

SciFinder[®] Mobile: Innovation for today's chemical researchers



SciFinder[®]

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CAS Product Managers
Fall 2011 ACS National Meeting

Seems like everywhere you look, everything is going mobile



Agenda

- **Why mobile?**
- **What is SciFinder Mobile?**
- **Who uses it?**
- **What's next?**

SciFinder Mobile fits well with the ACS and CAS missions

ACS Mission

To advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people.

CAS Mission

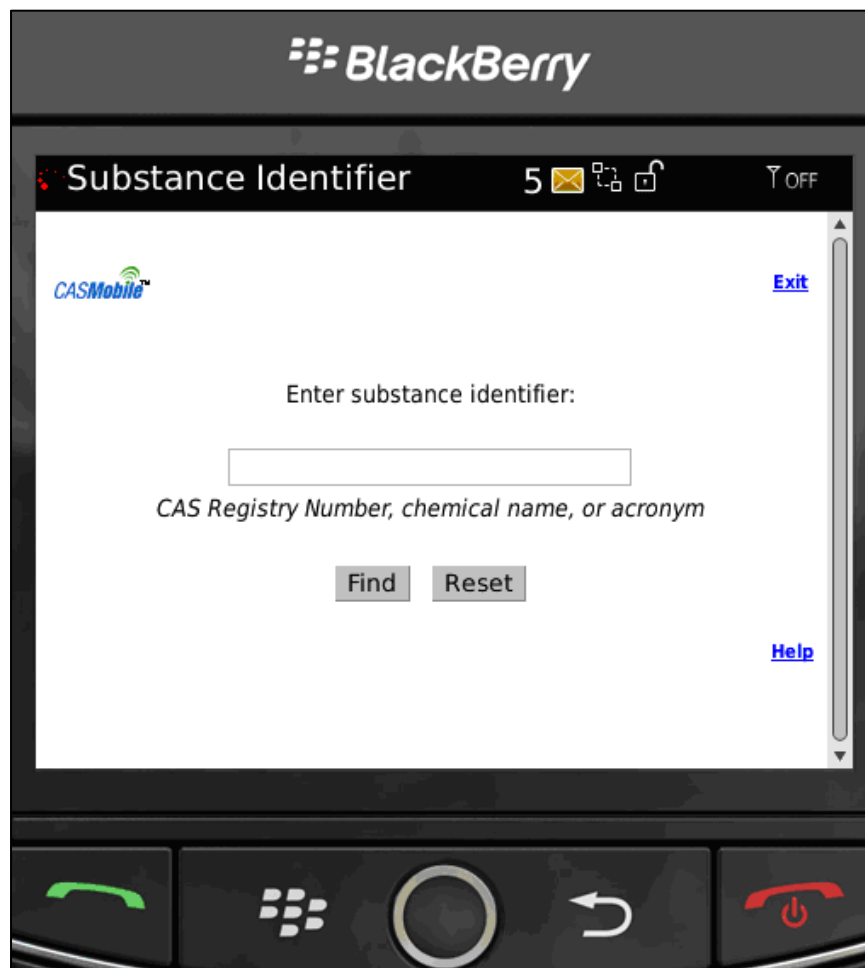
To provide the world's best digital research environment to search, retrieve, analyze and link chemical information.



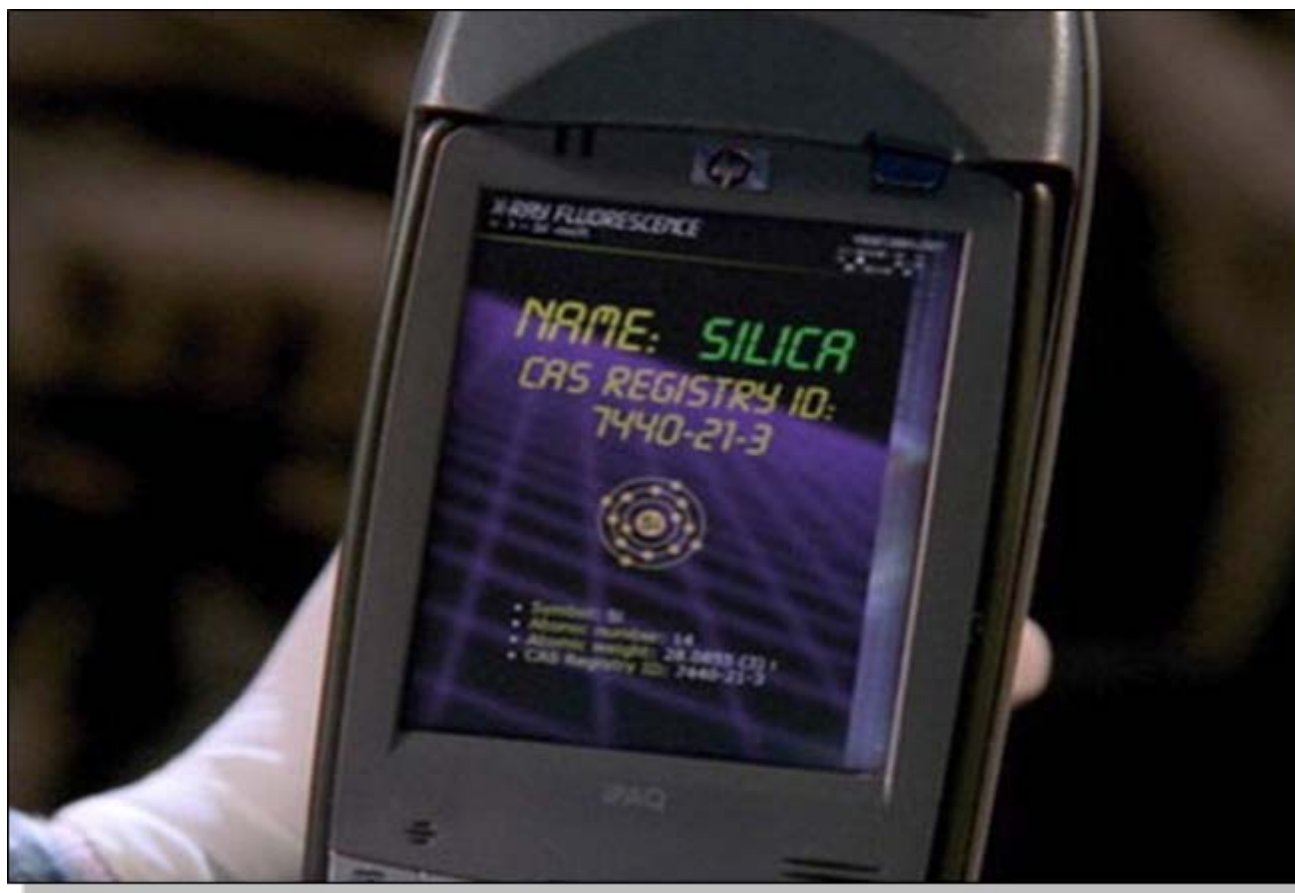
In 2005, emerging mobile technology allowed CAS to test a new information delivery platform



The CAS Mobile initiative allowed customers to access chemical information on mobile devices

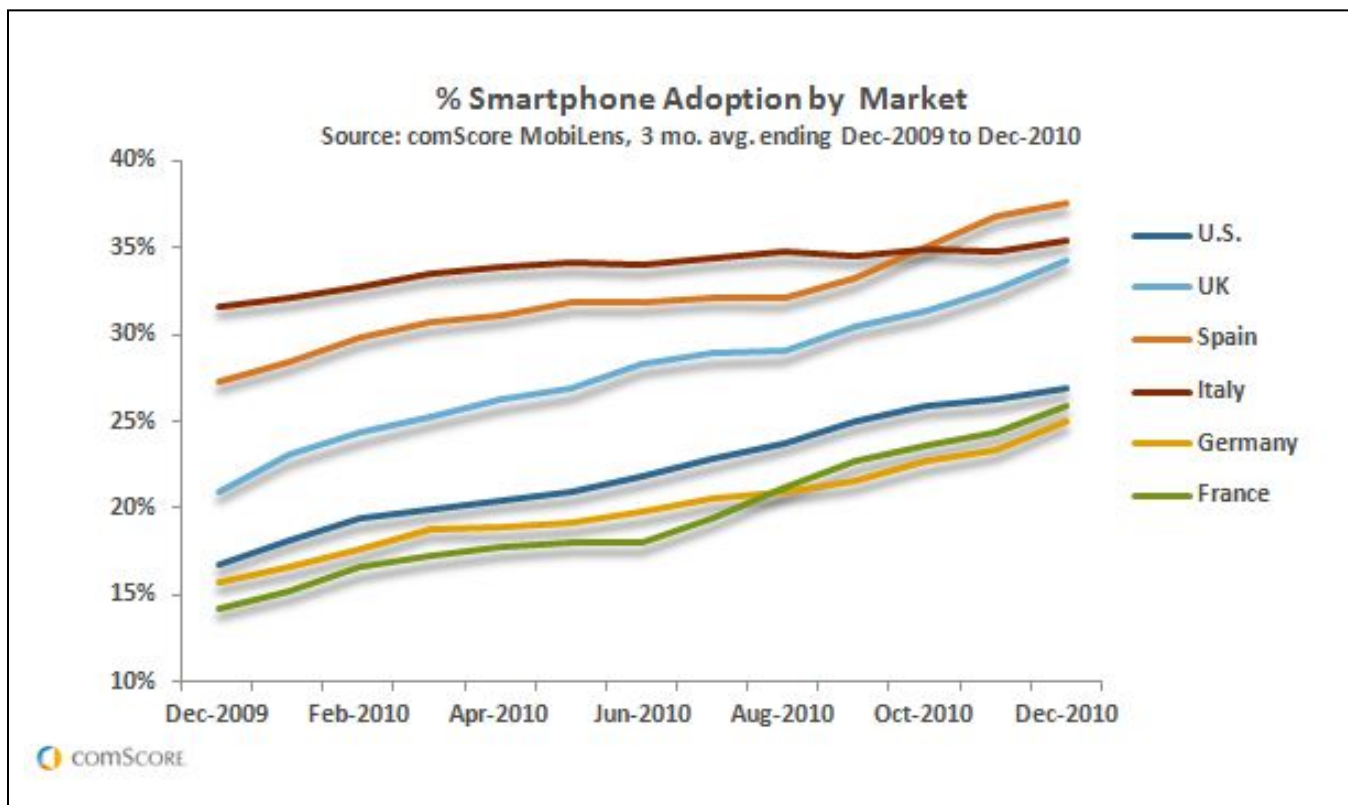


We weren't the only ones to think that there was a need for on-the-go access to CAS content





CSI NY
Date: February 2008

As smartphones become commonplace, “anywhere” access to SciFinder becomes ever more important



Recent CAS surveys found that scientists using mobile devices for research had reached a significant milestone

Do you use your mobile device for work-related research?		
Yes		54%
No		46%
Total		100%

twitter

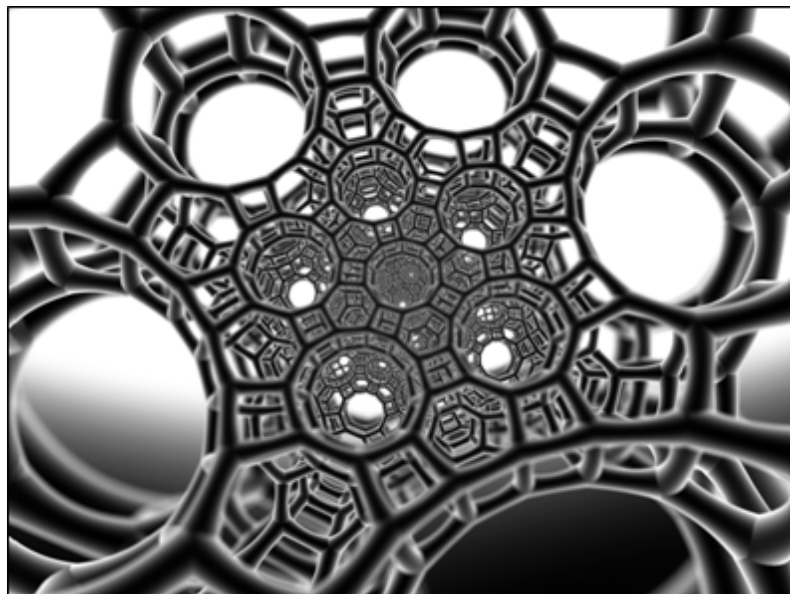
"I hope the SciFinder mobile device survey means that CAS will have a SciFinder iPhone app soon!"

– Stephanie Kays (@stephaniekays, 758 followers)

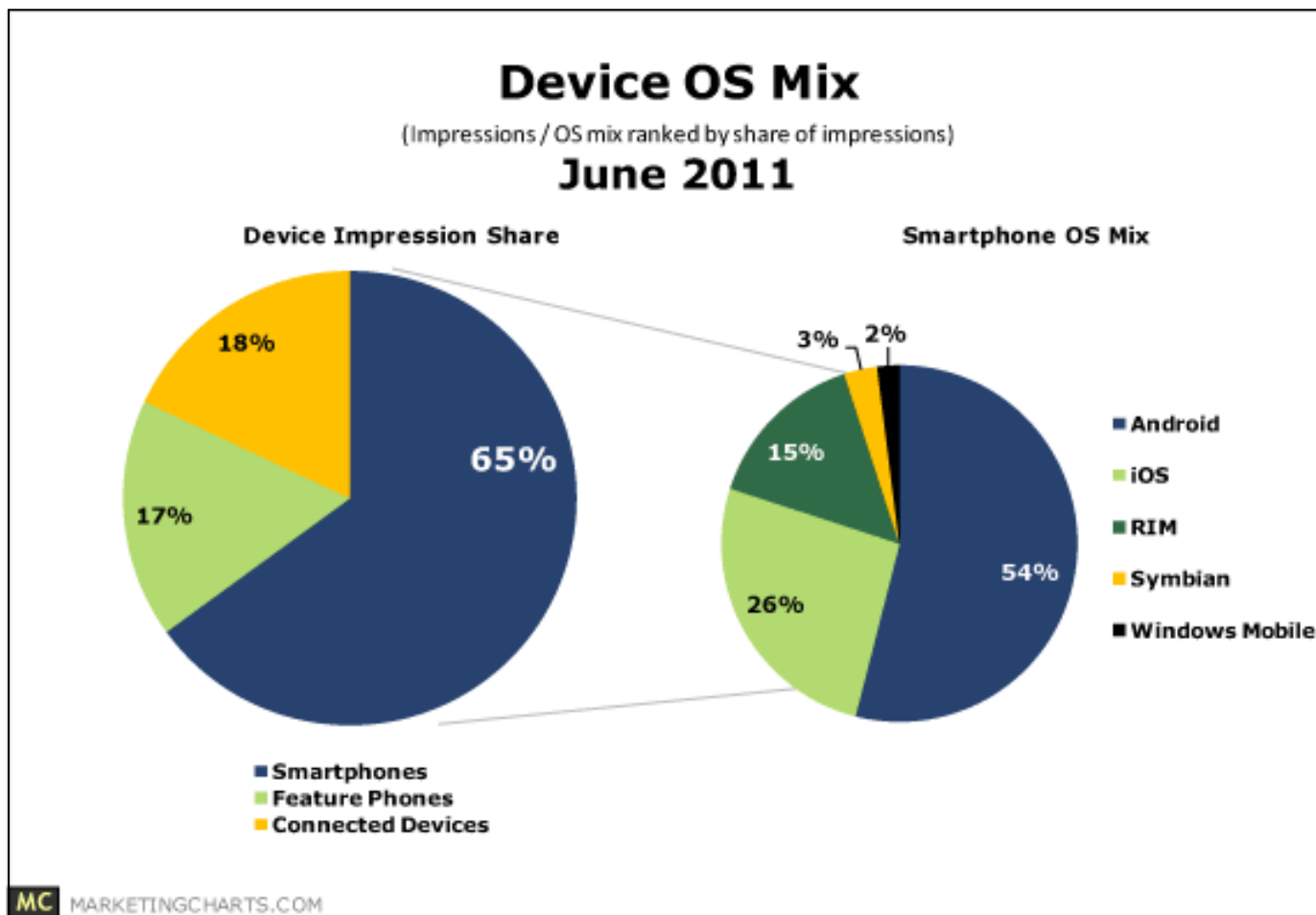
Design principles

SciFinder Mobile must be:

- Platform independent
- Easy to use
- SciFinder at its core

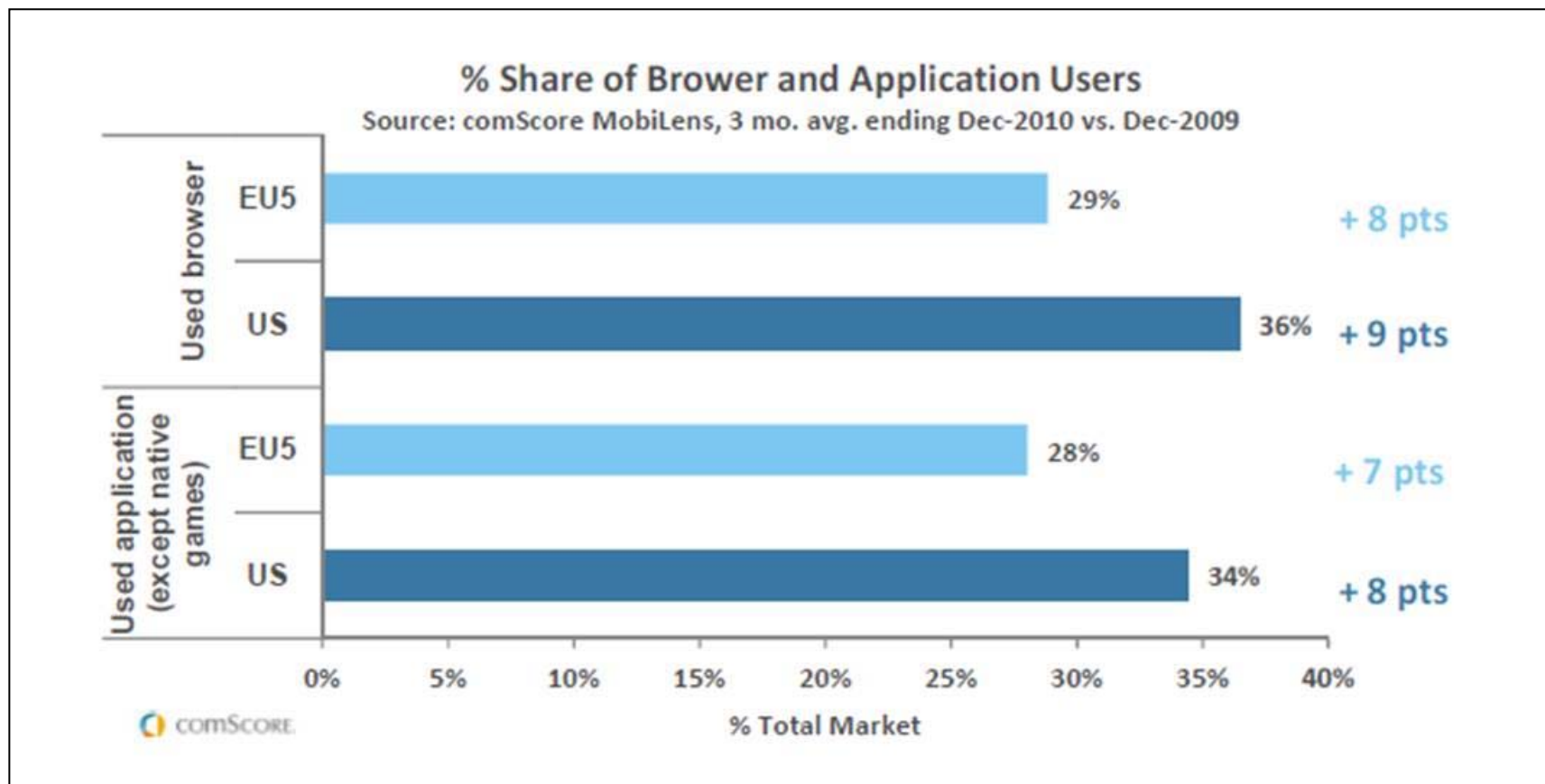


The market shows some convergence on technology choices, with no industry standard or dominant OS

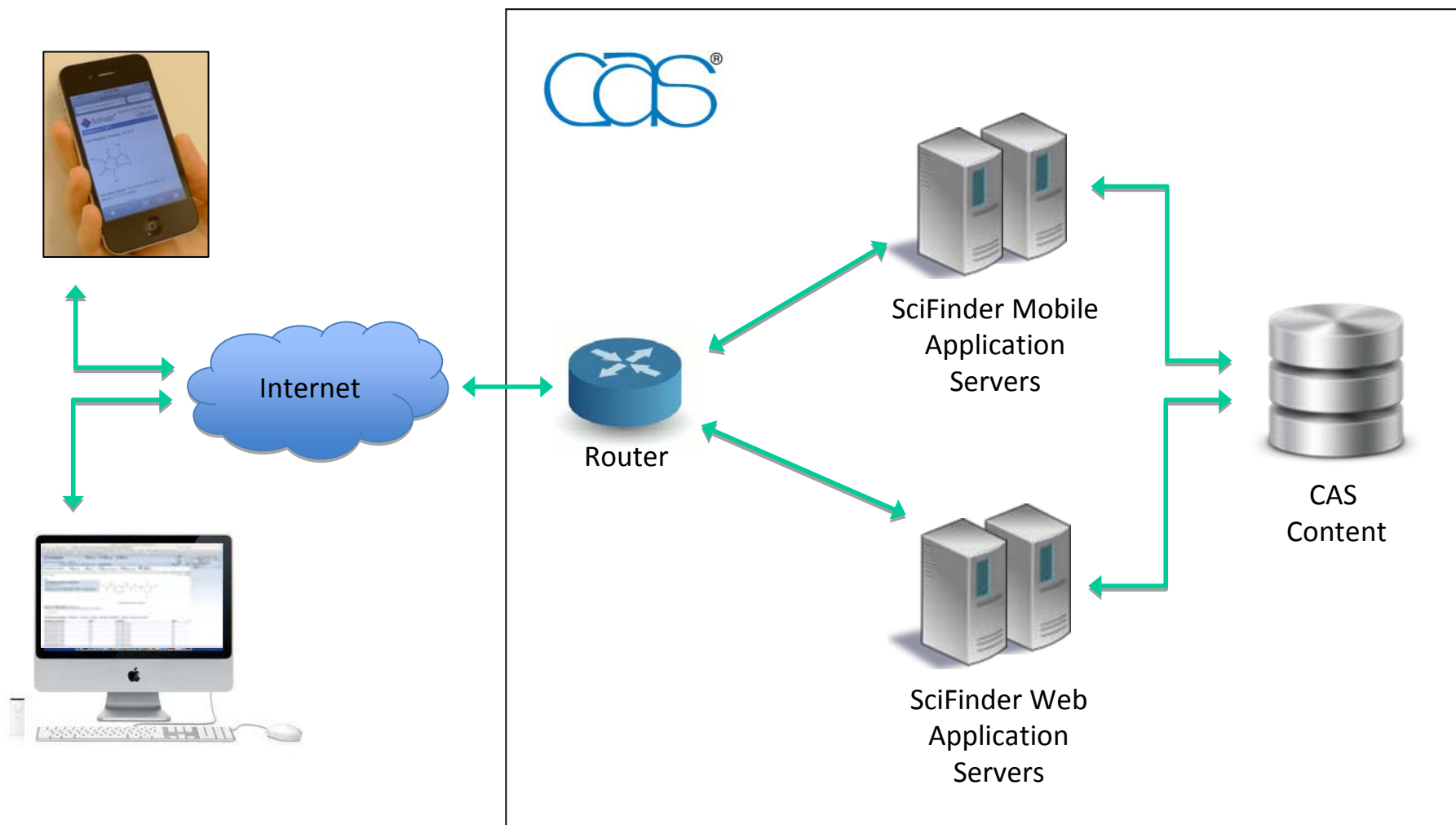


Source: Millennial Media

Smartphone users do not seem to have a strong preference for browser vs. app



SciFinder Web and Mobile platforms are based on the same infrastructure



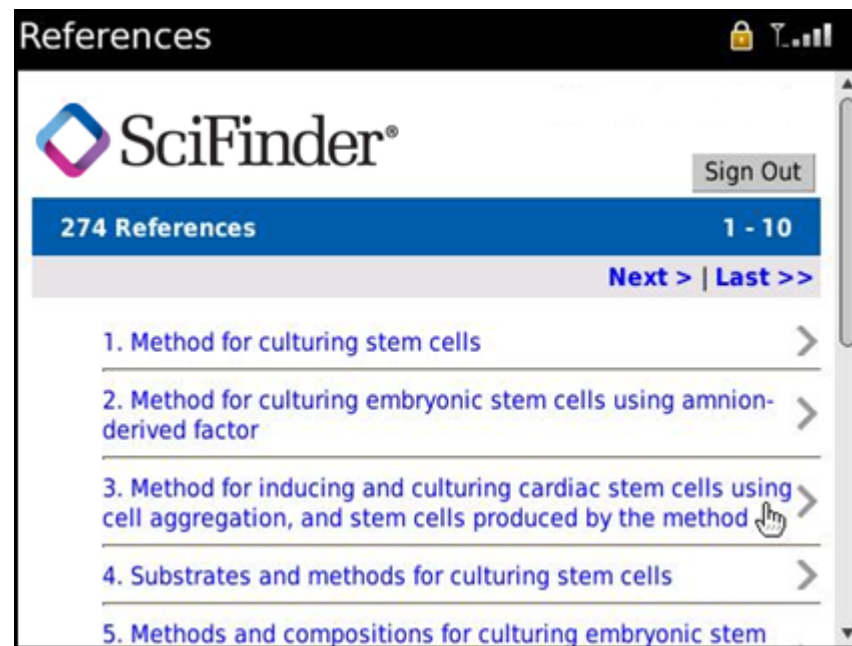
Ease of use is very important on a smartphone

- Small-screen friendly
- High-value functionality
 - Must be useful “on the go”
- Intuitive to an experienced SciFinder user












SciFinder Mobile retains the core value of SciFinder

- Search algorithms, content and results must be the same
- Personalized information such as saved answers and Keep Me Posted alert results must be accessible
- Scientists should think of SciFinder Mobile as just one more way to use SciFinder



Most survey respondents said they want to be able to look up a search topic

What types of research or information searching do you/would you perform on a mobile device? Please select all that apply.		
General topic searches		86%
Alerts to stay current		47%
Substance property look-ups		37%
Synthesis information		25%
Competitive intelligence		14%
Patent information		14%
Structure searching		26%
Look up authors' and inventors' research		36%
Other, please specify		5%

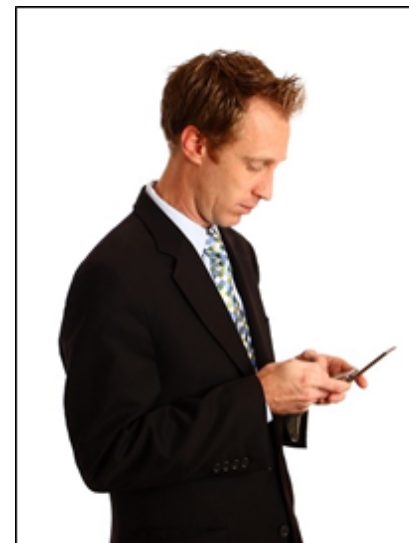
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SciFinder Mobile meets the needs of users on the move

Scenarios

- Explore a Research Topic while at the airport
- Find or confirm a property value for a substance during a project meeting
- Review publications and references for a speaker at a conference session
- Check for patents by a company you are about to visit at a trade show
- Review Keep Me Posted alert results on your morning commute



Connecting to SciFinder Mobile (scifinder.cas.org/mobile)



SciFinder Mobile delivers core functionality



Explore by Research Topic

The image displays three overlapping screenshots of the SciFinder web interface, illustrating the search and results process for the topic 'culturing of stem cells'.

Top Screenshot (Search Page): Shows the SciFinder logo and a search bar with the text 'culturing of stem cells' entered. The page title is 'Research Topic'.

Middle Screenshot (References List): Shows the 'References' page with the SciFinder logo and a 'Sign Out' button. A blue header indicates '296 References'. A list of four references is visible:

1. Skin stem cell culture method containing skin stem cells for promoting hair growth
2. Hematopoietic stem cell culture method
3. Hematopoietic stem cell culture method
4. Cosmetic composition comprising fluid, and a production method

Bottom Screenshot (Reference Detail): Shows the details for 'Reference 2 of 296'. It includes the SciFinder logo, a 'Sign Out' button, and navigation links: '<< First | < Previous' and 'Next > | Last >>'. The reference title is 'Hematopoietic stem cell culture method' by Nakajima, Hideaki. The abstract text is: 'A hematopoietic stem cell culture method is provided, which comprises culturing hematopoietic stem cells for hematopoietic stem cell transplantation under the presence of SFRP-2 protein, wherein SFRP-2 protein may be added to a culture medium, or a'.

Explore by Substance Identifier

The image displays two overlapping screenshots of the SciFinder web interface. The background screenshot shows the 'Substance Identifier' search page with the SciFinder logo, a search input field containing 'vanillin', and a 'Search' button. The foreground screenshot shows the search results page for 'Substance 1 of 1', which includes the CAS Registry Number (121-33-5), a chemical structure of 4-hydroxy-3-methoxybenzaldehyde, the CA Index Name, and the number of references (~16841).

Substance Identifier

SciFinder®

Sign Out

Substance Identifier

vanillin

Search

Home | Help

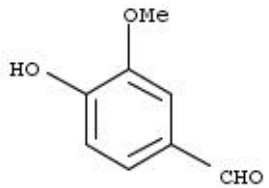
Substances

SciFinder®

Sign Out

Substance 1 of 1

CAS Registry Number: 121-33-5



CA Index Name: Benzaldehyde, 4-hydroxy-3-methoxy-

References: ~ 16841

Explore by Company or Author Name

Company Name

SciFinder®

Sign Out

Company Name

Givaudan

Search

[Home](#) | [Help](#)

Author Name

SciFinder®

Sign Out

Author Name

Last (Required):

Simonsick

Search

First:

William

Middle:

Conveniently check your Keep Me Posted alerts

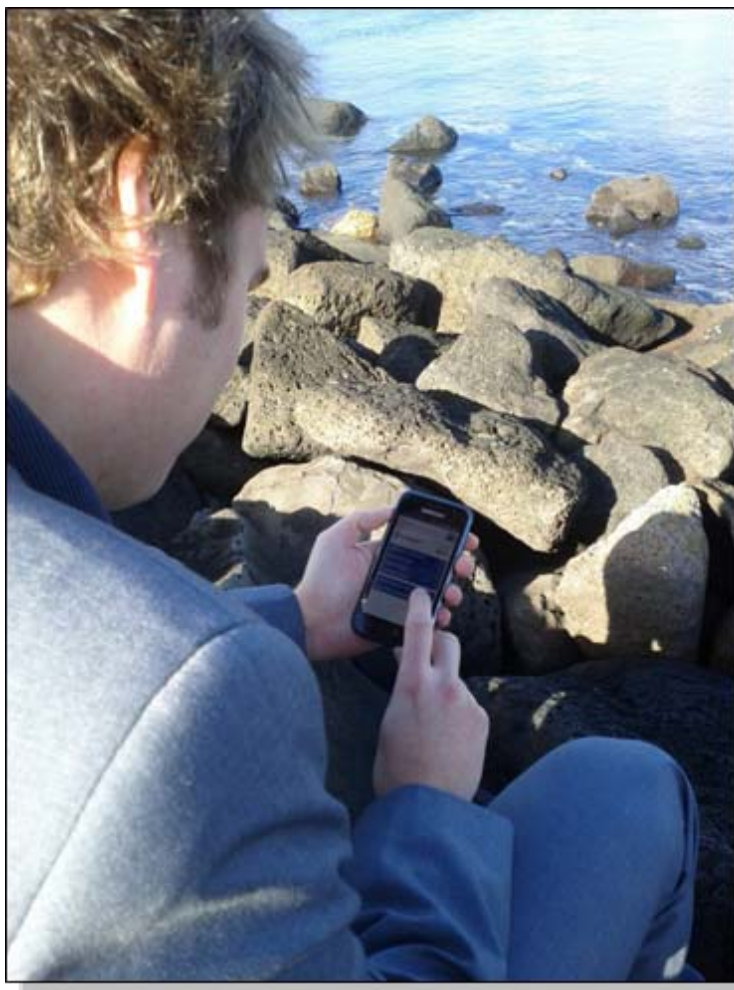
The image displays two screenshots of the SciFinder mobile application interface. The left screenshot shows the 'Keep Me Posted Alerts' page. At the top, there is a search bar containing the text 'carbon nanotubes'. Below the search bar, there is a 'Sign Out' button and a 'Home | Help' link. The right screenshot shows the 'KMP Results' page for the search term 'carbon nanotubes'. It lists several alert dates and the number of results for each date:

Alert Date	Number of Results
Aug 20, 2011	296
Aug 13, 2011	302
Aug 6, 2011	2163
Jul 30, 2011	624
Jul 23, 2011	466

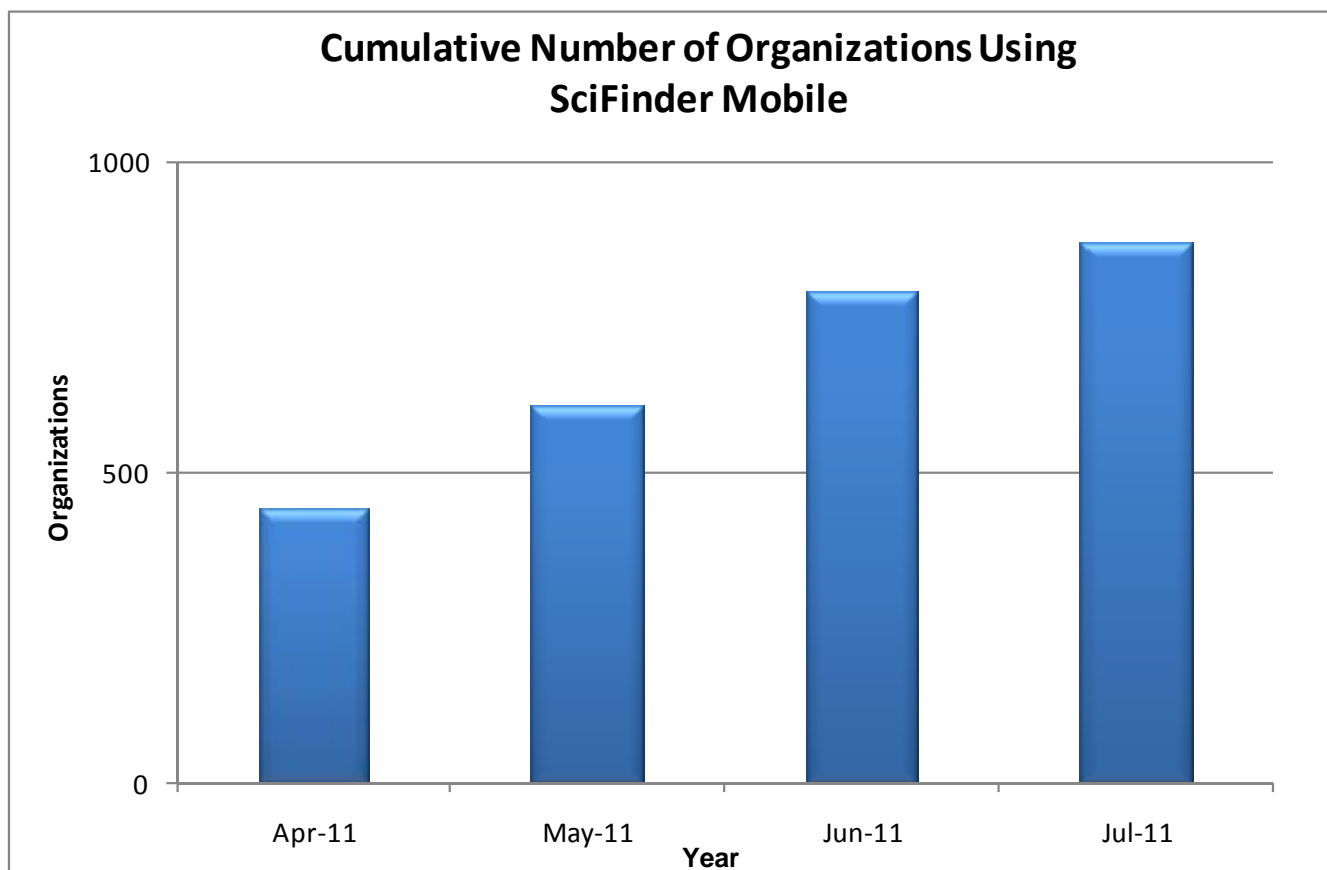
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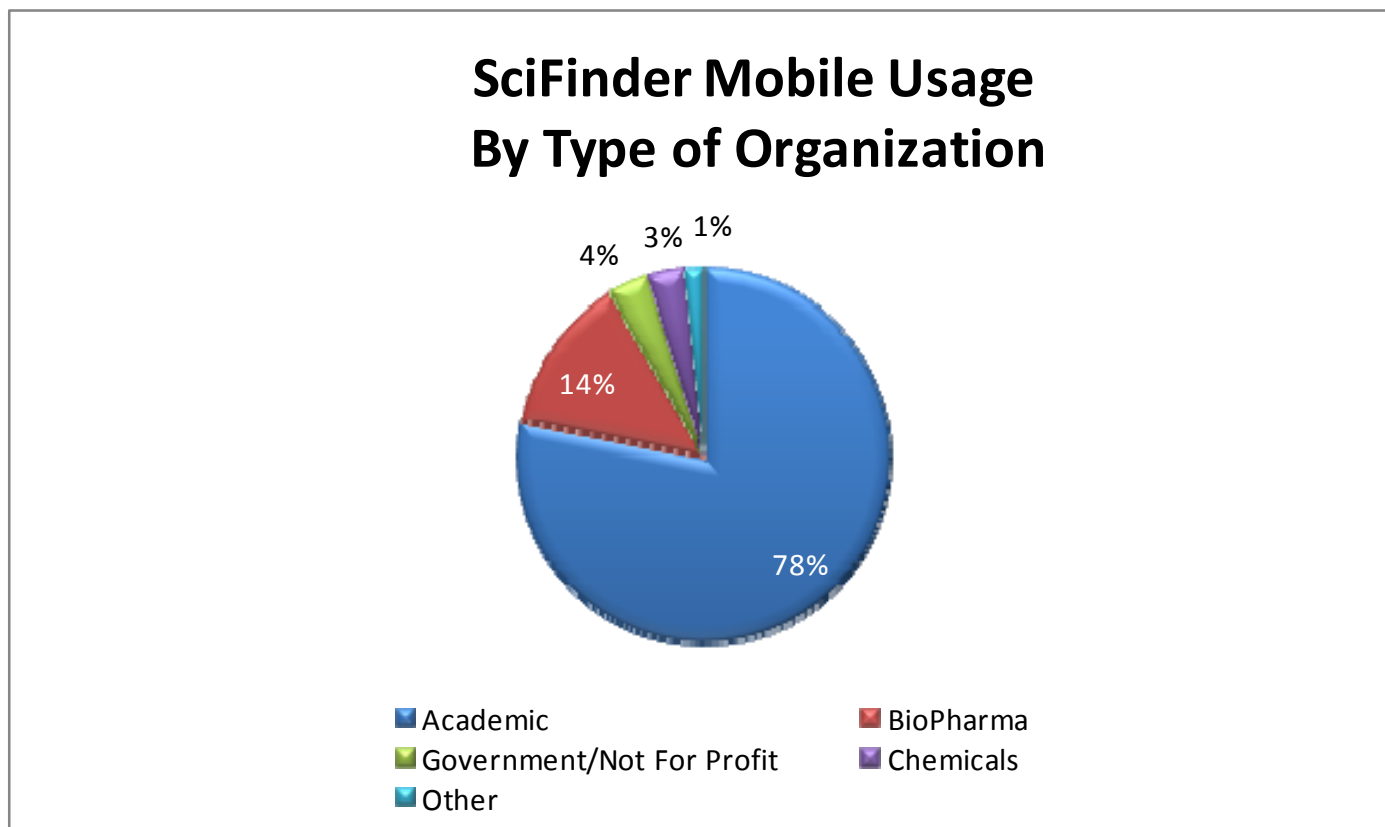
Our SciFinder Mobile photo contest shows scientists looking for information in a variety of places



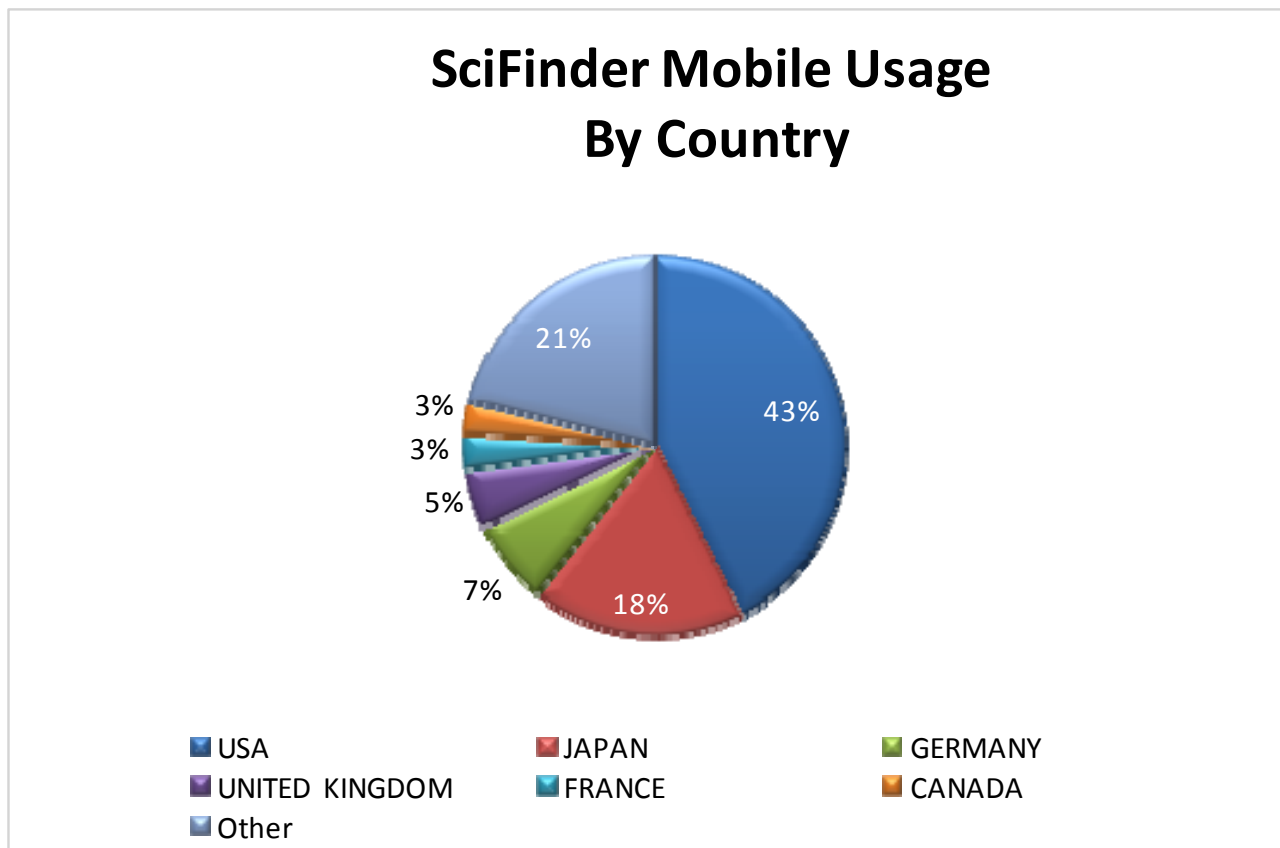
The number of organizations trying SciFinder Mobile continues to climb



Mobile access is driven mostly by the academic community

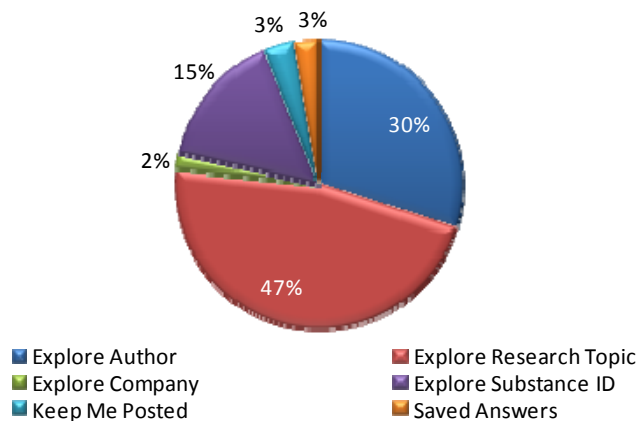


While the U.S. has been quick to adopt, Japan and Europe are also showing interest

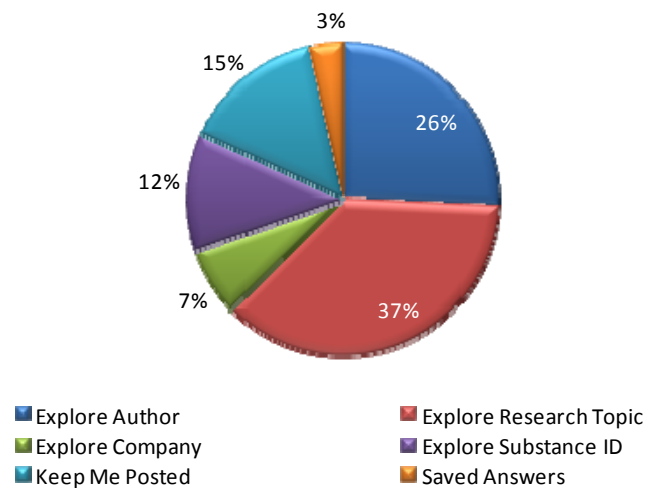


Academic and commercial customers use SciFinder Mobile differently

SciFinder Mobile Activities Academic Customer



SciFinder Mobile Activities Commercial & Government Customer

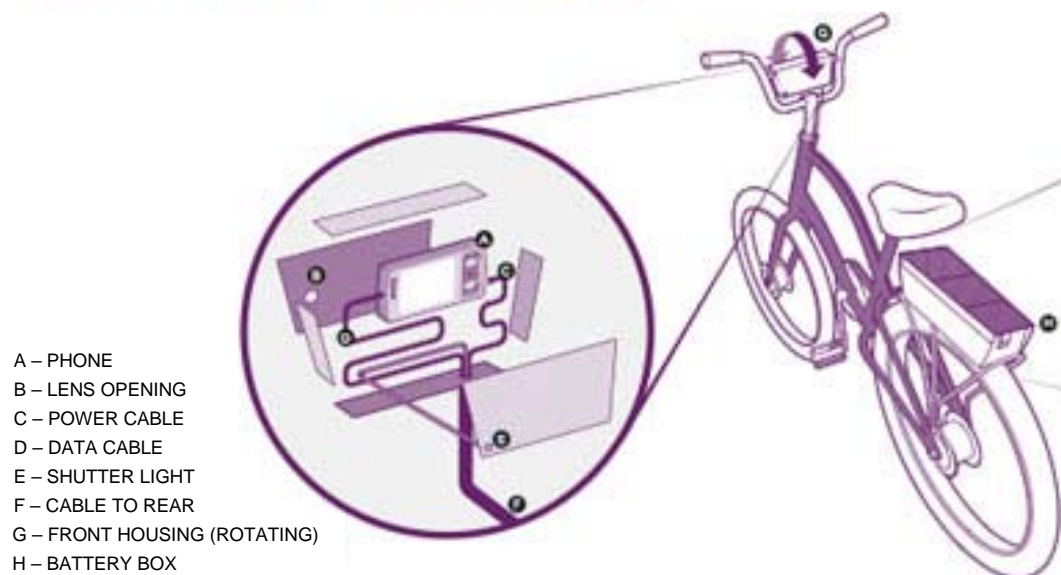


Agenda

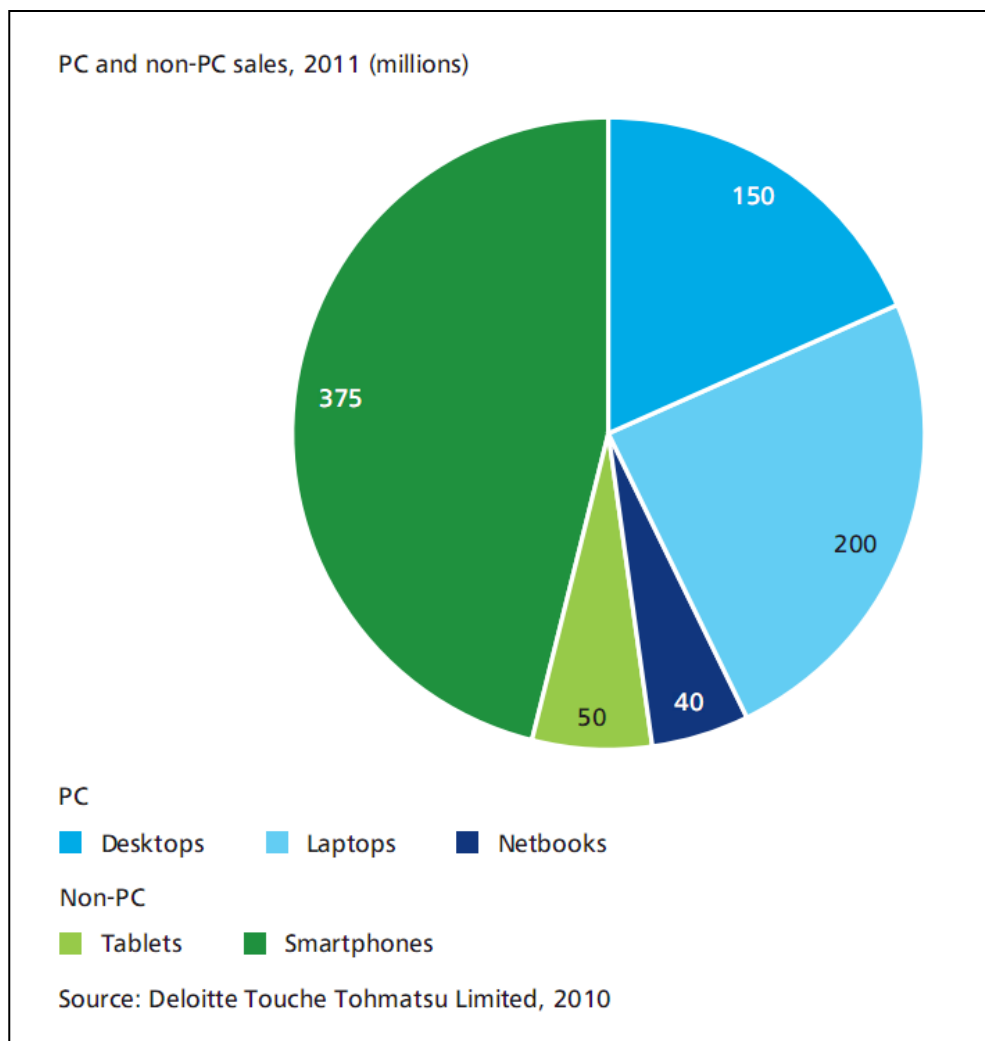
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We are only beginning to understand how mobile technology will be used

HOW IT WORKS

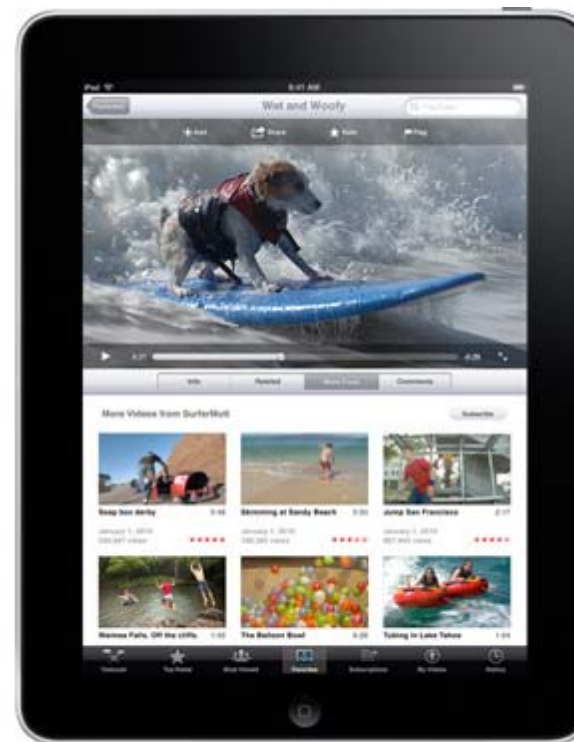


Sales of portable devices are projected to exceed PC sales this year



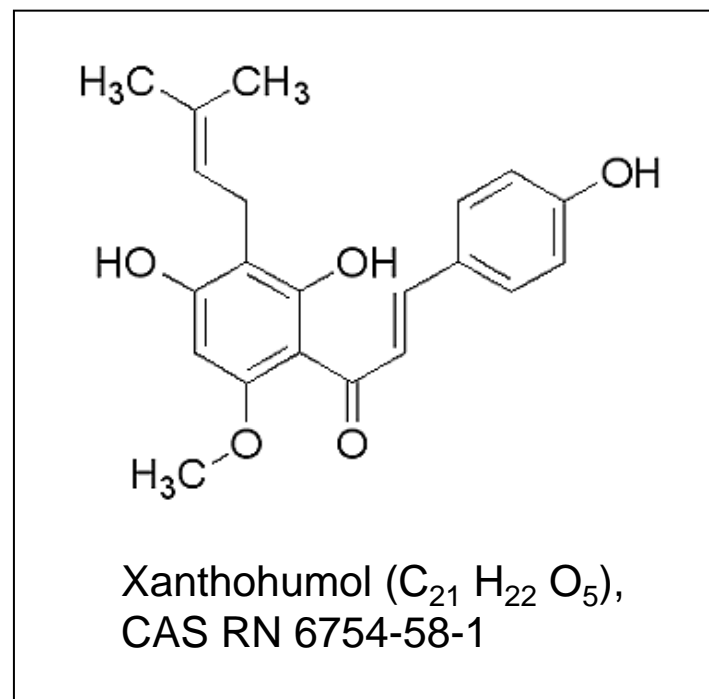
Future considerations – New technology

- **Tablets (e.g., iPads) represent a unique challenge**
 - Are tablets “mobile” in the same sense as smartphones?
- **Will HTML5 change the “app” landscape?**



Future considerations – New functionality

- **Future development will focus on blurring the lines between the Web and mobile platforms**
 - Tighter integration of data
 - Enhanced functionality based upon technology evolution
- **Do scientists want to draw/import structures on a mobile device?**
 - On a smartphone, probably not so much
 - On a tablet, probably yes



SciFinder will continue to evolve to meet the needs of scientists!

- Mobile technology continues to evolve and improve
- Society and scientists want information whenever and wherever they need it



scifinder.cas.org/mobile

SciFinder Mobile user testimonial



“This is the Health Center in Kagbere Sierra Leone, a small village of 400 people. With no electricity (or even plumbing!), access to any online database was impossible. SciFinder Mobile allowed me to find all of the information I needed to work in this clinic day after day.”

Thank You

