Transition to Bumblebee: Notifying Users

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ADS Users Group Meeting - 11/2/2017
Notifications

- Banner notifications on all Classic pages
- Emails to user accounts
Search redirection

- **Level 1 (~April 2018)**
  - In Classic, add a button to allow the user to run the requested search in Bumblebee
  - By default, the search is still executed in Classic
  - Planned implementation when Bumblebee is no longer in beta

- **Level 2 (~October 2018)**
  - By default, Classic searches are redirected to Bumblebee
  - An optional search button will still allow the search to be executed in Classic
  - Planned implementation at 6 months before Classic’s retirement
Social media and web presence

- **Twitter**
  - Posts from ADS account (1800 followers)
  - Many professional astro followers, more activity
- **Facebook**
  - Posts:
    - From ADS account (5800 page likes)
    - To Astronomers group
  - ADS page followers aren’t as active on posts
- **Guest posts on outside sites**
  - AstroBetter, AAS, DPS, APS
Blog

- More regular blog posts in general (1-2x per month)
  - Post about 100M citations in 10/2017
  - Potential future blog posts: software citation, special projects
- Posts specifically about transition:
  - Transition blog post
  - More technical blog post

ADS Bumblebee Loses the Beta Label

**ADS Team, ADS**

27 Oct 2017

Transitioning to ADS Bumblebee

ADS is excited to announce that ADS Bumblebee is leaving its Beta label behind! The service, under development for the last few years, has reached parity with ADS Classic. In addition, it provides a more modern interface and new search features.
Documentation

- FAQs, derived from user emails
- Quick Start documentation, based on common search activities
  - Searching for a specific paper
  - Looking up a proposal and its associated data
  - Building a library and checking its metrics
  - Finding papers from a collaboration
  - Beginning a literature search on a new topic
  - Searching for an author with a common name
<table>
<thead>
<tr>
<th>Milestone</th>
<th>Month (tentative)</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-go live</td>
<td>Through March 2018</td>
<td>Post new documentation, prepare transition-related blog posts and outside posts, recruit testing volunteers</td>
</tr>
<tr>
<td>Go-live</td>
<td>April 2018</td>
<td>Email user accounts, post transition-related blog posts and on social media and outside sites, enable banner notifications and first level of redirection</td>
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<tr>
<td>Go-live + 6 months</td>
<td>October 2018</td>
<td>Second level redirection, email user accounts</td>
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<td>EOL - (1 - 3) months</td>
<td>Jan - Mar 2019</td>
<td>Email active Classic users, post on Astronomers Facebook group</td>
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<tr>
<td>Classic EOL</td>
<td>April 2019</td>
<td>Social media posts, prep for user support</td>
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