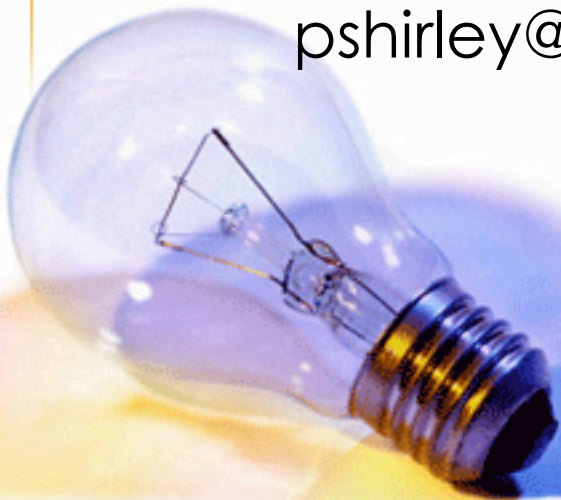


# DIY Featured Lists & Rotating Book Cover Widget

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# DIY Featured Lists





## **Before: WebPAC Featured Lists**

- On-Order Titles (8 categories)
- New DVDs (Adult)
- New Children's DVDs
- All DVDs (Adult)
- All Children's DVDs
- Updated nightly by Expect scripts



## Issues

- Limited number of review files
- Wanted to add many more lists
- Some lists too large to browse



## Solutions

- DVD lists: “Canned” searches  
[cuyahogafallslibrary.org/content/dvds](http://cuyahogafallslibrary.org/content/dvds)  
[cuyahogafallslibrary.org/content/dvds-kids](http://cuyahogafallslibrary.org/content/dvds-kids)
- Other lists: DIY



## DIY Lists

- Recently-Ordered (11 categories)
- Recently-Added (46)
- Most popular right now (46)
- Most popular this year (46)



## Why Add These Lists

- New web site
- Do more to promote the collection
- “Books & More”
- Description of each collection
- Online resources



## What They Are

- Pages on our web site\*
- Updated nightly, automatically
- Expect scripts: dedicated PC, create lists
- Perl scripts: web server, refine, make web pages
- OPLIN Webkit “includes” these





# What They Look Like

[Home](#) » [Books & More](#) » [Recently-Ordered Titles](#)

## Recently-Ordered DVDs

Click on the titles below to search the catalog

1.

**Bill Moyers.**

Date Ordered: September 14, 2011

2.



**36th precinct.**

Date Ordered: September 14, 2011

3.



**Cameraman the life and work of Jack Cardiff.**

Date Ordered: September 14, 2011

4.



**The road to Coronation Street.**

Date Ordered: September 14, 2011



## What They Look Like

- Cover image
- Author
- Title
- (Date added or ordered)
- Click title or image
  - WebPAC record
  - New tab



## Recently-Ordered & Added

- Recently-Ordered (11)
  - Unsuppressed, "on order" status
  - Sort by order date, keep top 100
- Recently-Added (46)
  - Unsuppressed
  - Sort by CAT DATE, keep Top 50



## Most Popular Now

- 46 Categories
- Unsuppressed bibs
- Popularity = # of current holds + # of items currently checked out
- Sort by popularity (sub-sort by YTD popularity), keep top 50



## Most Popular YTD

- 46 Categories
- Unsuppressed bibs
- YTD Popularity = total of YTDCIRC in all items on the bib
- Sort by YTD popularity (sub-sort by current popularity), keep top 50



## Techie Notes

- The Perl script creates an image link only if Syndetics has an image for the title.
- Scripts will be in the IUG Clearinghouse.



## Web Stats

- Google Analytics
- Jan 13 - Sept 7, 2011 (8 months)
- #1: Recently-Ordered DVDs



## Top Page Views, Recently-Ordered

- DVDs **4,966**
- Fiction **2,647**
- Nonfiction **1,111**
- CDs **825**
- Kids **332**





## Top Page Views, Recently-Added

- Kids DVDs **131**
- Teen Books **94**
- Biographies **82**
- Teen Graphic Novels **36**
- Manga **35**



## Top Page Views, Most Popular Now

- DVDs, Feature **740**
- Fiction **423**
- Nonfiction **185**
- Audiobooks **170**
- DVDs, TV **160**



## Top Page Views, Most Popular YTD

- DVDs, Feature **329**
- Fiction **229**
- Audiobooks **143**
- Nonfiction **135**
- DVDs, TV **132**



## Possible Improvements

- Multiple pages
- Alerts (RSS feeds, email, or social media)
- Sorting
- Real-time item status using MAJAX
- Live buttons for request



## More Possible Improvements

- Links to IMDB and other places
- More Syndetics content
- Doing this within the catalog with built-in tools for searching and narrowing

# DIY Rotating Book Cover Widget





## Free Widgets from Bookletters

- Limited lists available
- First cover
  - Click to go to list
- Carousel widget
  - No link to list or catalog



## Premium Widgets from Bookletters

- Rotating or fading covers
- Vertical or horizontal scroll
- Click: Go to list
- Mouseover: Name of list





## Our Widget: Function

- On library home page, teen home page, & kids home page
- Rotating covers
- Mouseover stops rotation and displays title
- Click opens the record in the WebPAC (new tab)



## Title Selection

- Top \_\_ titles from certain “most popular right now” lists
- Medium-sized Syndetics cover
- Does not include titles for which no cover image is available



## How They're Created

- Perl scripts on web server
- Pull top titles from lists
- Check for cover image
- Create special HTML files



## Rotation

- “Rotate Image” Javascript
- Licensed from Dynamic Web Coding for \$25
- [dyn-web.com](http://dyn-web.com)



## Techie Note: Hosted Web Site

- Library server hosts HTML pages created by script
- Library server hosts JS pages that call these
- Pages on our OPLIN Webkit site “include” these JS files



## Possible Improvements: Include

- Recently-Ordered
- Recently-Added
- New, popular titles
- Staff favorites
- Vary the titles that display



## Other Options

- Header to tell you what these are
- A widget that corresponded exactly to a list
- Other widgets, other pages
- Staff interface to add titles



## Advantages

- Cost: \$25
- Automatically updated every night
- Based on data in the library's catalog
- Mouseover for title
- Click for WebPAC record
- Link into WebPAC nearly perfect





## **“Screensaver” on Catalog PCs**

- Not a screensaver
- Promote the collection
- After inactivity timeout
- Special widget in a Javascript box
- Same mouseover & click functions
- Close to return to catalog




# Screenshot

Library Catalog


Most Popular Close

[Go to Library Catalog](#)



DVDs  
[Recently-](#)  
[Recently-](#)

encore



[My Account](#)  
[Classic Catalog](#)  
[Research Databases](#)



## Other

- Not implemented yet
- Special lists for these widgets
- Kids titles in kids dept, AV in AV, etc



## The Pages

- [www2.cuyahogafallslibrary.org/iii/catalog-new-1.php](http://www2.cuyahogafallslibrary.org/iii/catalog-new-1.php)
  - Times out to next page
- [www2.cuyahogafallslibrary.org/iii/catalog-new-2.php](http://www2.cuyahogafallslibrary.org/iii/catalog-new-2.php)
  - Onload displays widget
  - Times out and reloads



## GreyBox

- Open a web page in a “lightbox”
- Free; Orango Labs
- [orango.com/labs/GreyBox/](http://orango.com/labs/GreyBox/)
- 11 files on your web server
  - 3 JS      1 CSS
  - 1 HTML 6 GIF



## Questions?

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