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Poster Session - Give Them What They Want, Not What We Assume They Need: Developing a User-Centric Mobile Library Website

Authors	Swygart-Hobaugh, Amanda J.
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“Give Them What They Want, Not What We Assume They Need: Developing a User-Centric Mobile Library Website” Handouts

Amanda Swygart-Hobaugh

Poster Session, American Library Association Annual Conference, Anaheim, CA, 2012.
Saturday, June 23, 3:00-4:30pm, Convention Center Exhibit Hall Poster Area Table 9

SURVEY ON MOBILE WEBSITE DEVELOPMENT FOR THE GSU UNIVERSITY LIBRARY

About the Study:

Principal Investigator: Amanda Swygart-Hobaugh; Co-Principal Investigators: Laura Carscaddon, Christine Cooney, Mary Jo DeJoice, Christian Steinmetz

The purpose of the study was to investigate users' preferred features for a mobile library website and use the data gained to inform our mobile library website development. Approximately 1000 randomly-chosen participants from the Georgia State University undergraduates, graduates, and faculty were directly recruited for this study. We also had an open call for voluntary participation via our Library website. We had 106 respondents (10% response rate).

Recruitment Text (by Christian Steinmetz):

Text of email invitation and blog post:

Greetings from the University Library!

Georgia State University has reached a tipping point. The majority of students on campus now own an internet capable mobile device. Daily, students use mobile technology to check email, Facebook, the weather, the news and more. Clearly it is time for the library to fit into your pocket the same way your other information sources do. Now is your chance to help develop that “mobile library.”

The Georgia State University Library is surveying the campus about your preferred features for a mobile website that is in development. To participate, please go to our online survey and answer a maximum of 10 questions about your mobile use and preferences.

The survey will take approximately 5-10 minutes of your time, and it will close on Monday, February 7, at 10:00 p.m.

It is our duty to make sure the library meets the needs of the university community. We hope that with your cooperation we can complete that commitment successfully.

Survey (administered online via Zoomerang):

1. I currently own one or more of the following handheld mobile devices – **Check all that apply:**

- iPhone
- Blackberry
- iPod Touch
- Droid/Android
- iPad
- Palm Treo
- Other:
- NONE** – I do not currently own a handheld mobile device.

If #1 response is NONE, skip to:

1.A. Do you plan to purchase a handheld device in the next 12 months?

- Yes
- No

If #1.A response is “No”, then skip to #7; if “Yes”, then skip to #3

2. How often do you use the Internet from your handheld mobile device?

- Never
- Once per year
- Once per semester
- Monthly
- Weekly
- Several times per week
- Daily

3. How often do you use the GSU Library’s website in an average semester?

- Never
- Once per semester
- Monthly
- Weekly
- Several times per week
- Daily

4. How likely is it that you would use a **MOBILE** version of the GSU Library website?

[1] Not at all likely [2] [3] [4] [5] [6] Extremely likely

5. Which of the following features do you want on a **MOBILE** version of the GSU Library’s website – **Check all that apply:**

- Library Hours
- Travel Directions to the Library
- Study Room Reservations
- Computers currently available in the Library
- Library Catalog Search
- Library Floor Maps
- Directory information for Librarians and Staff
- Ask a Librarian (text/email/phone assistance from a librarian)
- My Library Account (items you have checked out, online renewal of items)
- Library’s Blog
- Library’s Facebook page
- Library’s Twitter feed
- Other social media
- Full Library Website (not a mobile version)
- Other:

6. Please rate the importance to you of our including the following features on a **MOBILE** version of the GSU Library’s website, with 1 being not at all important and 6 being extremely important.

	[1] Not at all important	[2]	[3]	[4]	[5]	[6] Extremely important
Library hours						
Travel Directions to the Library						
Study Room Reservations						
Computers currently available in the Library						
Library Catalog Search						
Library Floor Maps						
Directory information for Librarians and Staff						
Ask a Librarian						
My Library Account						
Library’s Blog						
Library’s Facebook page						
Library’s Twitter feed						
Other social media						
Full Library Website (not a mobile version)						
Other:						

7. I am a:

- GSU Undergraduate Student
- GSU Graduate Student
- GSU Faculty Member
- GSU Staff Member
- Other:

8. My age is:

- 18 – 24
- 25 – 29
- 30 – 34
- 35 – 39
- 40 – 44
- 45 – 49
- 50 – 54
- 55 – 59
- 60 – 64
- Over 65

9. Which of the following is your primary/major area of study, research, or teaching?

- Business
- Humanities (Literature, History, Languages, Philosophy, etc.)
- Education
- Fine Arts (Art, Theatre, Music, etc.)
- Communications/Journalism
- Social and Behavioral Sciences (Sociology, Psychology, Political Science, Social Work, Criminal Justice, Policy Studies, etc.)
- Sciences and Health Sciences (Biology, Chemistry, Physics, Nursing, etc.)
- Interdisciplinary Studies (Women's Studies, Religious Studies, African American Studies, etc.)
- Other:
- Undecided/Undeclared

10. Please share with us any other comments/suggestions you have regarding our developing a mobile version of the GSU Library's website:

If you are willing to participate in a focus group or usability study about the mobile version of the GSU Library website once it is developed, please provide your email address so we can contact you:

Thank you for participating in this survey – we value your feedback!

Key Results:

Table 1: Which of these features do you want on a MOBILE version of the library's website?

Feature and Rated Importance	Undergrad (N=21)	Grad (N=28)	Faculty (N=48)
Ask a Librarian (text/email/phone) % rating as Important to Extremely Important	89% 58%	65% 46%	52% 44%
Study Room Reservations % rating as Important to Extremely Important	84% 58%	65% 42%	10% 7%
Computers currently available in the Library % rating as Important to Extremely Important	84% 58%	31% 23%	12% 7%
Library Catalog Search % rating as Important to Extremely Important	84% 85%	85% 81%	88% 91%
Library Hours % rating as Important to Extremely Important	84% 58%	81% 65%	57% 41%
My Library Account % rating as Important to Extremely Important	68% 79%	88% 89%	71% 65%
Library Floor Maps % rating as Important to Extremely Important	58% 32%	31% 24%	26% 27%
Directory information for Librarians and Staff % rating as Important to Extremely Important	32% 27%	15% 16%	26% 30%
Other – Article/Database Searching desired % rating as Important to Extremely Important	0% N/A	3% N/A	15% N/A

NOTE: Six staff and “other” respondents are not included here.

SURVEY ON MOBILE WEBSITE (POST-DEVELOPMENT) FOR THE GSU UNIVERSITY LIBRARY

About the Study:

Principal Investigator: Amanda Swygart-Hobaugh; Co-Principal Investigators: Traci Drummond, Khyle Hannan, Jennifer Link Jones, Cliff Landis, Christian Steinmetz

The purpose of the study was to gauge use of and satisfaction with the GSU Library's mobile website features, and solicit recommendations for enhancements. Participants were recruited for this study by an open call for voluntary participation via our Library website and mobile website. 757 people visited the survey, with 221 completing it (29% response rate). 83% of respondents were undergraduates; consequently, all data is reported in the aggregate versus divided by user groups.

Recruitment Materials (all by Christian Steinmetz):

Module ads on library website linked to the survey, designed as a smart phone with text reading "Over 7,000 GSU students with mobile devices don't use the library's mobile site. TELL US WHY. 5 MINUTES. GO."

A red "survey" icon on the library mobile site linked to the survey, with text: "Mobile Experience Survey."

Text for a blog post:

According to our data, 13,900 different people have used the mobile version of library.gsu.edu since its launch in August of 2011. That's roughly 45% of Georgia State's population!

But over 70% of Georgia State students own mobile devices, from tablets to smart phones. That means 25% of you (about 7,600 people) aren't taking advantage of our mobile service.

The library recognizes that mobile access to our resources and services is in high demand. We want to make sure that we're providing a mobile site that meets your research and learning needs.

To help us achieve that goal, please fill out our new survey so we can optimize your experience and prioritize which new features we add to the site!

Survey (administered online via Zoomerang):

1. My age is:

- Under 18
- 18 – 24
- 25 – 29
- 30 – 34
- 35 – 39
- 40 – 44
- 45 – 49
- 50 – 54
- 55 – 59
- 60 – 64
- Over 65
- No response

If #1 response is Under 18, skip to end of survey.

2. I currently own one or more of the following handheld mobile devices – **Check all that apply:**

- iPad
- iPhone
- iPod Touch
- Droid/Android
- Blackberry
- Kindle
- Nook
- Sony Reader
- Kobo Touch
- Other:
- NONE** – I do not currently own a handheld mobile device.
- No response

If #2 response is NONE, skip to end of survey.

3. How often do you use the Internet from your handheld mobile device?

- Never
- Once per year
- Once per semester
- Monthly

- Weekly
- Several times per week
- Daily
- No response

4. How often do you use the GSU Library's **MOBILE** website in an average semester?

- Never
- Once per semester
- Monthly
- Weekly
- Several times per week
- Daily
- No response

If #4 response is Never, skip to question #9 for demographic information.

5. Please rate how often you use the following features on the **MOBILE** version of the GSU Library's website in an average semester, **with 1 being not at all and 6 being very frequently.**

	[1] Not at all	[2]	[3]	[4]	[5]	[6] Very frequently	No response
Computer Availability							
Study Rooms reservation system							
Library Catalog							
Ask a Librarian							
My Library Account							
Hours & Events							
Full Website							

6. Please rate how easy it is to use the following features on the **MOBILE** version of the GSU Library's website, **with 1 being not at all easy and 6 being very easy.**

	[1] Not at all easy	[2]	[3]	[4]	[5]	[6] Very easy	No response
Computer Availability							
Study Rooms reservation system							
Library Catalog							
Ask a Librarian							

My Library Account							
Hours & Events							
Full Website							

7. Is there anything missing from the mobile site you would want to use? If so, what is missing?

8. Please rate the importance to you of our including the following new features on a **MOBILE** version of the GSU Library’s website, **with 1 being not at all important and 6 being very important.**

	[1] Not at all important	[2]	[3]	[4]	[5]	[6] Very important	No response
Discover Search Mobile (for article searching and more)							
Online Research Guides							
Tutorials for Library Research							
Library Staff Directory							
Twitter							
Facebook							
Library Blog							

9. I am a:

- GSU Undergraduate Student
- GSU Graduate Student
- GSU Faculty Member
- GSU Staff Member
- Other:
- No response

10. Which of the following is your primary/major area of study, research, or teaching?

- Business
- Humanities (Literature, History, Languages, Philosophy, etc.)
- Education
- Fine Arts (Art, Theatre, Music, etc.)
- Communications/Journalism
- Social and Behavioral Sciences (Sociology, Psychology, Political Science, Social Work, Criminal Justice, Policy Studies, etc.)
- Sciences and Health Sciences (Biology, Chemistry, Physics, Nursing, etc.)
- Interdisciplinary Studies (Women’s Studies, Religious Studies, African American Studies, etc.)
- Other:
- Undecided/Undeclared
- No response

If you are willing to participate in a focus group or usability study about the mobile version of the GSU Library website, please provide your email address so we can contact you.

Thank you for participating in this survey – we value your feedback!

Key Results:

Table 2: Question #5 – “Please rate how often you use the following features on the MOBILE version of the GSU Library’s website in an average semester, with 1 being not at all and 6 being very frequently.”

How often do you use?	Not at all					Very frequently	N/A
Study Rooms Reservation	28%	7%	9%	13%	9%	28%	7%
Hours & Events	23%	10%	12%	13%	11%	27%	3%
Full Website	37%	9%	13%	12%	9%	14%	6%
Library Catalog	52%	9%	7%	9%	8%	7%	9%
Computer Availability	46%	17%	8%	10%	7%	4%	8%
Ask a Librarian	62%	13%	3%	6%	0%	2%	13%
My Library Account	56%	13%	10%	6%	5%	1%	10%

Table 3: Question #6 – “Please rate how easy it is to use the following features on the MOBILE version of the GSU Library’s website, with 1 being not at all easy and 6 being very easy.”

How easy to use?	Not at all easy					Very easy	N/A
Hours & Events	7%	6%	9%	10%	17%	33%	17%
Computer availability	14%	5%	7%	8%	9%	29%	27%
Study Rooms Res.	9%	8%	7%	11%	14%	28%	22%
Full Website	8%	6%	11%	2%	13%	24%	36%
Ask a Librarian	9%	3%	8%	3%	3%	17%	55%
Library Catalog	12%	5%	10%	8%	9%	16%	40%
My Library Account	12%	7%	9%	6%	8%	15%	43%

Table 4: Question #7 – “Is there anything missing from the mobile site you would want to use? If so, what is missing?”

Comments related to Study Room Reservation System:

- The study rooms need to be more specific when choosing rooms instead of it randomly assigning rooms add a floor option to the selection
- ROOM RESERVATION SHOULD HAVE OPTION OF CHOOSING THE ROOM INSTEAD OF BEING ASSIGNED A RANDOM ROOM
- I don't think that there is anything missing, insofar as features. Reserving rooms is by far the most useful to me, thus it is what I use. The addition of more parameters to the process of searching for and reserving rooms would improve this feature.
- Having the option to pick study rooms with specific items in it... like computers or projectors.
- There should be a method that requires that at least two people reserve a room. As it is currently. The rooms are always reserved and I always have to kick people out of rooms that have only one person in them.
- The study rooms should be on a first come first serve basis, like at UGA. I hate it when I see empty rooms on every floor!!!

Table 5: Question #8 - Please rate the importance to you of including the following new features on a MOBILE version of the GSU Library’s website.

Importance of including?	Not at all important					Very important	N/A
Discover Search Mobile	18%	6%	2%	13%	18%	35%	8%
Online Research Guides	15%	8%	8%	20%	11%	29%	9%
Tutorials for Library Research	29%	11%	17%	11%	8%	15%	8%
Facebook	43%	14%	11%	7%	6%	14%	6%
Twitter	48%	11%	10%	3%	6%	13%	8%
Library Blog	31%	24%	10%	11%	5%	11%	8%
Library Staff Directory	31%	17%	15%	11%	7%	9%	9%



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