

**RMG VISION STATEMENT FOR DELIVERY OF PUBLIC LIBRARY SERVICES AND
p- AND e- AND MULTIMEDIA CONTENT TO MOBILE USERS**

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The Situation:

Karim – a father with a family of four (wife Joan, Karim Jr. and his little sister Heather) -- is commuting home (bus, train, car, etc.) and calls the public library. The Library's Automated Suzy (an answering system that recognizes callers' phone numbers and has a knowledge base about Karim and each person in his family, including personal profiles and preferences -- personalizations) answers, and the dialogue proceeds as follows. At some point Automated Suzy hands off to Person Suzy.

The Service:

Suzy: Hi Karim! I see that Joan picked up the books last Thursday that you asked me to put on hold for Heather at your local Branch Library.

Were they OK?

Karim: Hi Suzy. Yeah, that worked just fine. Thanks!

Suzy: How may I help you today?

Karim: I'm just on the way home and wanted to see what you can do for us next Saturday.

Joan and I are going to start meeting with Karim Jr. and Heather every Saturday to talk about their schoolwork. We're planning to do this once or twice a week from now on – but at least every Saturday or Sunday.

Karim Jr. and his classmates are studying China this term, and Joan and I hope that the Library can provide some video downloads for us on Saturday afternoon between 2 and 4 pm that we can watch together as a family. We want to have a chance to talk about it together.

Suzy: Yes Karim, let me see what we can do. How about this.

We've got a 25-minute video on "China for the last 5,000 Years" that we can reserve for you to download at 2:15pm on Saturday. It's in English, and is rated for 6-K, which should be OK for Karim Jr. and has content suitable for Heather – she's 7, right?

Karim: Yeah, Heather's 7 – this sounds good.

Suzy: Would you like me to reserve this for you?

Karim: Yes, Suzy, that'd be great!

Suzy: OK! It's reserved for you for download to your home computer or TV at 2:15pm on Saturday.

You can find reviews about it through the Library's online catalog – along with comments by parents and kids.

You'll need to go online to WWW.Library and put in your PIN.

OK?

Karim: Great!

Suzy: And we've got some print and e-books and audio downloads that might be good too.

We've just gotten a printed Picture Book of Shanghai that came in last week. I can put that on reserve for you to pick up.

Or we can deliver it you at home – there'd be a \$15 charge for that.

Which would you prefer?

Karim: Putting it on reserve sounds good, Suzy. When can we pick it up?

Suzy: I'll text and email you when it arrives at your Branch – we're targeting within 2 days.
After that we'll hold it for you for one day.
By the way, do you know that your Branch now has 7x24 self-service kiosk for you pick-up reserved materials? It's just outside the Library door – you'll need to have your library card to access your materials.

Karim: Thanks, Suzy. I'm sure one of us will be able to get to the Library in time.

Suzy: What about e-books and audio downloads? We have 2 new e-books on China that you can download, and an audio about Chinese New year celebrations.

Karim: Wow Suzy!
This is OK for now. I'll check on them later.

Suzy: OK. But I need to let you know that you can check out e-readers and MP3 players for Karim Jr. and Heather to use at home. Do you want to talk about this now, or check on this later.

Karim: No. Not now. I'll check on them later.

Suzy: Guess what!
We've got a program at 3:00pm next Sunday at the Main Library on "Beijing and the 2008 Olympics."
It's got speakers in both English and Chinese, 30 minutes of video, and there are e-books that you can download anytime, plus a selection of printed books, DVDs, and audios that can be listened to in the library or checked out.
Do you want me to make a reservation for all 4 of you at the program?

Karim: Yes, Suzy. Wow!

Suzy: I'll text and email confirmations to each of you, and email descriptions of the program.

Karim: Thanks, Suzy. Wow! This new service is really working for us! It's incredible!

Suzy: And I've noted your interest in new books and videos and programs on China, so both Karim Jr. and you will get alerts now on anything new that comes in to the Library – including the availability of new e-books.
We'll text and email you, and you'll get RSS feeds on the latest arrivals when you or any of the family log-in to WWW.Library.
Karim, is there anything else you would like for now?

Karim: No, Suzy. This is fine for now. Wow! Thanks! This is working out great!

Suzy: OK, Karim. I hope the Chinese program at the Main Libbrary --- and all the e-books, print books, videos, and audios that we've lined up work out well for you and the family!

Karim: Thanks again, Suzy!