







Teardown Value Analysis - Library Apps

Libby, OverDrive, Hoopla, Kanopy



Content Overview

Cases Teardown

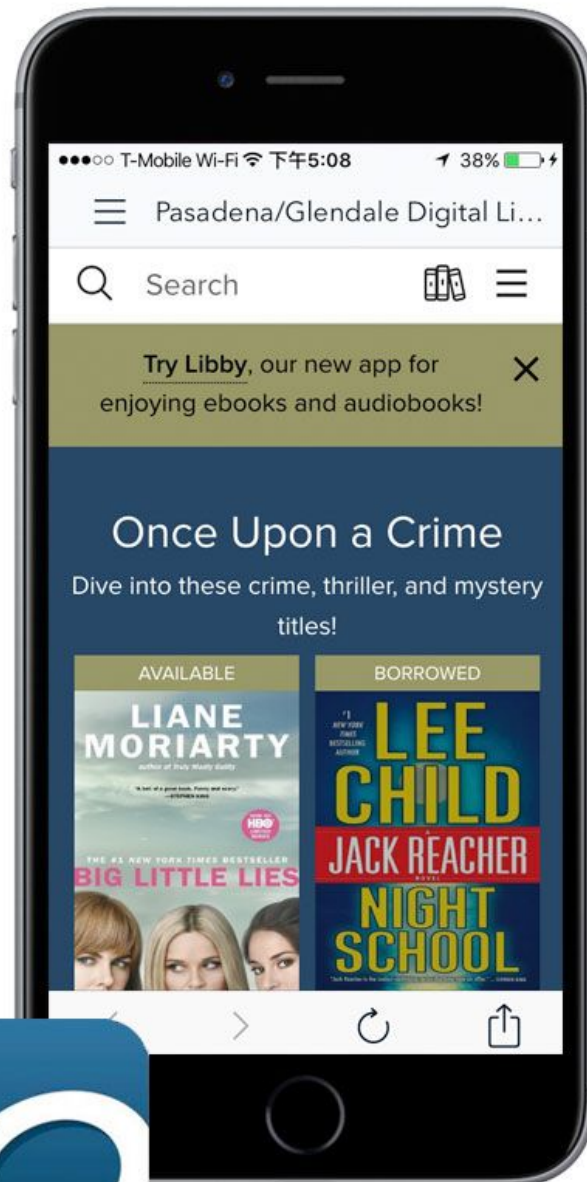
-  OverDrive
-  Libby
-  Hoopla
-  Kanopy

Major Takeaways

- Onboarding
- Content Variety
- Content Browsing
- Reader & Player

libby
OverDrive
hoopla
kanopy

OverDrive Overview



Publisher / Developer:
OverDrive, Inc.

One sentence Description:

OverDrive is a free service offered by your library or school that lets you borrow digital content (like eBooks and audiobooks) anytime, anywhere. Every OverDrive collection is slightly different because each library or school picks the digital content they want for their users.

Platform:

Desktop (website), Android, iOS, and Windows 8 mobile devices.

Available Content/media:

eBooks, audiobooks, stream video.

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Libby Overview



Publisher / Developer:
OverDrive Inc

One sentence Description:
Libby is a new app released by OverDrive. It has the same collection of titles as the OverDrive app - it's just a different way to access the same digital library collection. Libby is a fast and attractive digital browsing experience.

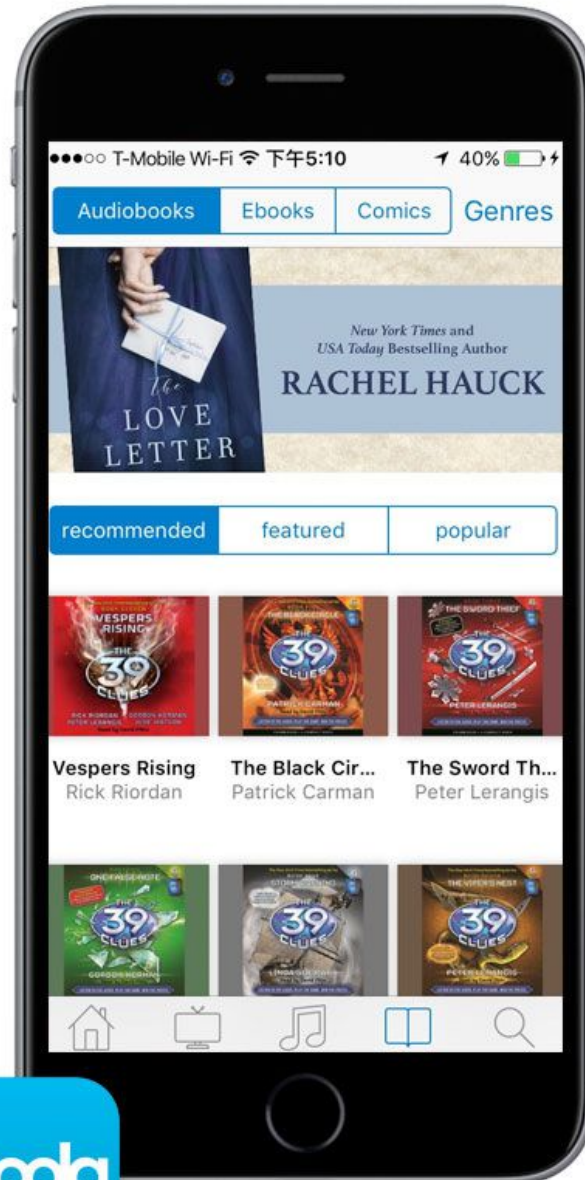
Platform:
Android, iOS, and Windows 8 mobile devices.

Available Content/media:
eBooks, audiobooks, stream video.



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Hoopla Overview



Publisher / Developer:
Midwest Tape, LLC

One sentence Description:

Hoopla Digital is a web and mobile (iOS/Android) platform that provides a wide range of digital content (audiobooks, movies, music, ebooks, comics, and TV). hoopla allows library patrons to download or stream media content free of charge.

Platform:

Desktop (website), Android, iOS, and Windows 8 mobile devices, Apple TV, Android TV, Fire TV.

Available Content:

Movies, TVs, Music, eBooks, Audiobooks, Comics.



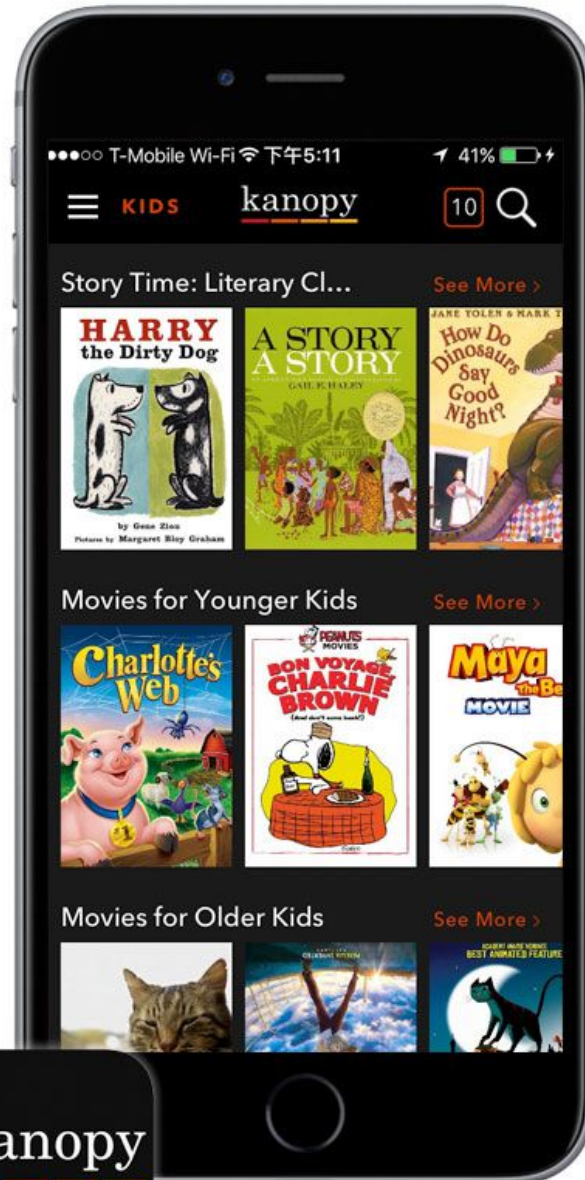
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Kanopy Overview



















































































Publisher / Developer:
Thoughtful Entertainment

One sentence Description:
Kanopy is an on-demand streaming video service for public libraries and educational institutions that provides library patrons, students, and faculty access to a large collection of films.

Platform:
iOS and Android mobile devices, Desktops (websites), Roku TV.

Available Content:
Movies and films.

				
Onboarding Experience	  	  	     	
 No App Account Required		 		
 Nearby Library Search				
 Search Library on Map				
 Onboarding Direction & Explanation				
 Library eCard Assistance				
 Browsing w/o Library Card				
Content Browsing Experience				
 Quick Access for Category & Genre			 	
 Featured, Popular, Recommend, Collections.				
 Quick Switch for Media Formats				
 Personal Favorites and interests setting				
 Related Titles				
 Filter & Sort-by Tool				
Reading and Watching Experience				
 In Book Search		 		
 Reading Settings				
 Ratings and Feedback				
 Offline Reading & Watching				
 Quick Resume				
 Sample Preview				

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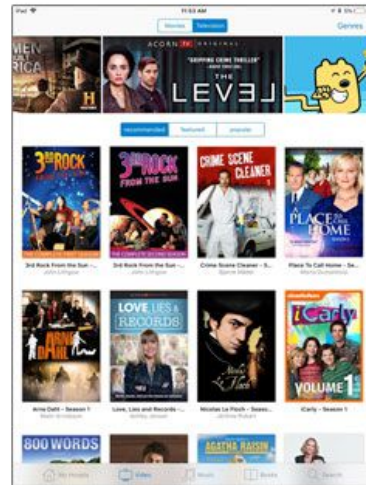
Comparison Chart - Content Variety

Hoopla app covers most types of media that are offered by libraries

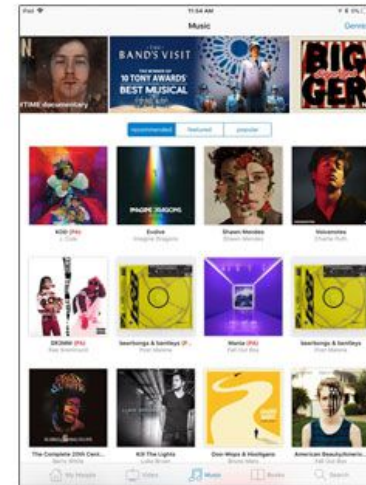
Movies



Televisions

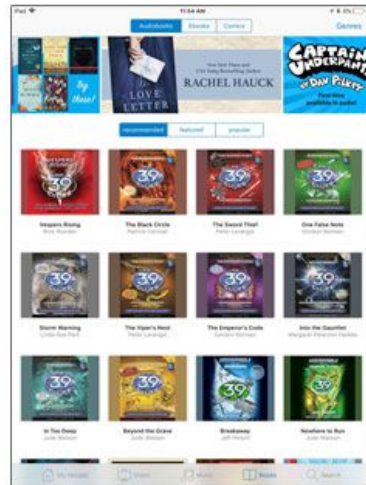


Music

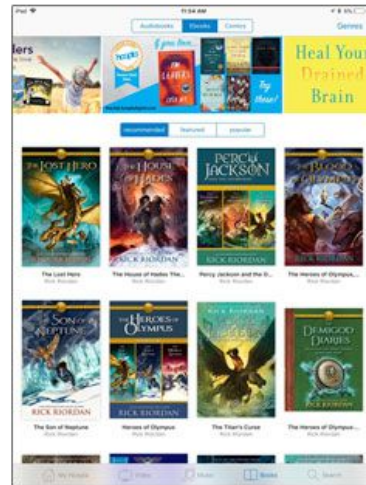


Hoopla covers almost all types of media, from videos, audio, and ebooks, making it incomparable to other competitors. It even specifically offers a comic category.

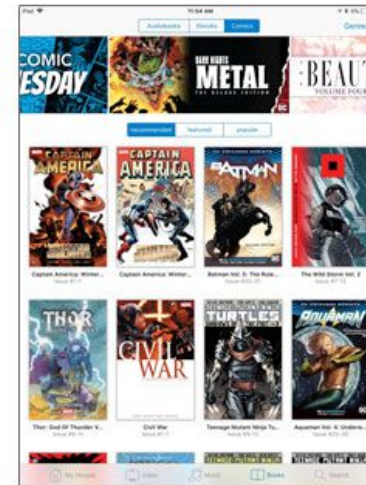
Audiobooks



eBooks



Comics



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Comparison Chart - Onboarding

What Libby has done well for the onboarding process

The screenshots illustrate the following steps in the Libby onboarding process:

- Step 1:** Welcome message and a question: "First question: do you have a library card?" with "Yes" and "Not Yet" options.
- Step 2:** Instruction: "Okay! If you have Libby on another device, you should simply copy your cards across." with a "Copy From My Other Device" button.
- Step 3:** Alternative: "Otherwise, you can look up your library by name or location." with a "I'll Search For A Library" button.
- Step 4:** Map interface with a "I'll Search For A Library" button overlaid.
- Step 5:** Search interface with a search bar and a "Search For A Book..." button.
- Step 6:** "Okay, you're signed in! Here's your library card." screen showing a "Linked Card" barcode and an "Enter The Library" button.
- Step 7:** "Let's go to Pasadena/Glendale Digital Library!" screen with "Sign In With My Library Card", "Sign Up For A Card Online", and "Enter The Library" buttons.

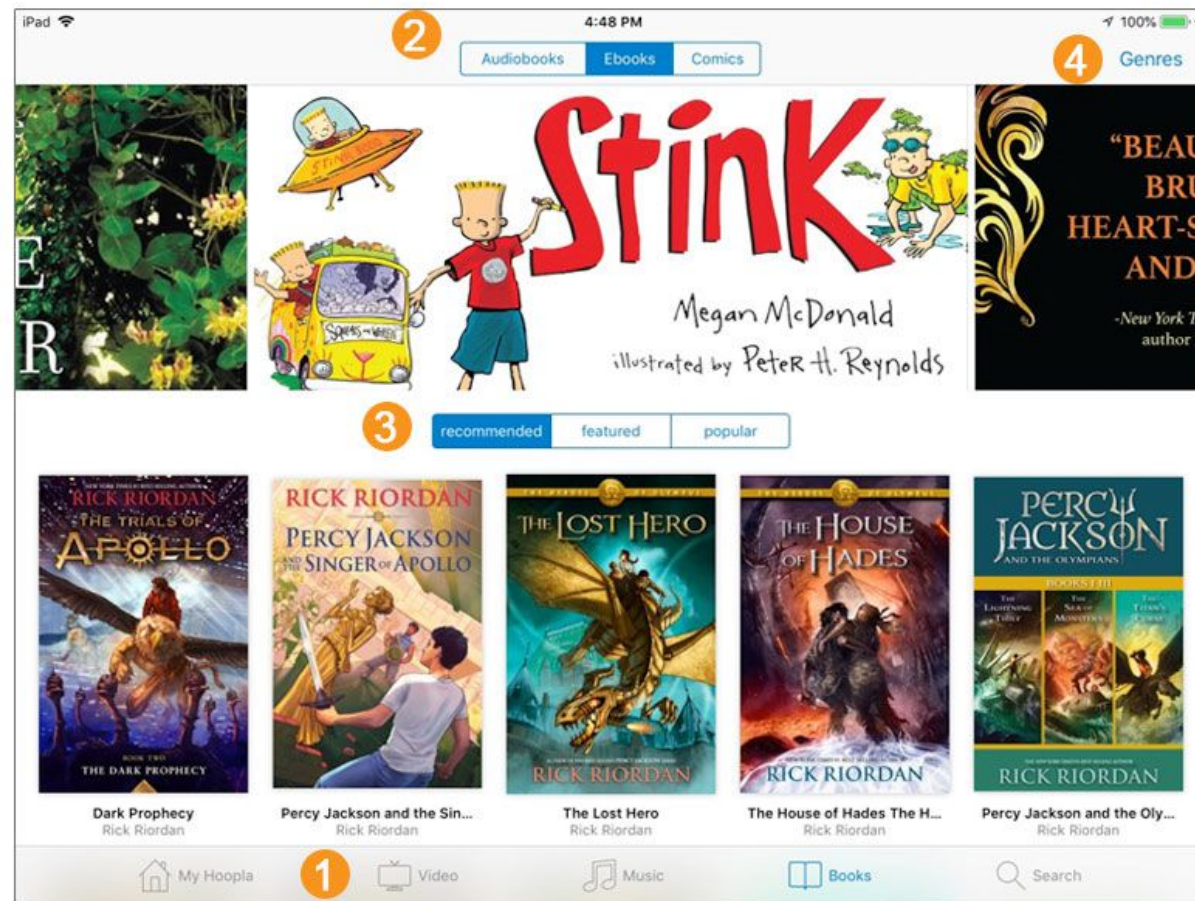
Libby provides the new users (who do not have any knowledge about the library app) a smooth and easily understood onboarding experience. It guides users by explaining and asking some questions, providing convenient library searching assistance.

For those users who still need the library card, Libby also guides them to obtain one.

In addition, users can still browse the library-offered content even if they don't have the library card.

Comparison Chart - Content Browsing

Why Hoopla has the best content browsing experience for its users?



- 1 Types of Media
- 2 Types of Books
- 3 Recommended, Featured and Popular
- 4 Media genres and sub-category

Even though the Hoopla app contains the most types of media for its users, the UX and UI design for the content structures were very well organized on one screen. Users can start browsing the contents by the media formats, narrow the range by the sub-categories, and specify content by the Genre selection. All are accessible on one screen.

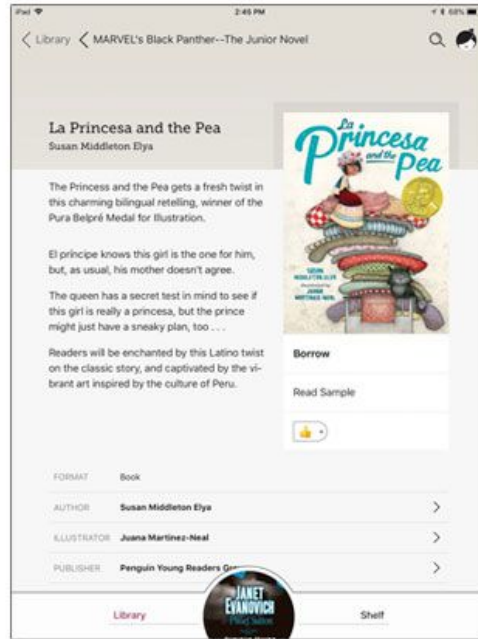
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Comparison Chart - Reading & Watching

What makes Libby's eBook reader the best?






While all four apps covered common usability features for the eBook reader and audiobook player, the Libby app steps out from others by providing the following unique features:

- Globe one tap to resume the most recently read book.
- Quick return in the side menu.

Reading History

- Quick dragging within a chapter.
- Sleep time setting for audiobooks.
- Tips tutorial sections for eBooks reader and player.

Conclusion & Takeaways

	Onboarding Experience	Browsing Experience	Reading & Watching Experience
Winner App			
Takeaways	<ol style="list-style-type: none"> 1. Conversation-style assistance that helps users understand the required actions. 2. Detect users' location and provide suggested library search results on a map. 3. Shorten the sign-up process by skipping the email and password (if possible). 	<ol style="list-style-type: none"> 1. Easy access to media switcher that allows users to browse contents by the media's formats. 2. Easy access to genres and sub-categories that help users narrow down and find the titles they want. 3. Grouped contents as featured, popular, and new books. 4. Personal favorites settings and recommendations. 	<ol style="list-style-type: none"> 1. Globe quick access to resume the book's latest read. 2. Ratings and tags on books and videos. 3. Offline reading/watching feature. 4. Preview book samples before borrowing. 5. Reading history that allows users to resume on specific chapters and pages.