus for initial content
  + Unique/vanishing cultural assets of library community
  + Wild horses
  + Cattle Drives
  + Wineries
  + Agriculture
  + Western History
  + Wildlife
* Document standards for cataloging
  + Do we need an app or website to help build MARC records
* Document procedures to add content
* Start adding content to content server
* Make available as app so we can use either as an app or as a website
  + Register to deploy to iTunes and Android Play Store
  + Wrap VuFind with PhoneGap or similar
* Coding changes to implement new functionality
* Theming of new interface
* Local customization of interface
* Create initial programming for launch
* Document so other states/libraries can replicate what we have done (preferably without assistance)

## Building/Loading Content

* Could purchase equipment for Marmot and then digitize and catalog centrally
* DPL also has equipment available that could be used
* Is it worth curating content from YouTube
* Geolocation of content

## Potential Content this year

* 10-20 Feature Length Videos
* 10-20 Short Homegrown Videos
* Music 500k – using Jemendo free content
* 100-250 Photos/Art Images
* Capstone class content (CMC)

## IMLS Criteria

* Meet the goals of NLG/Museums in category submitted
* Poised for successful implementation
* If funded will it achieve intended results

# Grant?

* Purchase Scanners/Harrdware
* Setup Content Server & Process
* Digitize & Catalog content for Colorado History that meets K-12 standards
  + Oral Histories (Western, Garfield)
  + Documents (Pitkin, Aspen Schools, Bud, Vail, CCU, CMC)
  + Photographs (Englewood, Mesa, Western)
* Send documents to central location for digitization and cataloging
* Make a version of VuFind available across the state without a need for barcodes. I.e. colohistory.marmot.org

# Names

* Taproot
* Sphere
* Ecosphere