# 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