Under the Hood:

Our UX-Driven Mobile Site Redesign

Courtney Greene
Bret Davidson

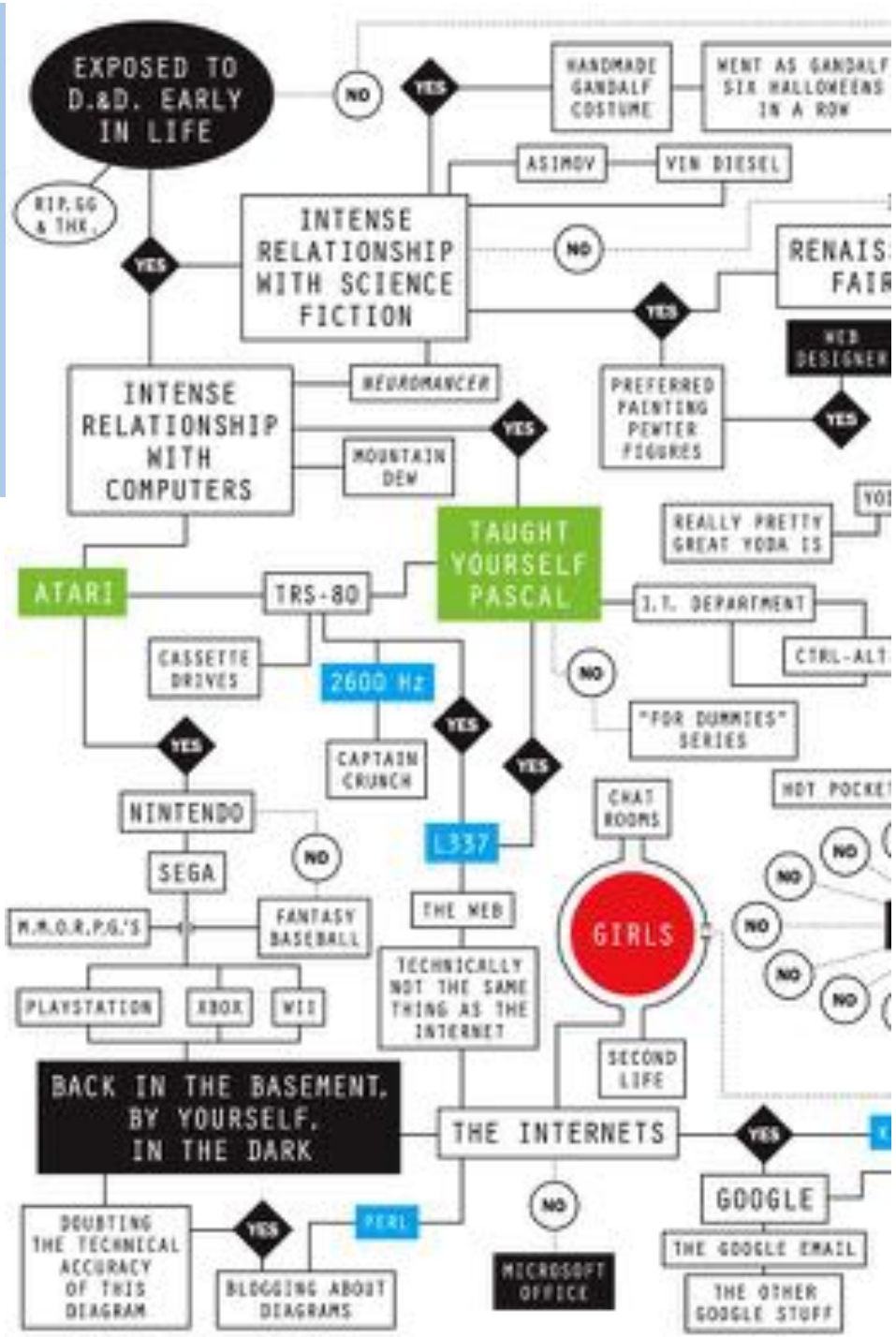
Handheld Librarian VI | 2.1.12

Herrylawford

before we go any further….

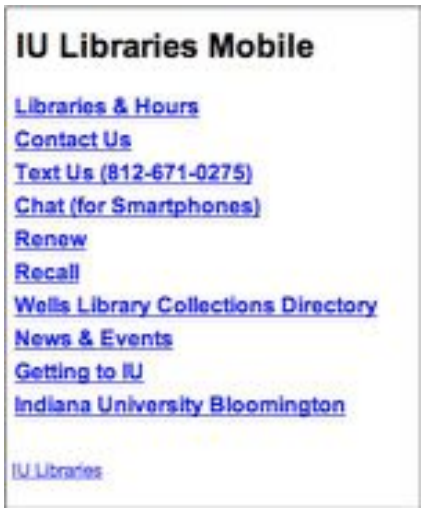
what kind of geek are *you*?

respond in the polls



new york times (2008)

2009



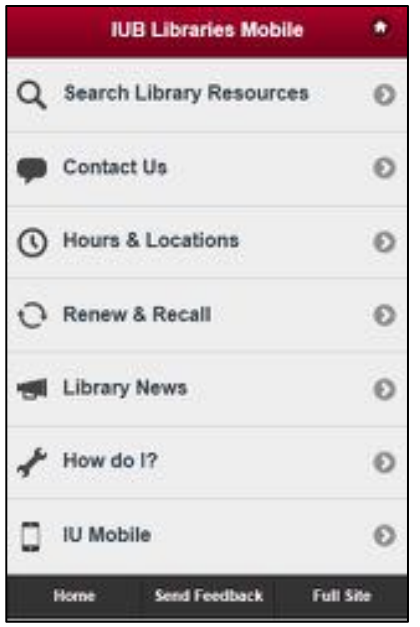
Problem:

Initial mobile site launched as test. Minimal staffing.

Full participation in campus sponsored app impossible.

User experience nil.

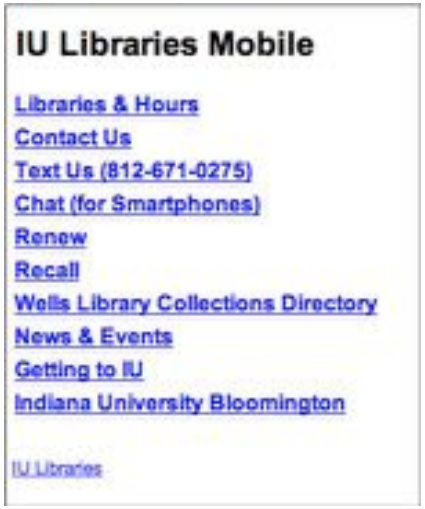
2011



Solution:

Modify existing site - minimal work for maximum impact.

2009



Problem:

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Focus:

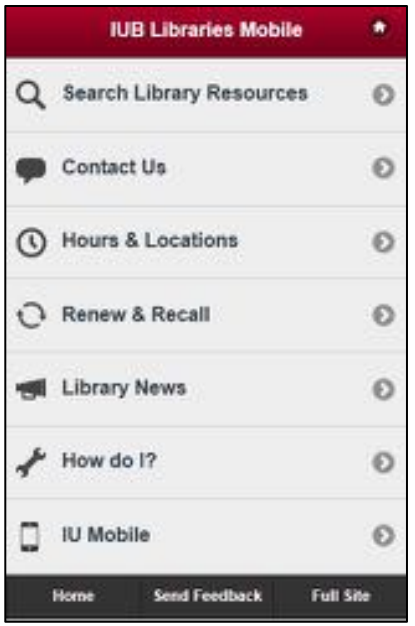
Improve existing information architecture, aesthetic

Cross platform solution

Increase traffic to mobile site

Leverage new technologies: HTML5, jQuery Mobile, etc

2011



Solution:

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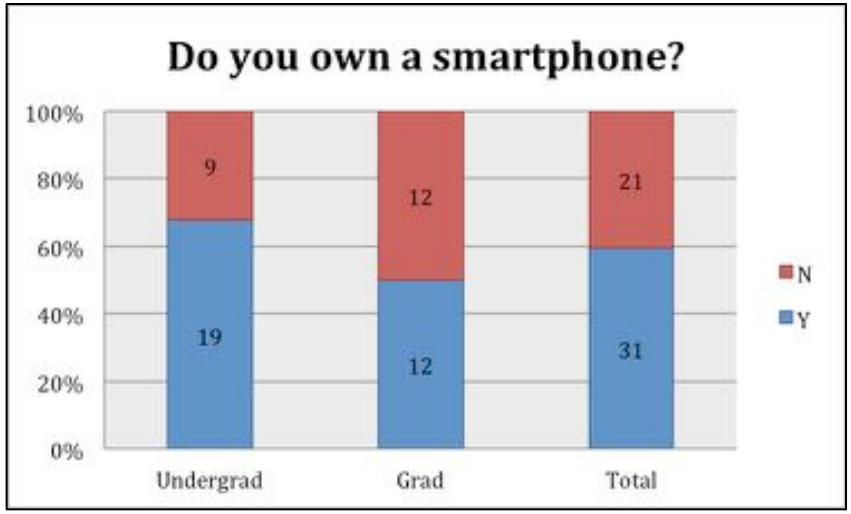
lucamascaro

needs assessment

Surveyed 52 students about use of libraries, library site, smartphones.

Most frequently used sites? Facebook, Google, & IU e-mail; also OnCourse (campus LMS) & OneStart (campus portal).

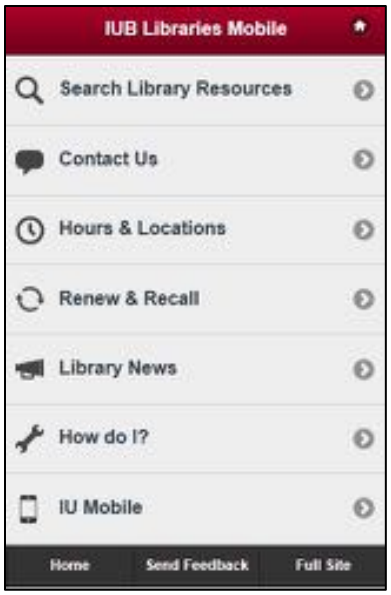
Most heavily used services on the Library site were also the most requested additions to mobile site: IUCat (library catalog) & databases.



prototyping

Touch screens – new tools, new ways.
Used paper prototypes + new system for logging user paths.

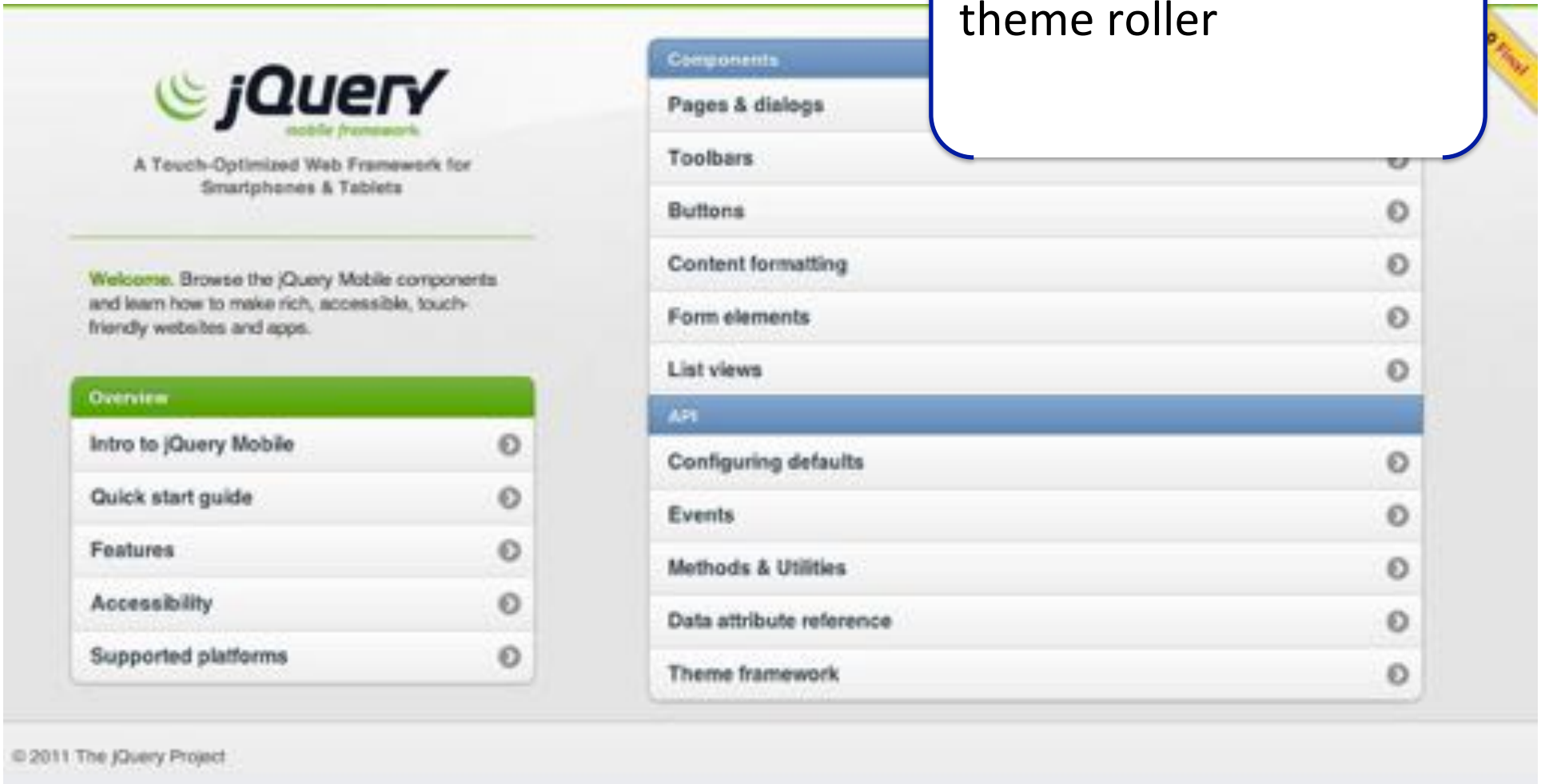
Tools used: Omnigraffle, iPhone stencils



framework

jquerymobile.com

extends jQuery
uniform UX
theme roller



geolocation

leaflet.cloudmade.com

lightweight
cross browser
well documented
extensible

prepare yourselves.
we're going to show some code.

pink sherbet

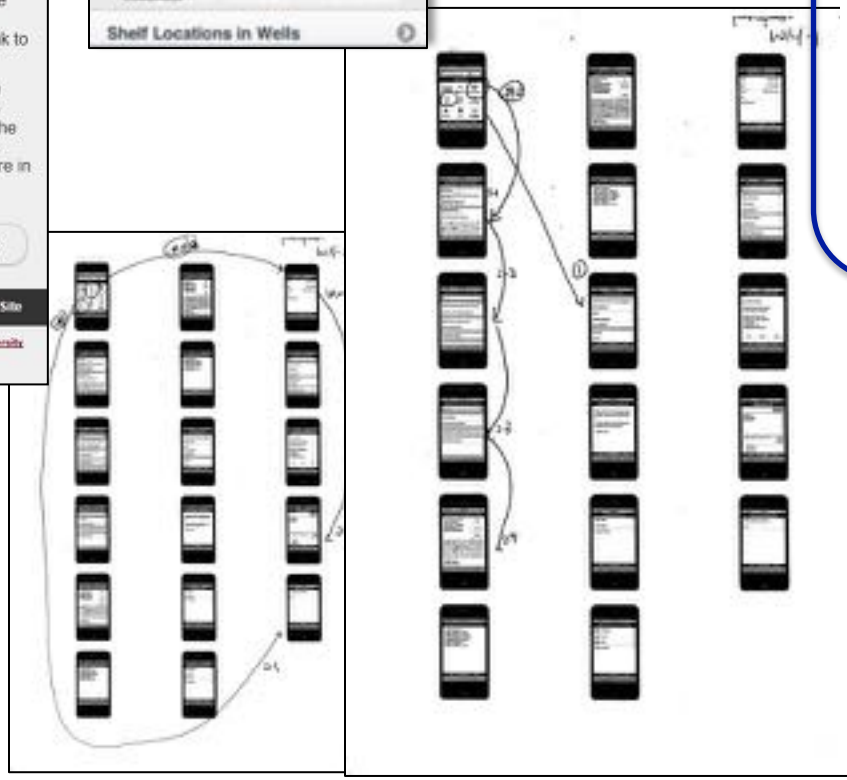
```
navigator.geolocation.getCurrentPosition(success_callback);

navigator.geolocation.watchPosition(success_callback);
```

```
navigator.geolocation.watchPosition(
    success_callback,
    error_callback,
    {maximumAge: 75000, enableHighAccuracy: true, timeout: 5000}
);
```

aussiegall

```
6       function testAccuracy(loc) {
7           var acc = loc.coords.accuracy;
8
9           if (acc <= 100) {
10              navigator.geolocation.clearWatch(watchProcessId);
11
12              if (timeoutId) {
13                  clearTimeout(timeoutId);
14              }
15
16              locationMap.success(loc);
17          } else {
18              i += 1;
19
20              if (i > 1) {
21                  clearTimeout(timeoutId);
22              }
23
24              if (i >= 3) {
25                  navigator.geolocation.clearWatch(watchProcessId);
26                  locationMap.error();
27              } else {
28                  timeoutId = setTimeout(function () {
29                      navigator.geolocation.clearWatch(watchProcessId);
30                      locationMap.error();
31                  }, 3000);
32              }
33          }
34      }
```

testing



Development: conducted five tests with paper prototype, focused on labels, site structure, icons. Resulted in a total shift in approach.

Informal feedback: candy bars & surveys at Welcome Week event.

Live site: six tests, focused on mapping function, information architecture, and labeling.

Take our survey!

A candy bar for your time!

takeaways

leo reynolds

rustman

slides + more:
http://bit.ly/hhl6-ux

Courtney Greene
Indiana University Libraries
crgreene *at* indiana *dot* edu

Bret Davidson
NCSU Libraries Fellow (as of 2.6 ☺)
bretdavidson *at* gmail