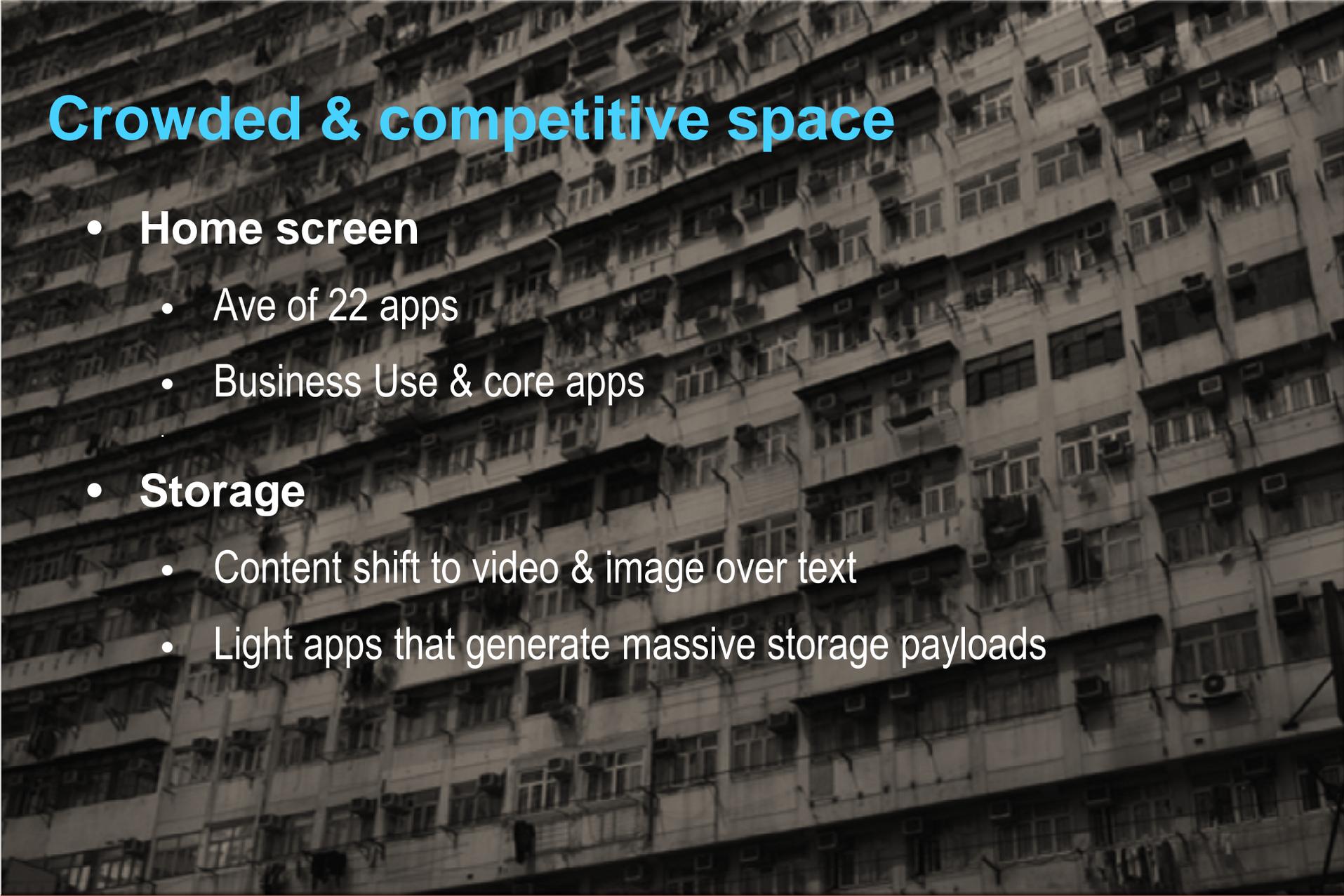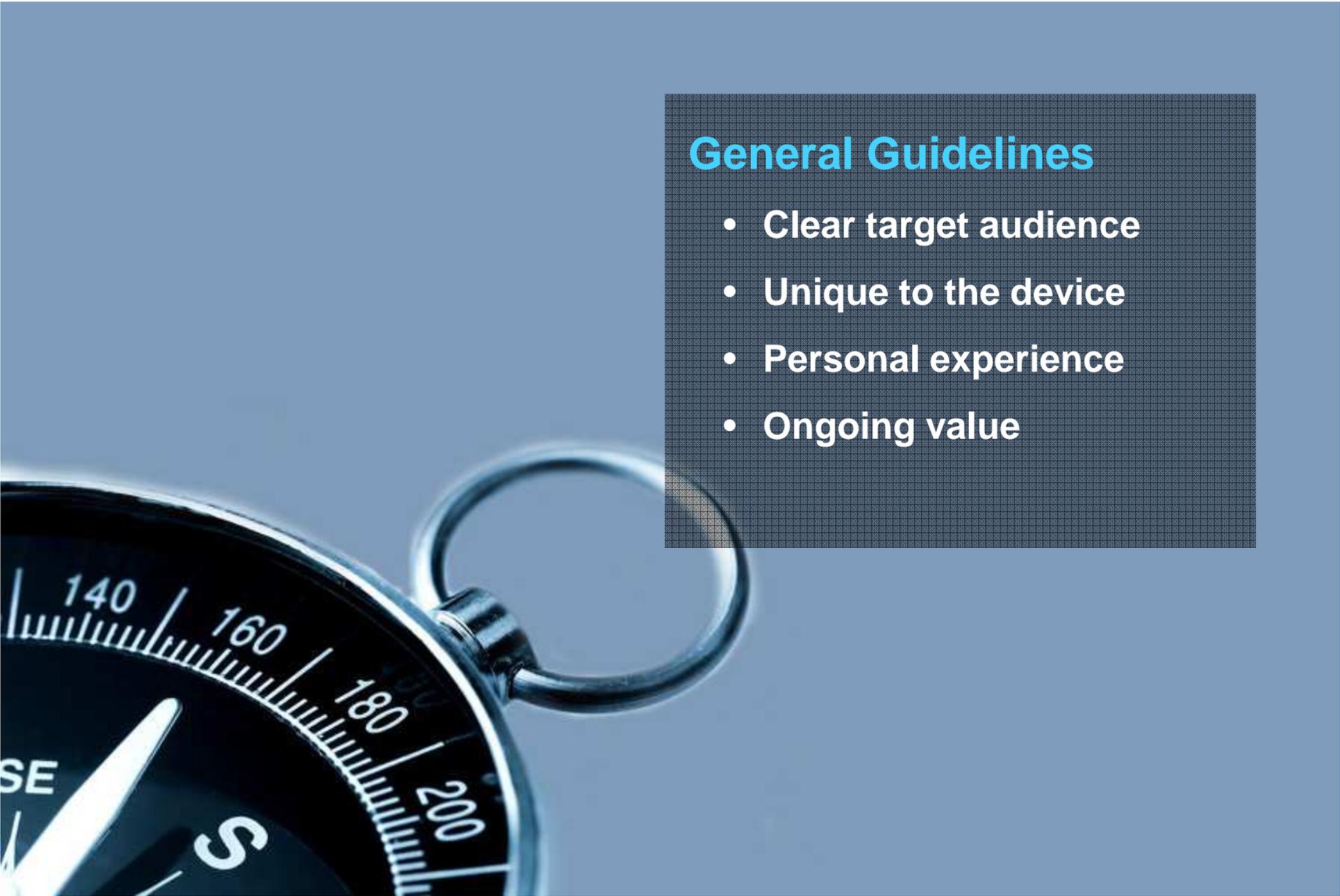**State Library**
of Victoria

Mobile Apps @ the library

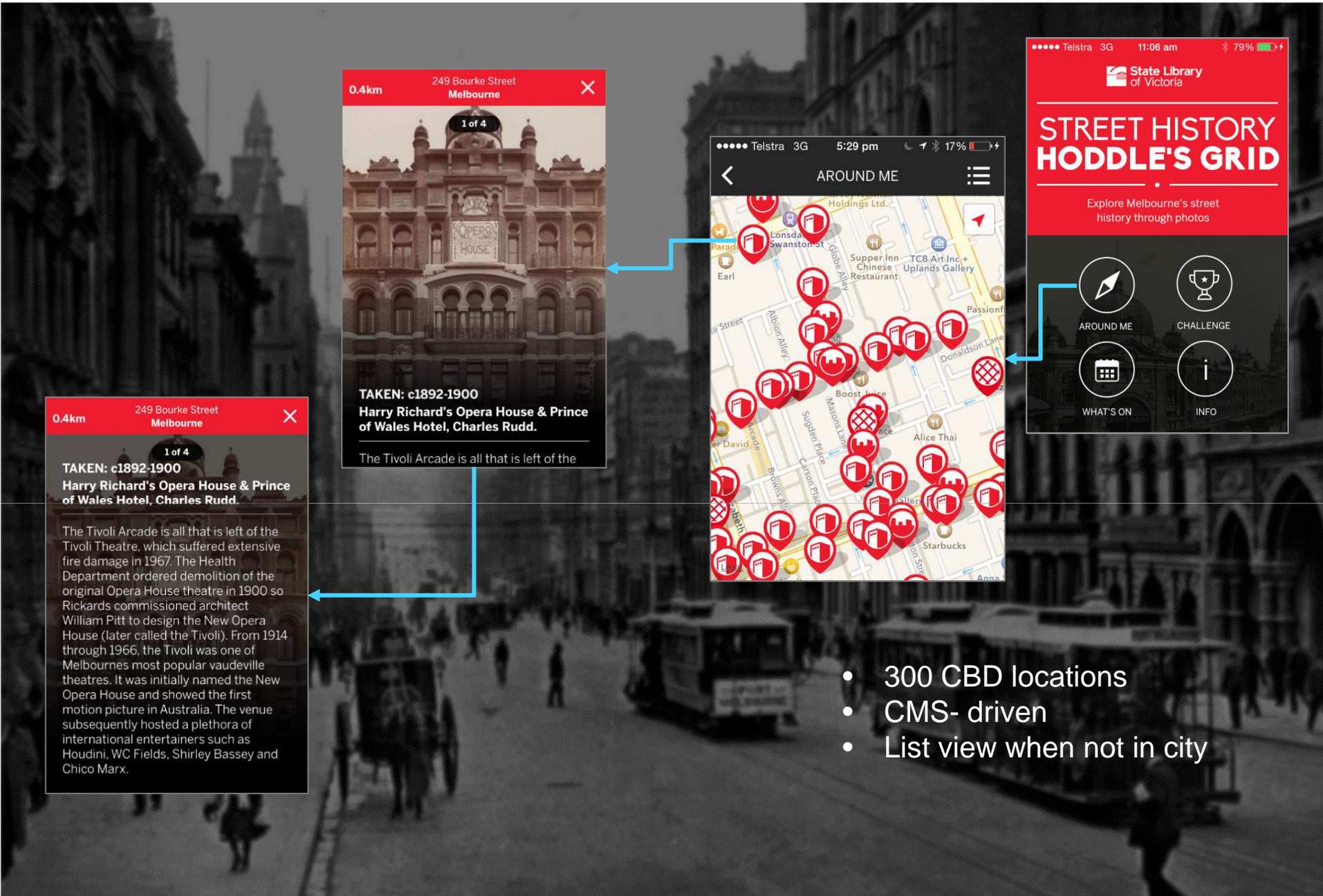Date: Sept 2014 1.0

Crowded & competitive space

- **Home screen**

  - Ave of 22 apps

  - Business Use & core apps

- **Storage**

  - Content shift to video & image over text

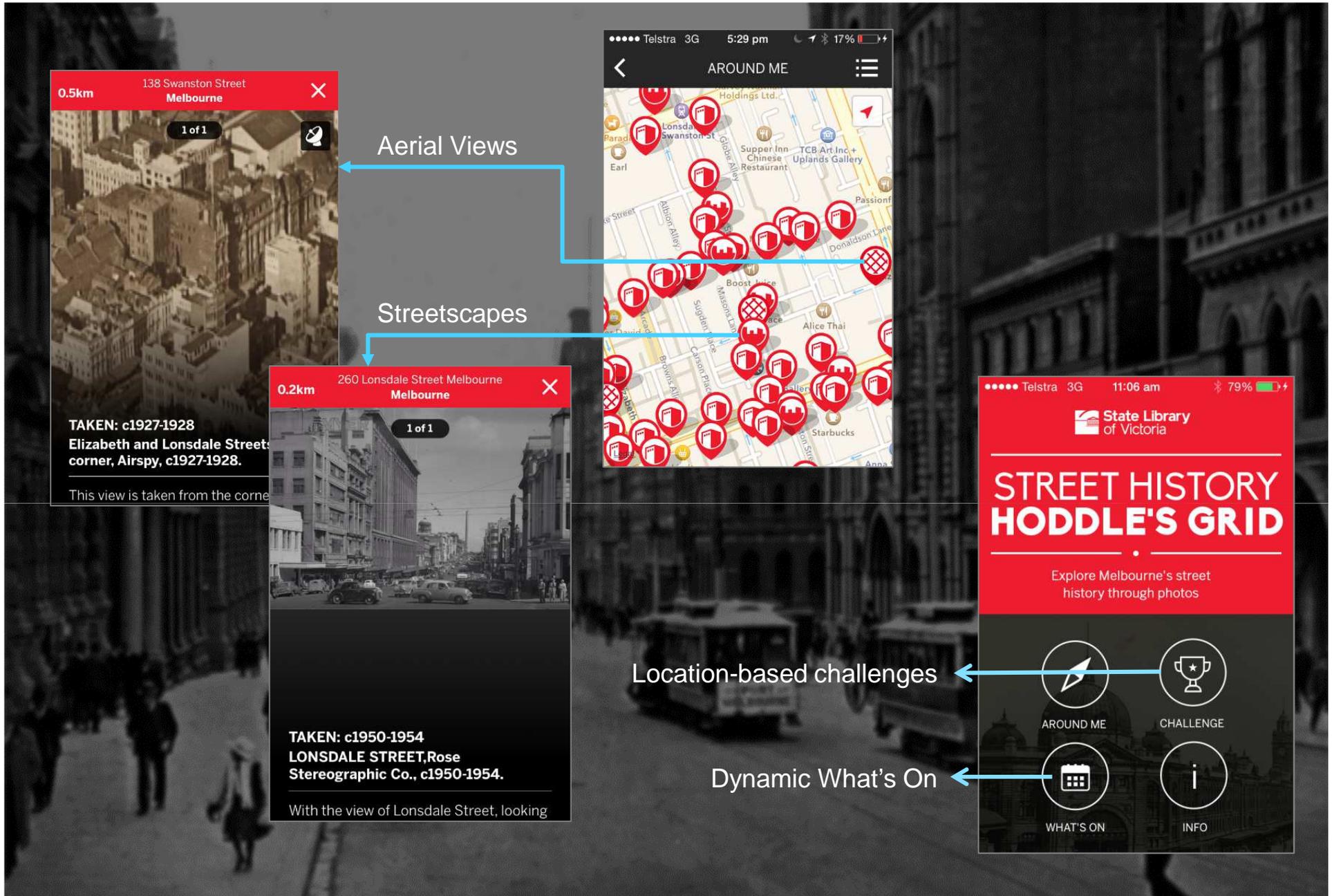 - Light apps that generate massive storage payloads

State Library of Victoria

General Guidelines

- **Clear target audience**

- **Unique to the device**

- **Personal experience**

- **Ongoing value**

- 300 CBD locations
- CMS- driven
- List view when not in city

Aerial Views

Streetscapes

Location-based challenges

Dynamic What's On

Initial Results

- **Strong launch day editorial coverage**

  - 3AW, ABC Online, SBS, Crickey, Daily Mail (Aust)

- **4,700 downloads within the first 2 weeks**

- **Significant increase in mobile traffic to SLV website**

- **4-5% increase in photo catalogue searches**