

**Georgia State University**

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**From the Selected Works of Amanda "Mandy" J. Swygart-Hobaugh**

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October, 2011

# Giving Them What They Want, Not What We Assume They Need: User-Centric Development of a Mobile Library Website

Amanda J. Swygart-Hobaugh, M.L.S., Ph.D., *Georgia State University*



Available at: [https://works.bepress.com/amanda\\_swygart-hobaugh/29/](https://works.bepress.com/amanda_swygart-hobaugh/29/)



**Giving Them What They  
Want, Not What We  
Assume They Need**

**User-Centric Development of  
a Mobile Library Website**

McGill Library

Catalogue

Course Reserves

Ask Us

Follow

Computer Finder

Library Finder

Hours

FAQ

Labs

Full Website

«Back

**UW-Madison**

1. [MadCat Catalog](#)
2. [Campus Libraries](#)
3. [Library Staff Directory](#)
4. [Full Mobile Library](#)

**My UW-Madison**

5. [My UW Portal](#)
6. [WiscMail](#)
7. [WiscCal](#)
8. [UW Home](#)
9. [feedback on our mobile site](#)

**NCSU LIBRARIES**

Locations & Hours

Computer Availability

Catalog Search

Ask Us

Room Reservations

GroupFinder

News & Events

Webcams

WolfWalk

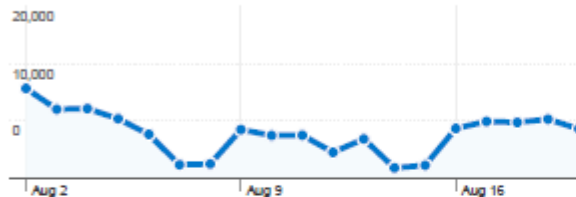
NC State Mobile Web

Full Website

North Carolina State University | Raleigh, NC

Reviewed other library mobile sites for possible features, programming frameworks, and interfaces

# Looked at Google Analytics for our site

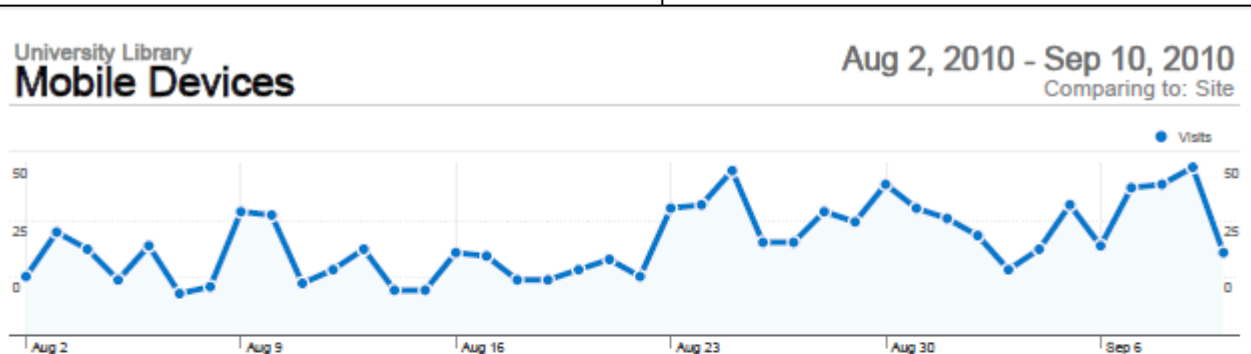


4,916 pages were viewed a total of 294,008

**Content Performance**

|  |   |   |
|--|---|---|
| <b>Pageviews</b><br>294,008<br>% of Site Total:<br>100.00% | <b>Unique Pageviews</b><br>201,016<br>% of Site Total:<br>100.00% | <b>Avg. Time on Page</b><br>00:03:12<br>Site Avg:<br>00:03:12 (0.00%) |
|--|---|---|

| Page       | Pageviews | Un Page |
|------------|-----------|---------|
| /          | 222,029   |         |
| /index.php | 3,705     |         |
| /74.html   | 3,095     |         |



These mobile devices sent 1,091 visits via 10 operating systems

**Site Usage**

|  |  |  |  |   |             |
|--|--|--|--|---|-------------|
| <b>Visits</b><br><b>1,091</b><br>% of Site Total:<br>0.66% | <b>Pages/Visit</b><br><b>1.55</b><br>Site Avg:<br>1.79 (-13.59%) | <b>Avg. Time on Site</b><br><b>00:01:49</b><br>Site Avg:<br>00:02:32 (-27.95%) | <b>% New Visits</b><br><b>57.20%</b><br>Site Avg:<br>38.54% (48.39%) | <b>Bounce Rate</b><br><b>72.50%</b><br>Site Avg:<br>74.84% (-3.12%) |             |
| Operating System   | Visits   | Pages/Visit  | Avg. Time on Site  | % New Visits  | Bounce Rate |
| iPhone   | 452  | 1.40   | 00:00:52   | 60.40%  | 76.55%      |
| Android  | 234  | 1.43   | 00:03:13   | 55.13%  | 71.37%      |
| iPad   | 202  | 2.15   | 00:03:03   | 40.59%  | 59.90%      |

Gauged availability of mobile versions of  
catalog, databases, etc.



**Give them what they want,  
not what you think they need.**

Why do a User Study?



Cannot assume that  
there is one universal  
library population...

Each library user  
population is unique &  
has specific needs – must  
design to fit those needs.

**Give them what they want,  
not what you think they need.**

## Developing a User Survey



Drew from ECAR study, Educause Horizon Report, analytics, and ubiquitous features on other library sites to create questions.

1061 total randomly sampled –  
undergrad, grad, faculty

Administered via Zoomerang

**Give them what they want,  
not what you think they need.**

Of the 106 Respondents...

90% had or planned to buy a mobile device.



70% used Internet “daily”  
from mobile device.

62% said they would be likely/extremely  
likely to use a mobile version of the GSU  
Library website.



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Which...do you want on MOBILE site?

| Feature and Rated Importance  | Undergrad         | Grad              | Faculty           |
|---|-------------------|-------------------|-------------------|
| <b>Ask a Librarian (text/email/phone)</b><br>% rating as Important to Extremely Important           | <b>89%</b><br>58% | <b>65%</b><br>46% | <b>52%</b><br>44% |
| <b>Study Room Reservations</b><br>% rating as Important to Extremely Important                      | <b>84%</b><br>58% | <b>65%</b><br>42% | <b>10%</b><br>7%  |
| <b>Computers currently available in the Library</b><br>% rating as Important to Extremely Important | <b>84%</b><br>58% | <b>31%</b><br>23% | <b>12%</b><br>7%  |
| <b>Library Catalog Search</b><br>% rating as Important to Extremely Important                       | <b>84%</b><br>85% | <b>85%</b><br>81% | <b>88%</b><br>91% |


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Which...do you want on MOBILE site?

| Feature and Rated Importance  | Undergrad         | Grad              | Faculty           |
|---|-------------------|-------------------|-------------------|
| <b>Library Hours</b><br>% rating as Important to Extremely Important                                  | <b>84%</b><br>58% | <b>81%</b><br>65% | <b>57%</b><br>41% |
| <b>My Library Account</b><br>% rating as Important to Extremely Important                             | <b>68%</b><br>79% | <b>88%</b><br>89% | <b>71%</b><br>65% |
| <b>Library Floor Maps</b><br>% rating as Important to Extremely Important                             | <b>58%</b><br>32% | <b>31%</b><br>24% | <b>26%</b><br>27% |
| <b>Directory information for Librarians and Staff</b><br>% rating as Important to Extremely Important | <b>32%</b><br>27% | <b>15%</b><br>16% | <b>26%</b><br>30% |
| <b>Other – Article/Database Searching desired</b><br>% rating as Important to Extremely Important     | <b>0%</b><br>N/A  | <b>3%</b><br>N/A  | <b>15%</b><br>N/A |

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Kurogo™ Administration Console:  
Georgia State University Library

Signed in as **mobile admin.** | [Sign out](#)

SITE CONFIGURATION
MODULE CONFIGURATION

Modules Overview










Home Screen Layout
About
Admin
Admissions
Ask a Librarian
Hours & Events
Library Catalog
Customize
Download
Emergency Info
Error
Full Website
GSU Library Mobile
Info
Links
Login
Map
My Library Account
News

Save

### Modules Overview

Use this section to view and manage the overall properties of each module.

**ID:** The unique internal module ID. This can only be changed in the source code.  
**Enabled:** Module is active for this site.  
**Home:** Module is featured on the home screen.  
**SSL:** Module requires a secure connection.  
**Federated Search:** Module's contents are included in site-wide federated search.

| Module name  | ID           | Enabled                             | Home                                | SSL                      | Federated Search         |
|--|--------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|
|  <a href="#">About</a>                | about        | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Admin</a>                | admin        | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Admissions</a>           | admissions   | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Ask a Librarian</a>    | asklibrarian | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Hours &amp; Events</a> | calendar     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Library Catalog</a>    | catalog      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Customize</a>          | customize    | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Download</a>           | download     | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |
|  <a href="#">Emergency Info</a>     | emergency    | <input checked="" type="checkbox"/> |                                     | <input type="checkbox"/> | <input type="checkbox"/> |

<http://m.library.gsu.edu/admin/mo>



Georgia State  
University

UNIVERSITY  
LIBRARY

Give them what they want,  
not what you think they need.

## Device Testing

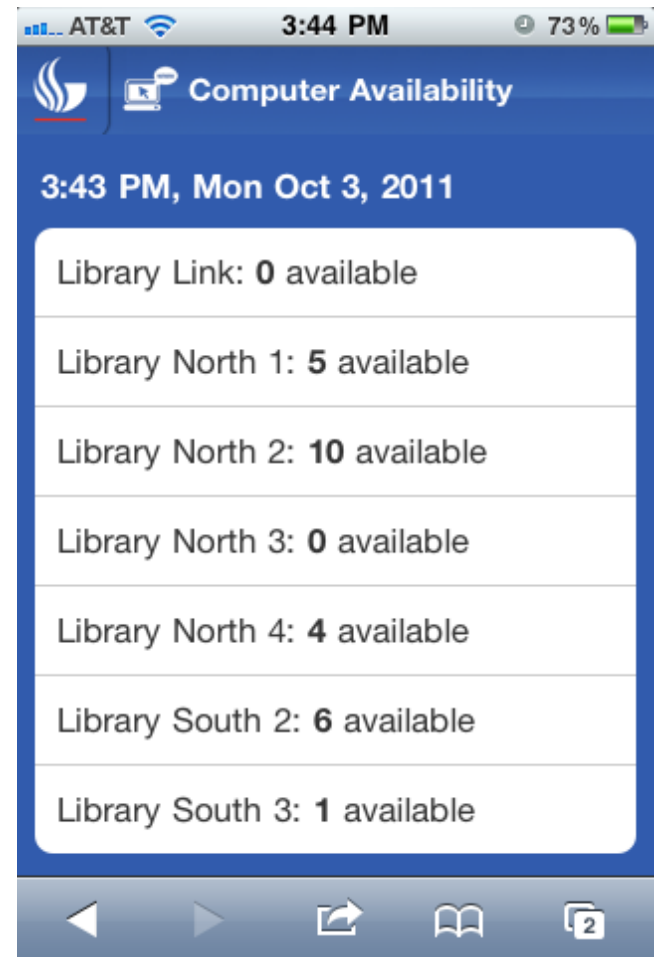
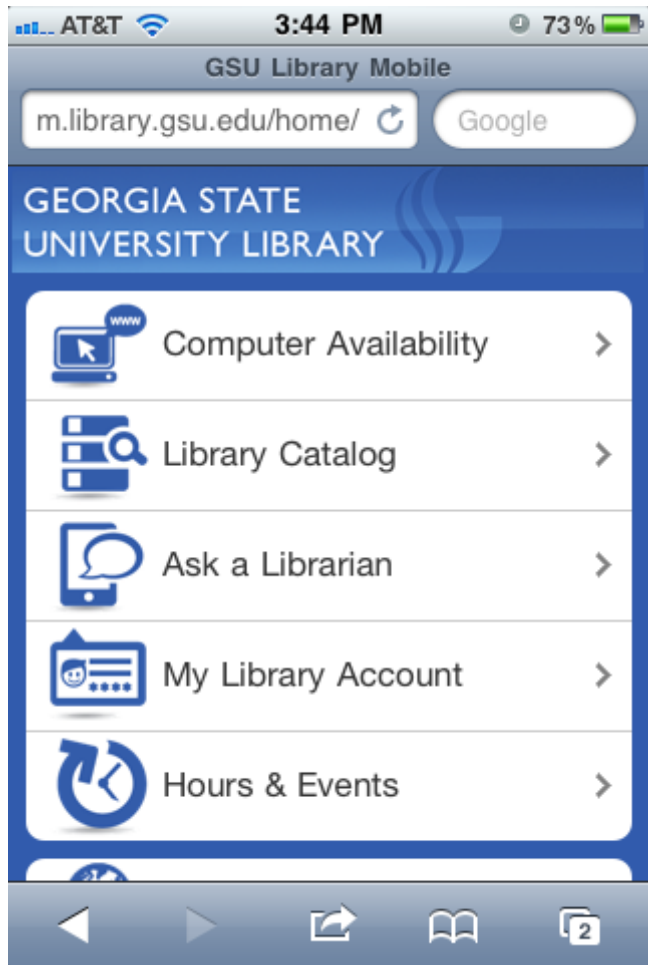


Photo courtesy of Jeremy Keith,  
<http://www.flickr.com/photos/74105777@N00/600566802>

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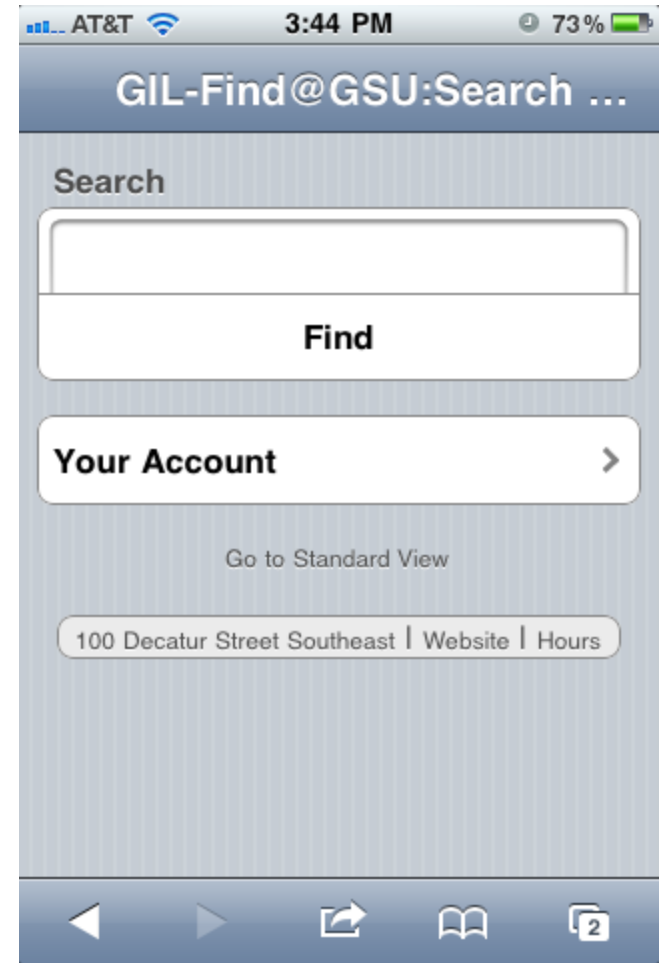
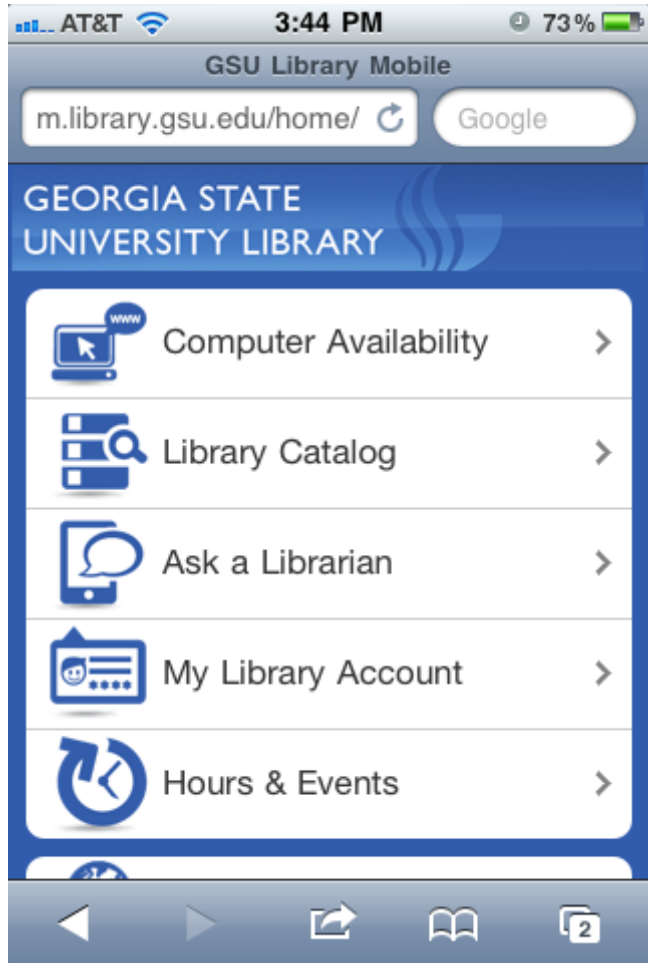
Give them what they want,  
not what you think they need.

Functionality – Computer Availability



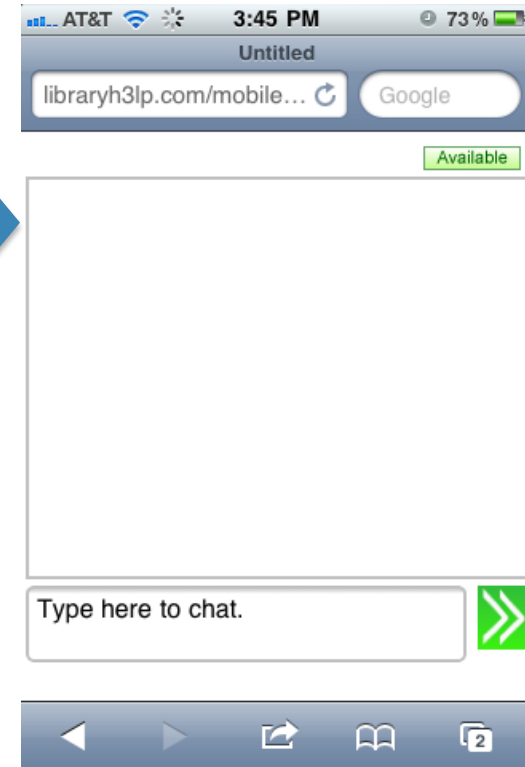
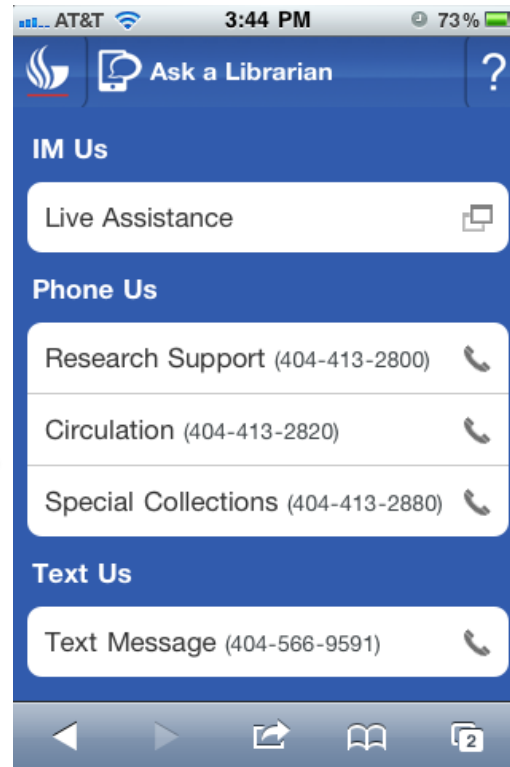
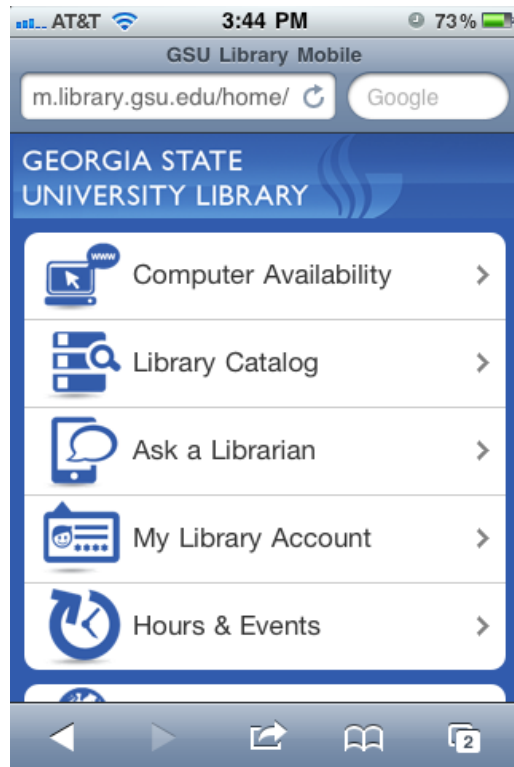
Give them what they want,  
not what you think they need.

Functionality – Library Catalog



**Give them what they want,  
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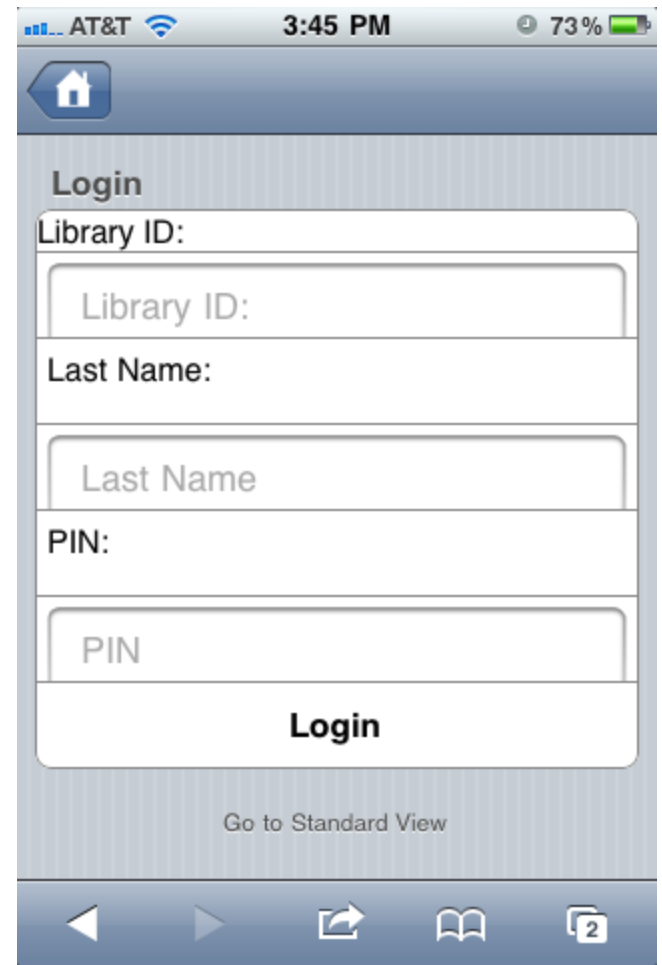
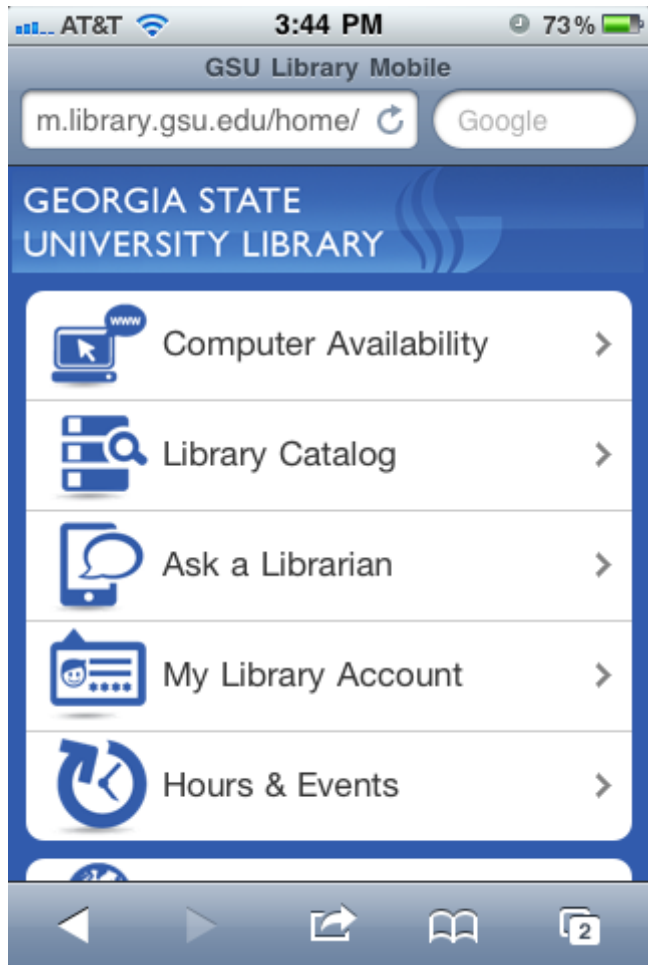
Functionality – Ask A Librarian





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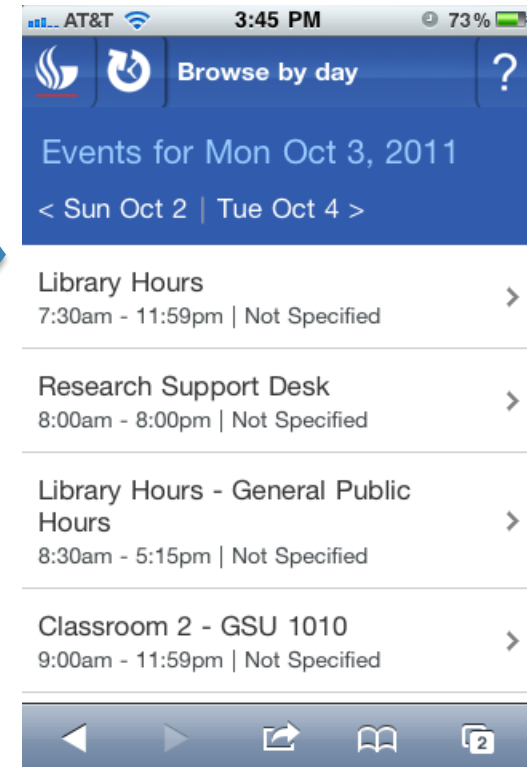
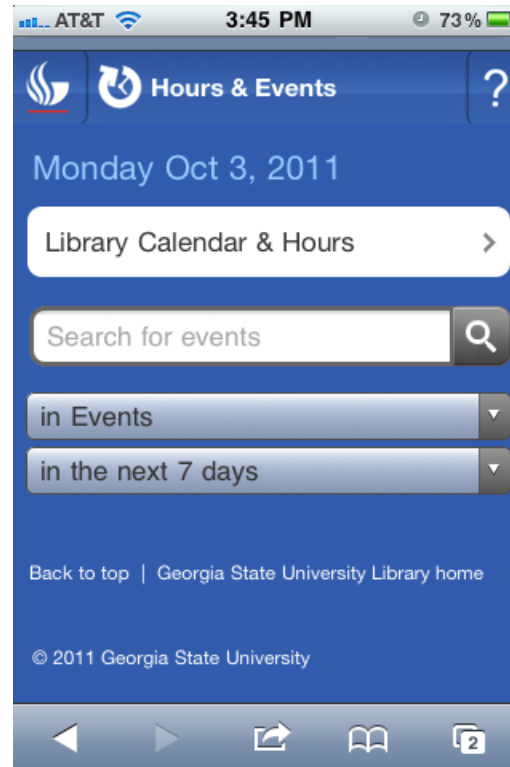
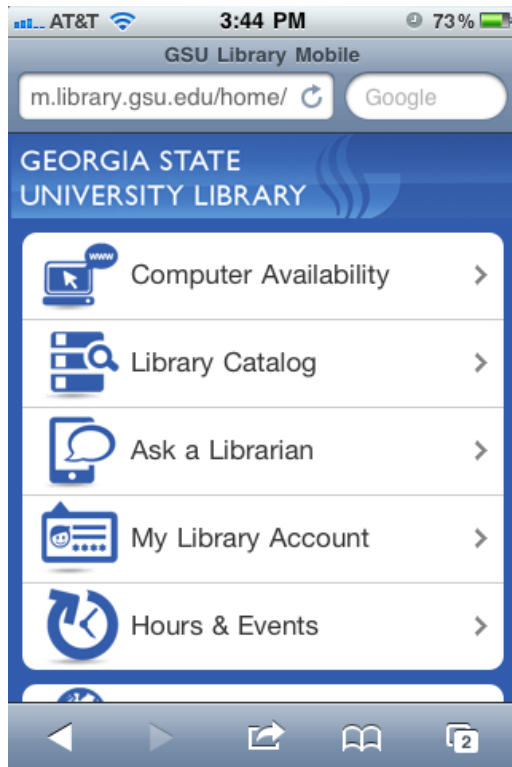
Functionality – My Library Account





**Give them what they want,  
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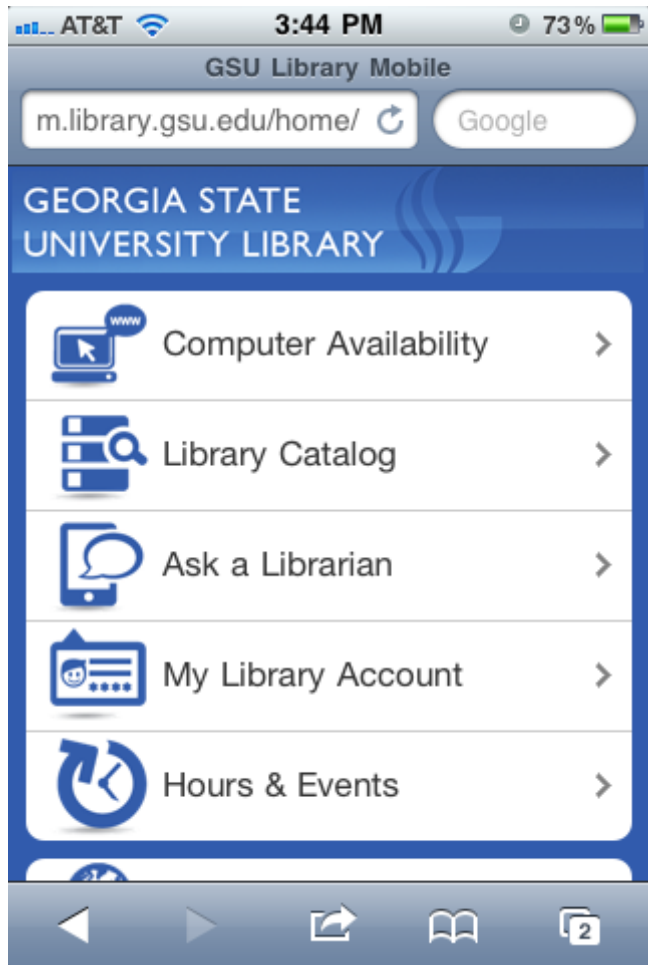
Functionality – Hours & Events



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Functionality – Full Site Access



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**Dashboard**

- Intelligence *Beta*
- Visitors
- Traffic Sources
- Content**
  - Overview
  - Top Content**
  - Content by Title
  - Content Drilldown
  - Top Landing Pages
  - Top Exit Pages
  - In-Page Analytics *Beta*
- Site Search
- Event Tracking
- Goals

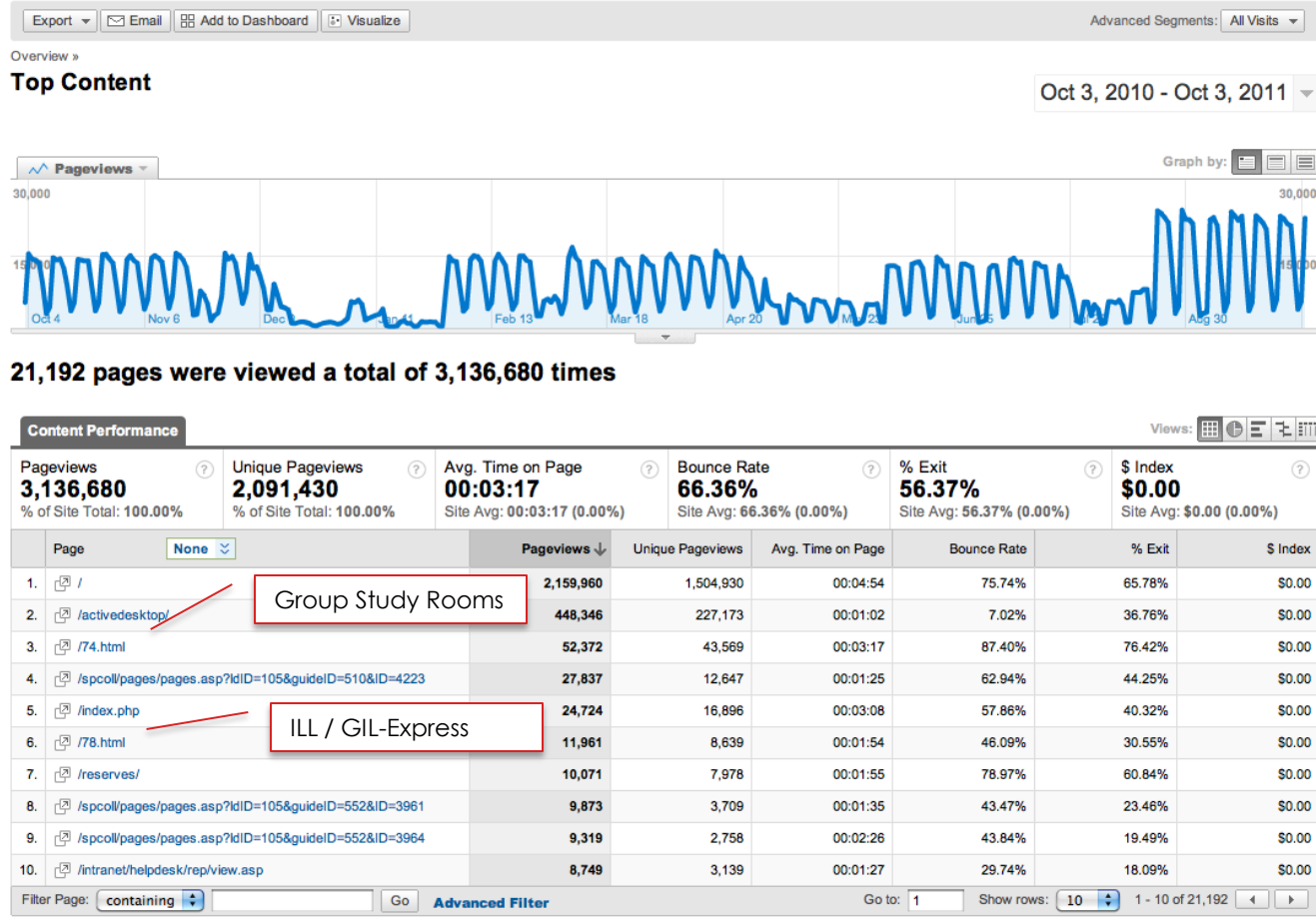
**Custom Reporting**

**My Customizations**

- Custom Reports
- Advanced Segments
- Intelligence *Beta*
- Email

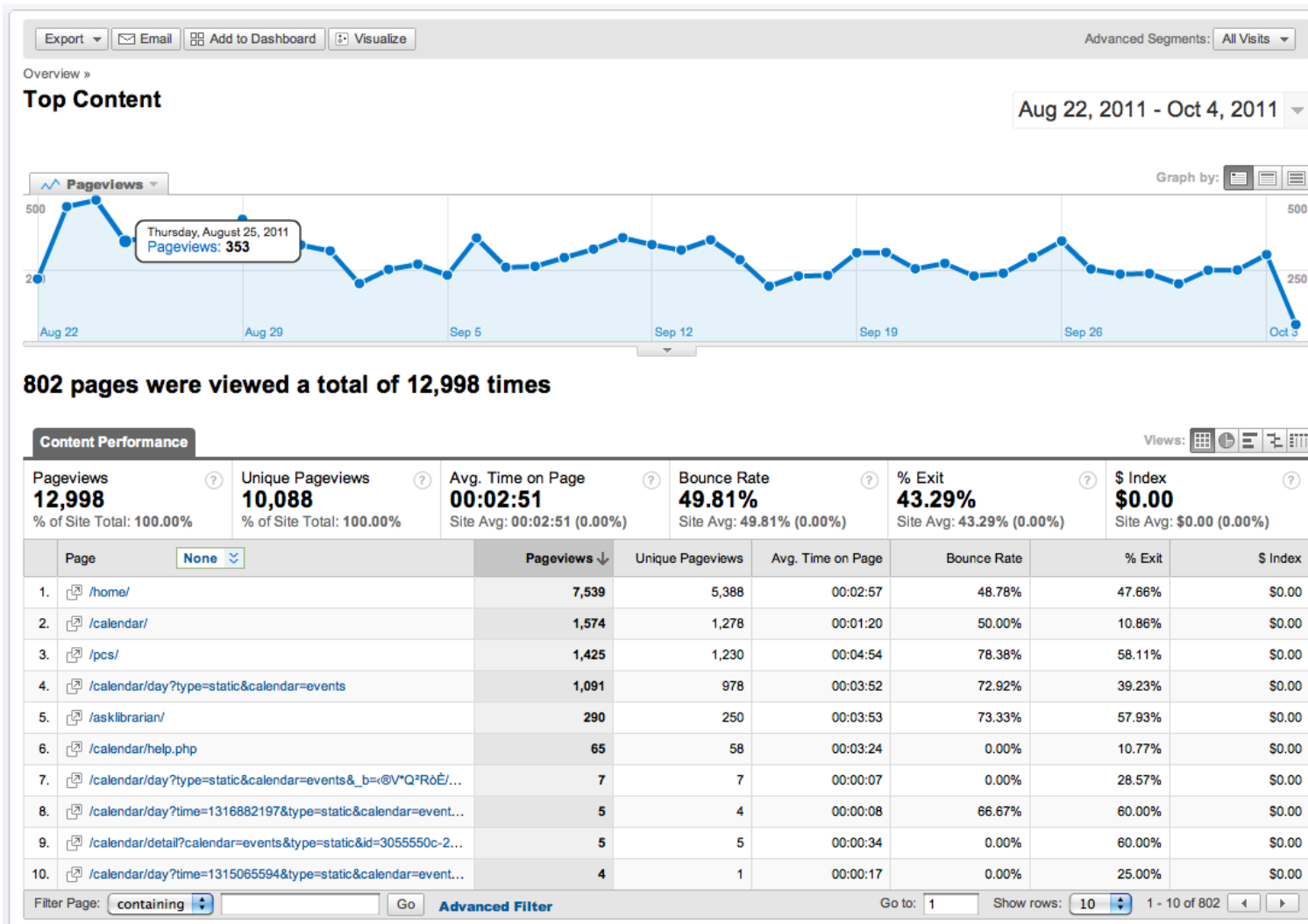
**Help Resources**

- About this Report
- Conversion University
- Common Questions



Give them what they want,  
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## Plans For The Future – Mobile Web Analytics

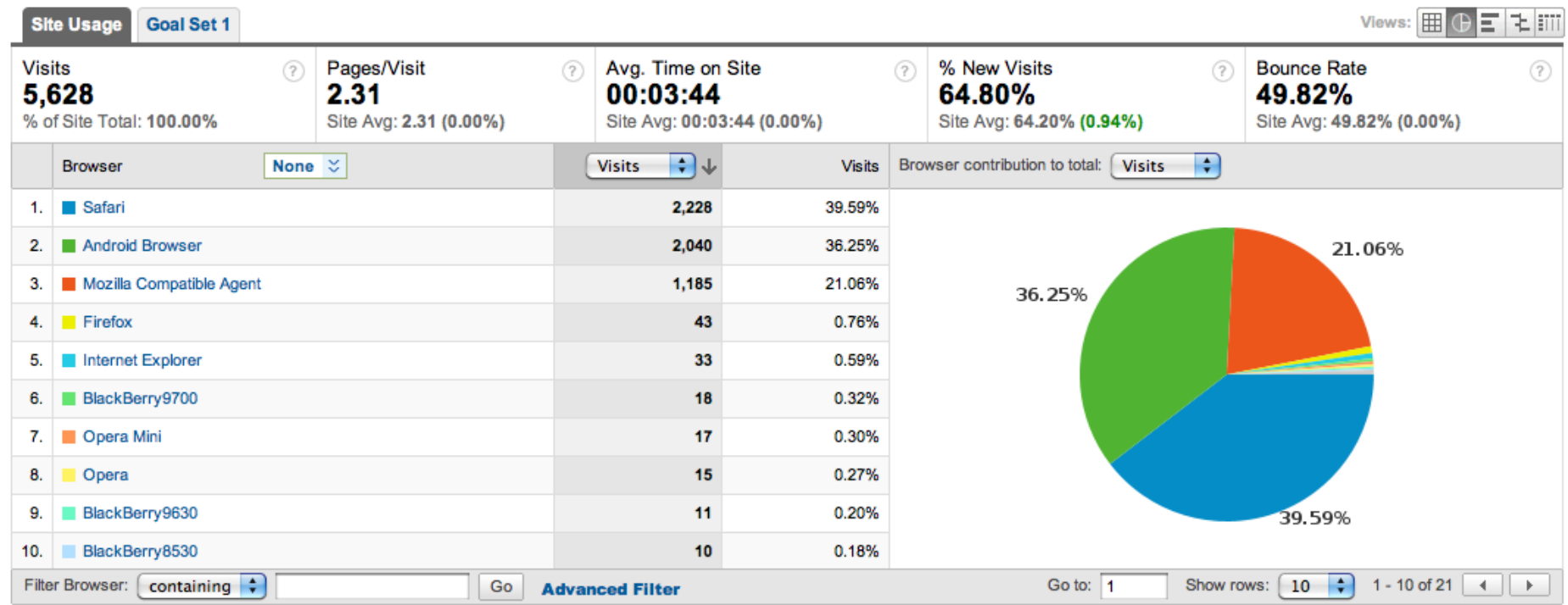


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## Plans For The Future – Browser Traffic

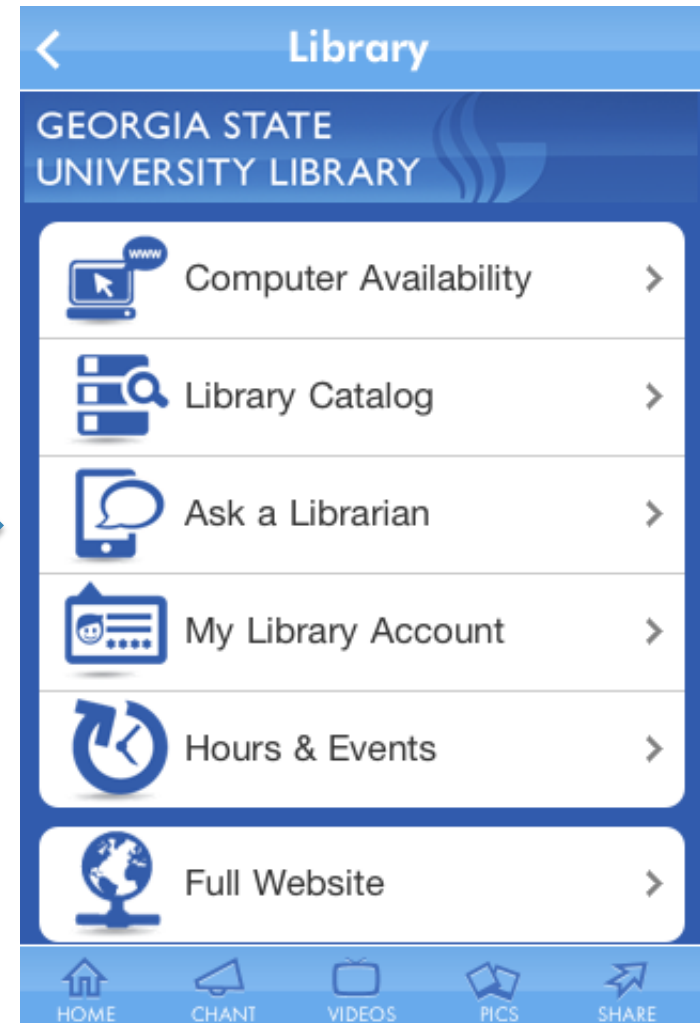
5,628 visits used 21 browsers



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Work With Your Institution & Brand Right



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Enable Auto Redirect

Georgia State University | UNIVERSITY LIBRARY

SEARCH | GEORGIA STATE | UNIVERSITY LIBRARY | DIRECTORY

Discover Catalog Journals Research Guides Reserves

Discover articles, books, media, unique collections and more...

Go to Databases by Subject

Databases by Name A-Z

LIBRARY BLOG

Troy Davis and the Death Penalty

"Business Etiquette and Style for Written and Electronic Communication" workshops 10/05/11 and 10/06/11

Georgia Archives Month is Georgia History...Worth Saving!

Common, "King of Conscious Hip Hop," @ GSU

TODAY'S HOURS & EVENTS

Library Hours (10/04/11)

Research Support Desk (10/04/11)

Library Hours - General Public

Live Assistance Hours (10/04/11)

Classroom 1 - GSU

Classroom 1 - Zotero Workshop (10/04/11)

Classroom 1 - Film 2700 (10/04/11)

INFORMATION FOR YOU

New Students

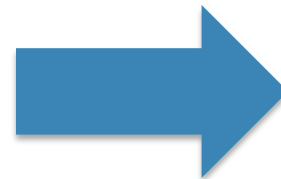
Undergraduate Students

Graduate Students

Faculty

Staff

Alumni & Visitors



AT&T 3:44 PM 73%

GSU Library Mobile

m.library.gsu.edu/home/ Google

GEORGIA STATE UNIVERSITY LIBRARY

Computer Availability


Library Catalog

Ask a Librarian

My Library Account

Hours & Events

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LIBRARY BLOG

Library Home Blog Home

← Scheduled Service Outage: Saturday 8/20/2011 Desktop article delivery now available for graduate students →

### Library Website Now In Mobile Beta!


Posted on August 22, 2011 by Christian Steinmetz

In a 2010 survey of Georgia State undergraduate students, 71% stated that they owned a handheld device capable of accessing the internet. Given national trends, that number has probably only grown in the last year. The library recognized that mobile access to our resources and services would soon be in demand. So we surveyed the campus about a mobile library website and we have been developing one for a few months now.

Now, we're launching a beta version, so we can get feedback from you as Fall semester begins. When you visit [library.gsu.edu](http://library.gsu.edu) from a handheld device, it will automatically take you to our mobile site at [m.library.gsu.edu](http://m.library.gsu.edu).

The survey provided us with a list of features that you wanted to see first. Here's what you asked for:

**Computer Availability:** You can easily learn



**Categories**

- For Faculty (381)
- For Graduate Students (378)
- For Students (368)
- General News (768)
- Instruction (108)
- Podcasts (108)
- Publications (108)

### The Library Website Is Now Mobile!

- Computer Availability:** You can easily learn how many computing stations are available on each floor.
- Library Catalog:** Using the GIL-Find interface, you can search our entire catalog of books, videos & more.
- Ask A Librarian:** Need help? Ask us in a variety of ways from your mobile device. Call, text, email or get live assistance with our chat service.
- My Library Account:** Login with your Library ID, Last Name and PIN to access your account. This lists the GALILEO Password, your favorite items, checked out items, holds, recalls, fines and more.
- Hours & Events:** Just like our regular home page, this displays our hours of operation by day. It also lists our service point hours, as well as the times and locations of special events or classes taking place in the library.





SCAN THIS CODE WITH A MOBILE DEVICE TO GO DIRECTLY TO [LIBRARY.GSU.EDU](http://LIBRARY.GSU.EDU)



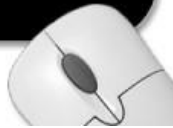
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Other Recommendations...

DO YOUR  
HOMEWORK.



**Mandy Swygart-Hobaugh & Christian Steinmetz**

**Mandy**

aswygarthobaugh@gsu.edu

**Christian**

csteinmetz1@gsu.edu

### **Resources**

“Mobiles: Time to adoption, one year or less.” 2011 Horizon Report:  
<http://www.educause.edu/Resources/2011HorizonReport/223122>

ECAR Study of Undergraduate Students and Information Technology, 2010:  
<http://www.educause.edu/Resources/ECARStudyofUndergraduateStudents/217333>

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