

Mobile Survey report
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Background

Memorial University Libraries recognizes the increasing presence of mobile devices and the need to support our users by providing mobile versions of library resources.

Memorial University has created a mobile website, which provided a link to the non-mobile version library website. The libraries recognized the need to improve this user experience. Using Drupal, a modified version of the library website was created and provided links to information and resources that were considered most useful to our users, including contact information, hours, and our social media presence (Facebook and Twitter). As mobile library resources become more prevalent, we have added links in the mobile website, including Summon and Explore A Topic.

Purpose

The mobile survey created by Krista Godfrey, Crystal Rose and Wendy Rodgers and was conducted in December 2012 in order to gain further insight into the needs and wants of our users in terms of mobile library resources. Results will indicate resources which our users are most interested in accessing on mobile devices. They will also help us determine the best way to design a mobile library website and where to place emphasis in a mobile library design.

Design

The survey was posted on the library website spotlight (QEII and HSL), posted in the MUN portal news feed, and sent via email to all Grenfell students and faculty.

Results

Email appears to be the best method of reaching our users for survey participation, as the majority of results appear to be from Grenfell. We had 271 responses.

The majority of participants are using Apple mobile devices, including iPhone, iPods and iPads. Tablets appear to be a smaller portion of devices, with approximately 30% of those surveyed indicating they had a tablet. 31 individuals skipped this question.

Blackberry Phone		16.9%	44
Android Phone		27.2%	71
iPhone		52.9%	138
iPod Touch		27.6%	72
Blackberry Playbook		5.0%	13
Android Tablet		6.5%	17
iPad		19.5%	51
		Other (please specify) Show Responses	20

Nearly half of those who responded had never accessed library resources, while 14%

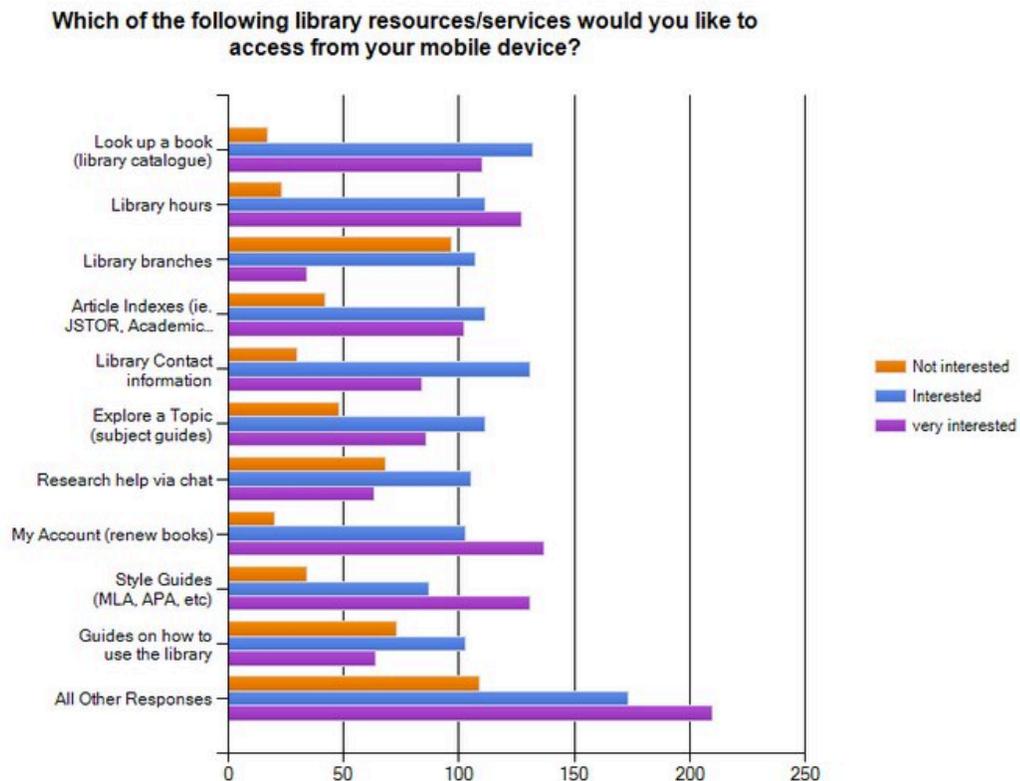
Yes, at least once		25.1%	68
Yes, at least once a week		14.4%	39
Yes, at least once a month		11.1%	30
No, I have never accessed library resources on my mobile device.		49.4%	134
		answered question	271

accessed library resources on a mobile device at least once a week

While nearly half of those surveyed indicated that they did not access mobile resources, over 90% agreed that they would consider access library resources on a mobile device.

Yes		92.3%	250
No		7.7%	21
		answered question	271

We were interested in determining what library resources/information our users would want to access with a mobile device.



Analysis

Existing resources

Of the items that we offered on our mobile website at the time of the survey, 48% indicated they were very interested in library hours while 53% were interested in library contact information.

The ability to search the library catalogue was indicated at 51% interested and 42.5% very interested. The libraries now offer this ability through two means. We offer the app Bookmyne, which is not linked from the present mobile library website as it is a separate app supplied by Sirsi. It functions as its own insular application and can be downloaded

from iTunes and Google's Play. We have recently been promoting this resource and will monitor its use.

We also offer a link to Summon in our mobile library website, which allows users to search the library catalogue, our article indexes and databases and more. While the survey asked about access to article indexes, 43% saw it of interest and 40% were very interested.

Explore a Topic, which has been added to the mobile site following the survey, was also desired by users, with 45% indicating they were interested in access it on a mobile device and 35% very interested in it.

New resources

There are a few of resources which many of our users would like to access on a mobile device, all of which we do not currently offer on our mobile library website. Over 50% indicated they were very interested in accessing both the My Account (renew books) feature in our library catalogue and the style guides. Nearly 50% indicated they were very interested in being able to book a study room on their mobile devices.

Other items of note include:

- 45% were interested in access to library branches
- 44% were interested in research help via chat
- 42% were interested in accessing guides on how to use the library
- 42% were interested in a map to find call number in the stacks. We are presently examining ways to include maps to call numbers in both the library catalogue and on mobile resources.

Comments included:

- the ability to browse ebooks
- access to reserves
- access to ebooks and ejournals
- ability to look for items and reserve them if unavailable
- hours/branches were not of use to distant students

Next steps

Many of the aggrevations likely stem from using the library website rather than the mobile library website. If users are aware of the mobile MUN website, they will have access to the mobile library website. We have not promoted the mobile library website on our own website or resources. It seems that many of the resources/information that our users want are provided through the mobile library website. Many of the desired functions (ebooks, ejournals) are now available through Summon, which is included in the mobile library website. Although the mobile library website is a temporary fix until we have a proper

mobile website via the new CMS, we will promote this resource more as it appears that there is a need for this resource.

The survey has also provided insight into the types of information and resources that our users would like to see, including the ability to book library study rooms on mobile devices. We will use this information as we develop our new mobile website and can be used to explore the potential for new mobile library services.