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Redesigning a Mobile Site: Lessons Learned

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Redesigning a mobile site: lessons learned

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PURPOSE

To determine the mobile information needs of the NYMC community and to create a user-friendly mobile site that meets those needs

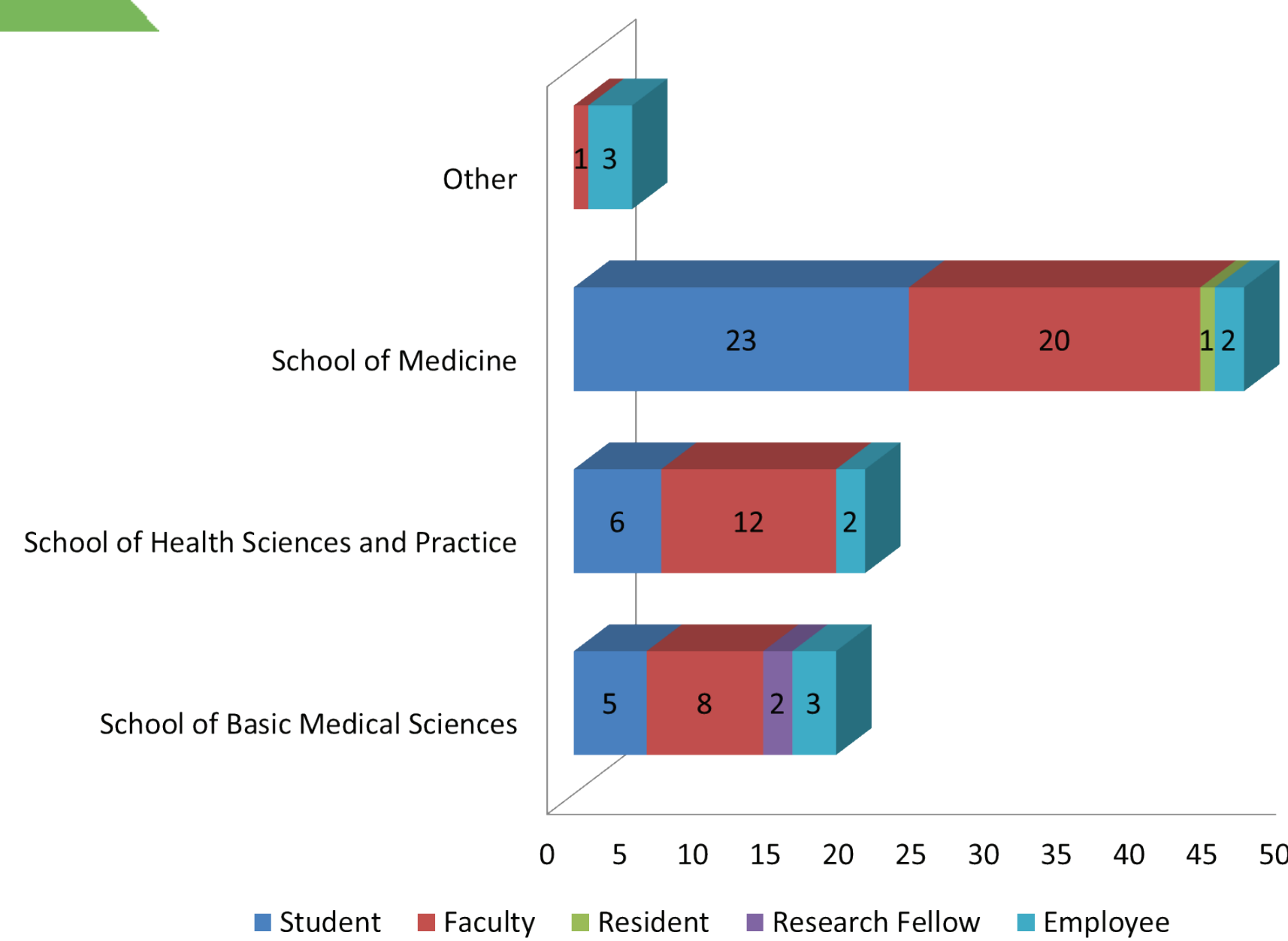
METHODS

The preliminary needs assessment survey was conducted using SurveyMonkey. The survey helped us build a low-fi paper prototype of the site. This prototype was used for testing the site's usability. The test included 6 tasks and a feedback questionnaire.

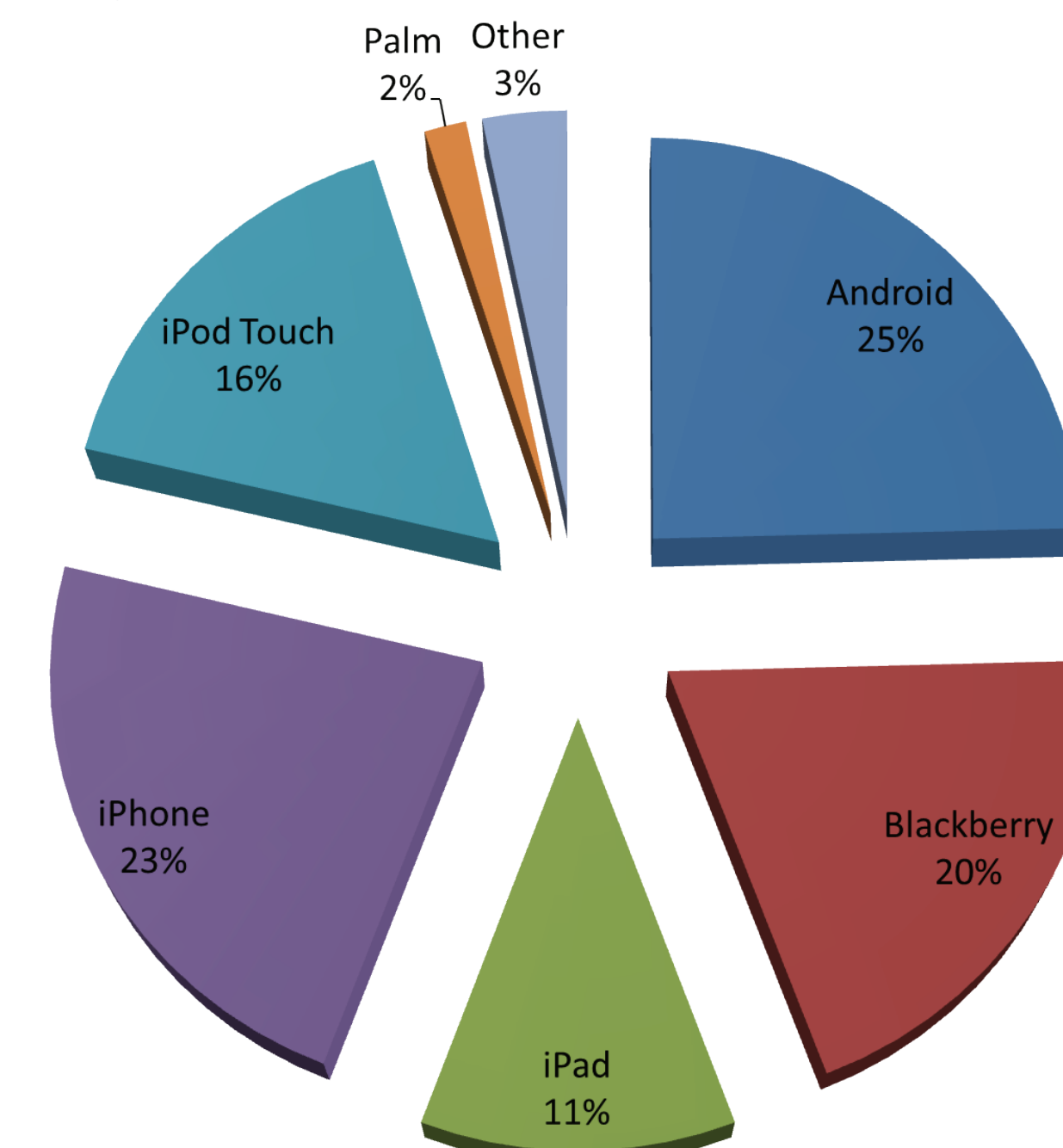
RESULTS

SURVEY

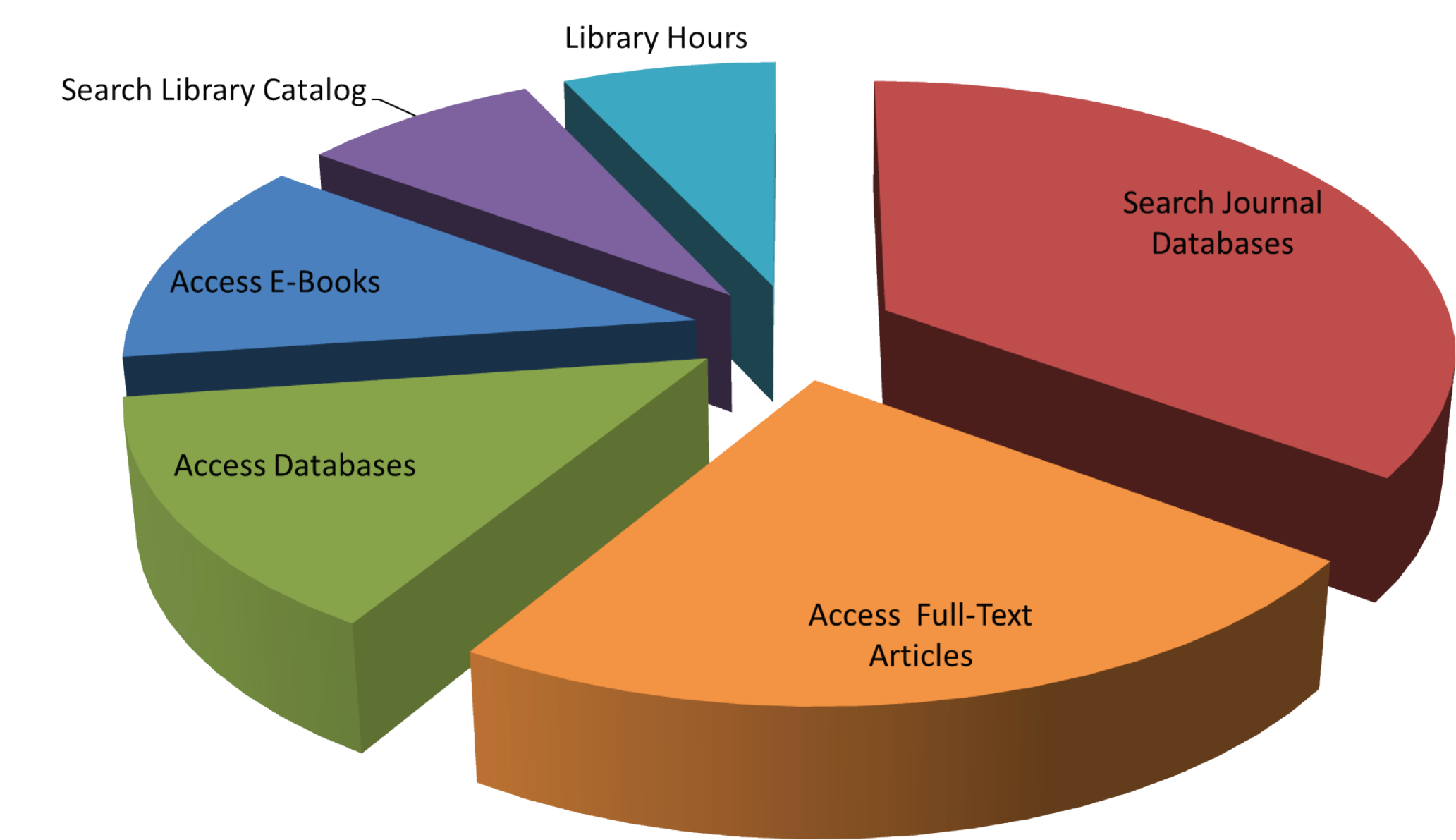
Participant Demographics (N = 77)



Types of Mobile Devices (N = 61)

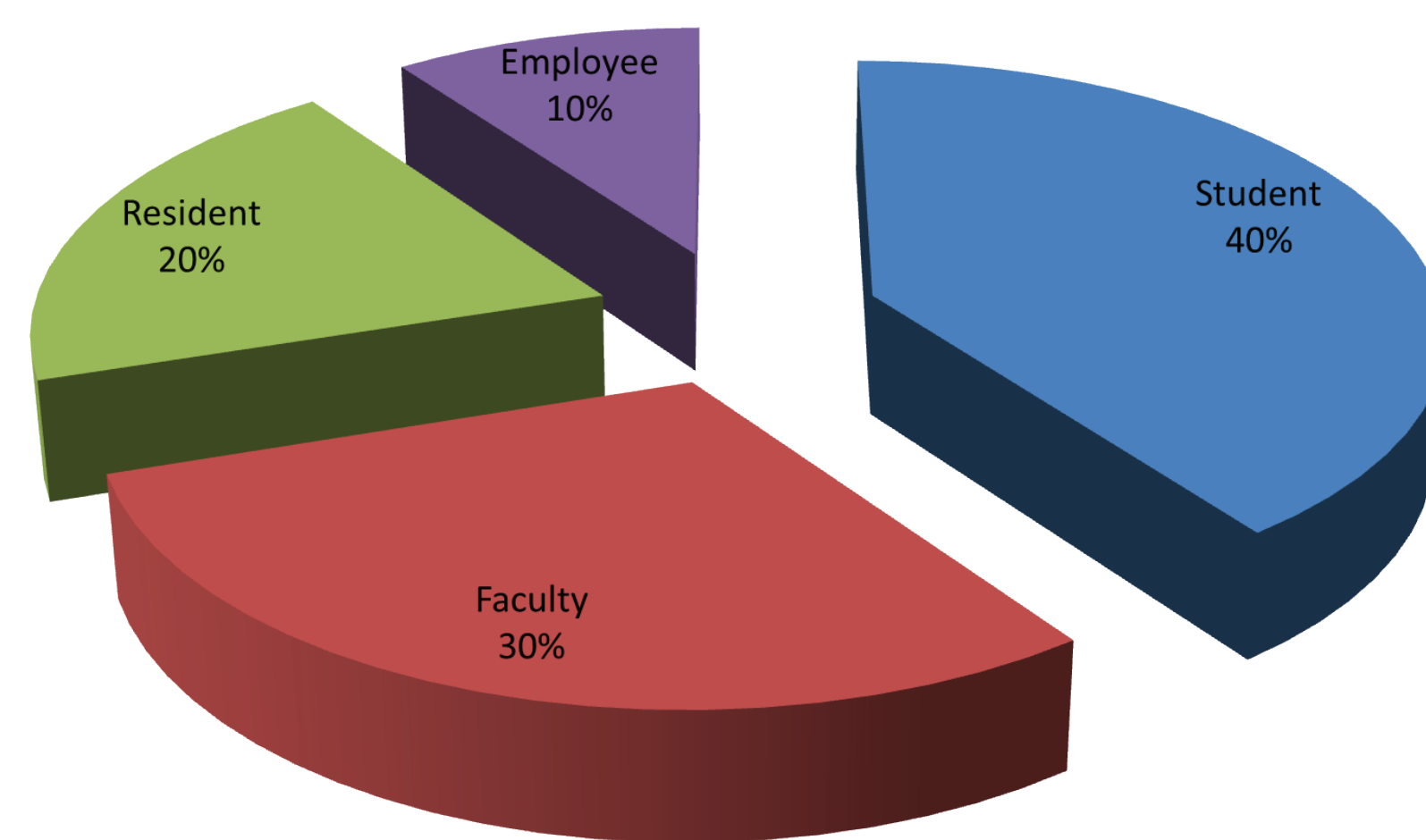


Top Desirable Tasks on a Library Mobile Site (Ranked)

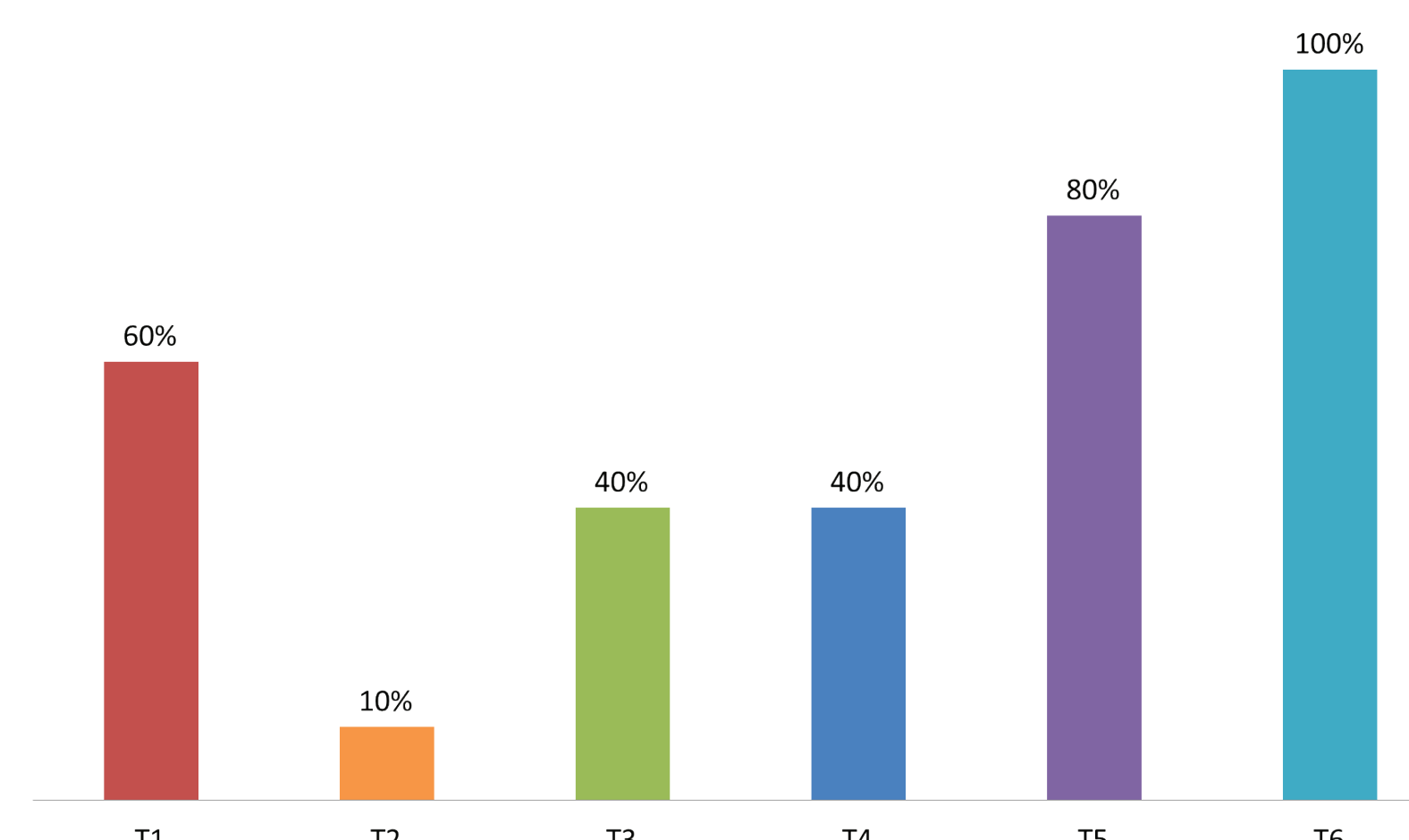


USABILITY TESTING

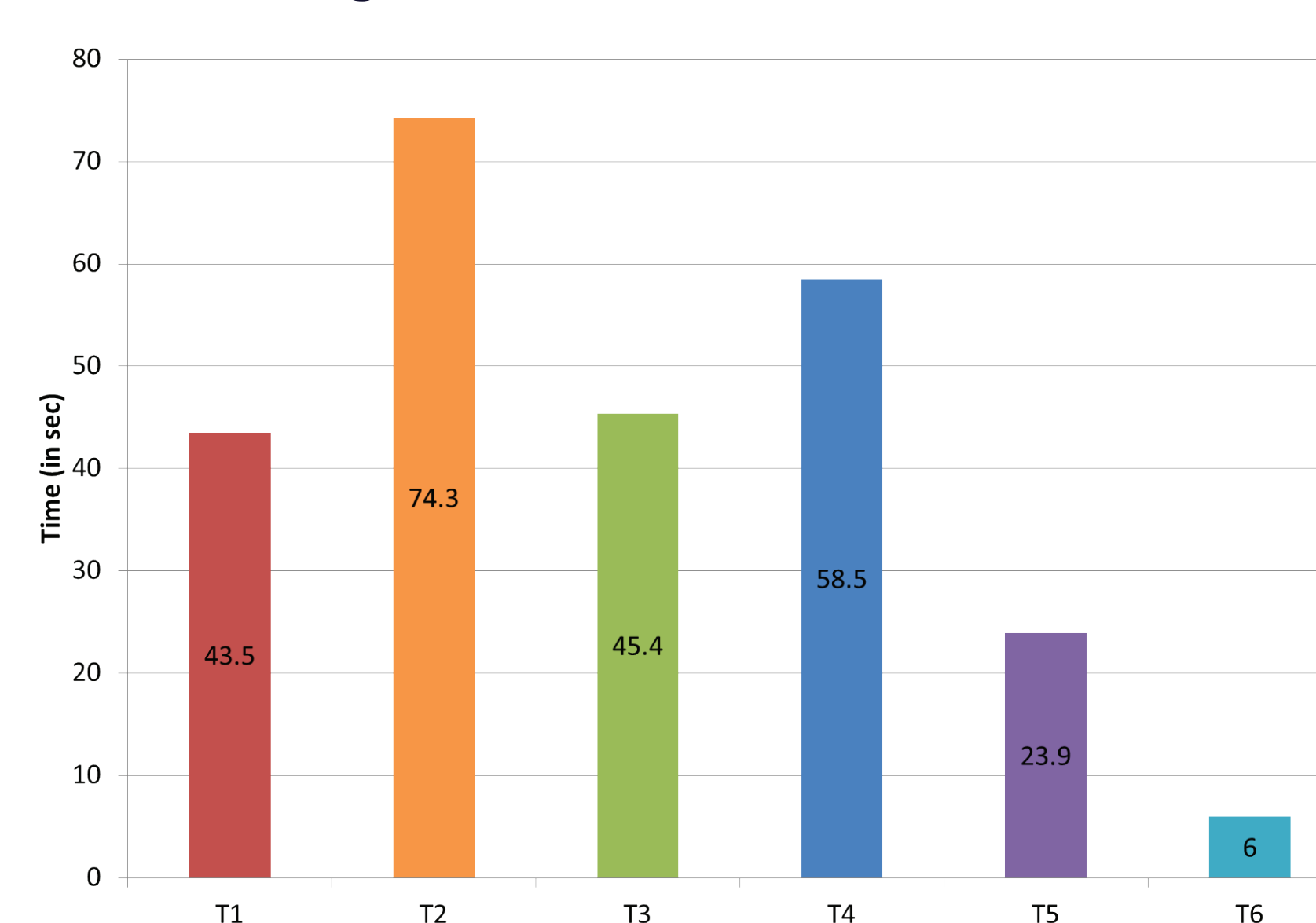
Usability Study Participants (N = 10)



% of Participants Easily Completing a Task



Average Time Taken for Each Task



Tasks

- T1.) Quick scan of the literature
- T2.) View full-text of an article
- T3.) Search Dynamed for current evidence
- T4.) Find a graphic in an e-book
- T5.) Find a book in the library catalog
- T6.) Determine library hours

Findings & Recommendations

T1: Participants had trouble locating the PubMed search box within the PubMed for Handhelds interface.

Fix: Create a page with a single search box where the results will link to full-text articles.

T2: Most participants went to PubMed to obtain the full-text. PubMed for Handhelds does not have links to our full-text articles.

Fix: Make sure that mobile users are able to access full-text via PubMed.

T3: Participants were confused about the terminology used for databases.

Fix: Remove the choice "Mobile Databases" and put "All Databases" at the top. List the mobile-friendly databases available to all users under "All Databases".

T4: Participants had difficulty reading the text and seeing the search box on the e-books page.

Fix: Create a page with a single search box. Users will have the option to do a title/author multiple keyword search or a title browse.

T5: One participant was confused about the "all material" limit in the online catalog.

Fix: The page should have one search box. Users should have the option to choose title/author keyword search.

Post-Test Feedback

The majority of the participants found the tasks relevant to their work. They found the site easy to navigate while completing the tasks and were in agreement with the site design. The mobile site went live on May 13, 2011.