

## Mobile library services: what do users want?

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## Background

- Texas A&M University Libraries
  - 55,000 + students and faculty
  - Main library with 5 branches
- Libraries web site
  - Centralized management with CMS
  - Content contributed by librarians and staff
  - Usual collection of vendor-supplied library software

## Spring 2010 Survey

- Debate within the Libraries over what mobile to do and how much mobile to do
- Need to focus resources on what is wanted and not just the latest cool thing
- Decided to ask users instead of just making assumptions

## Spring 2010 Results

- 79.3% of respondents wanted a mobile library website

## Spring 2010 Results

- Most important features
  - Order books held for you
  - Renew books
  - Search for books
  - Reserve/place holds on books
  - Library hours
  - View checked out books
  - Search for articles

## Spring 2010 Results

- Least important features
  - Library podcasts
  - Find/read theses and dissertations
  - Suggest a purchase
  - Today's events
  - List of new books
  - Maps/directions to the libraries

## Spring 2010 Results

- Comments
  - PLEASE just make it simple .. nothing complicated
  - It should be flexible and easy to use.
  - Please design it so that its available to all devices and not only the iphone
  - Would have been nice two or three years ago.

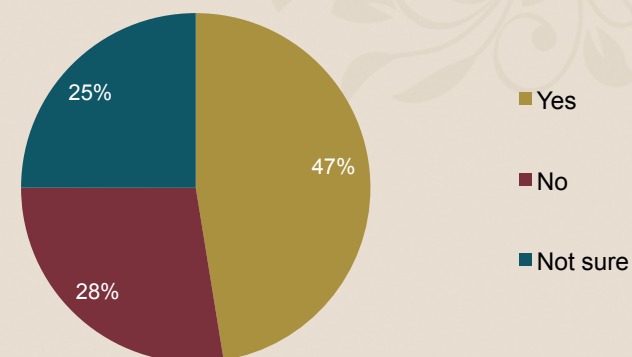
## Spring 2010 Results

- But ...
  - Only 193 respondents
  - Only those interested in mobile needs would respond.

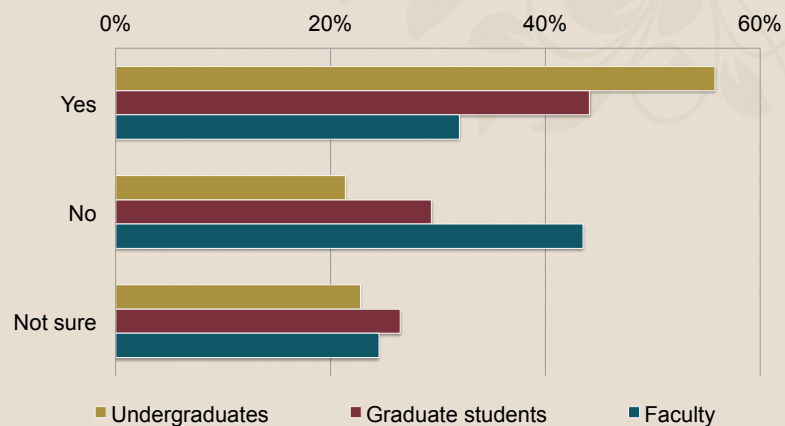
## Fall 2010 Survey

- Overall Libraries' web site survey
  - More responses
  - Not mobile specific
- Mobile questions
  - Simplified – only 4 questions
  - Dropped low-scoring options from spring survey
  - 2013 respondents

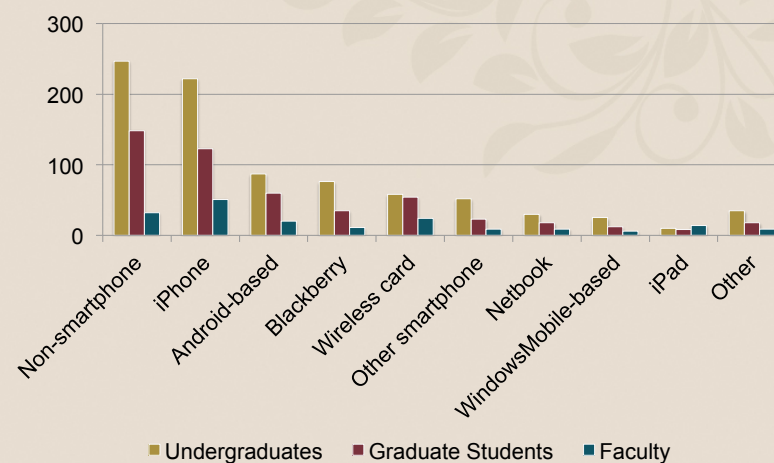
Would you like to be able to view the Libraries' website on your cell phone/mobile device?

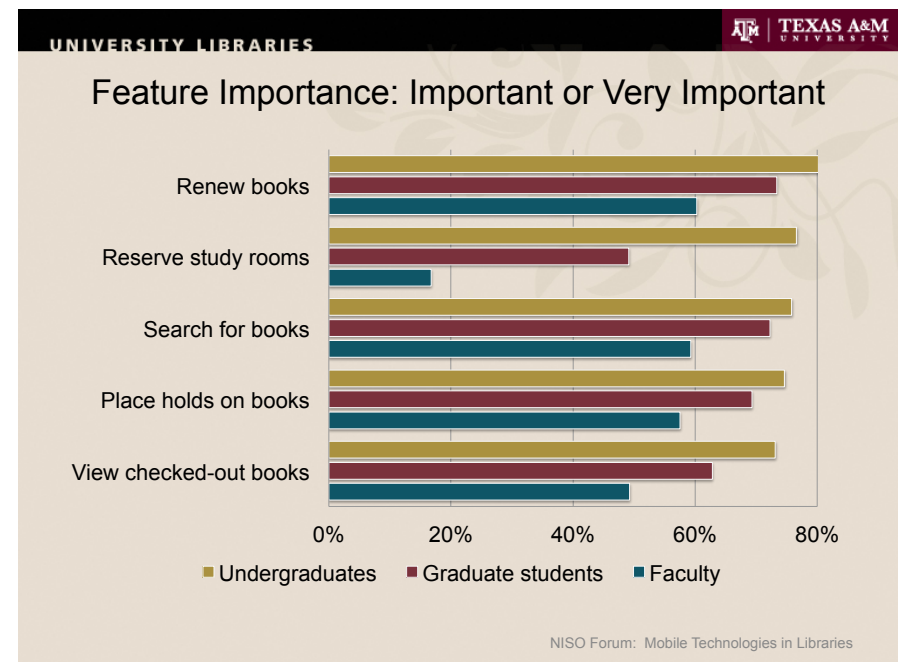
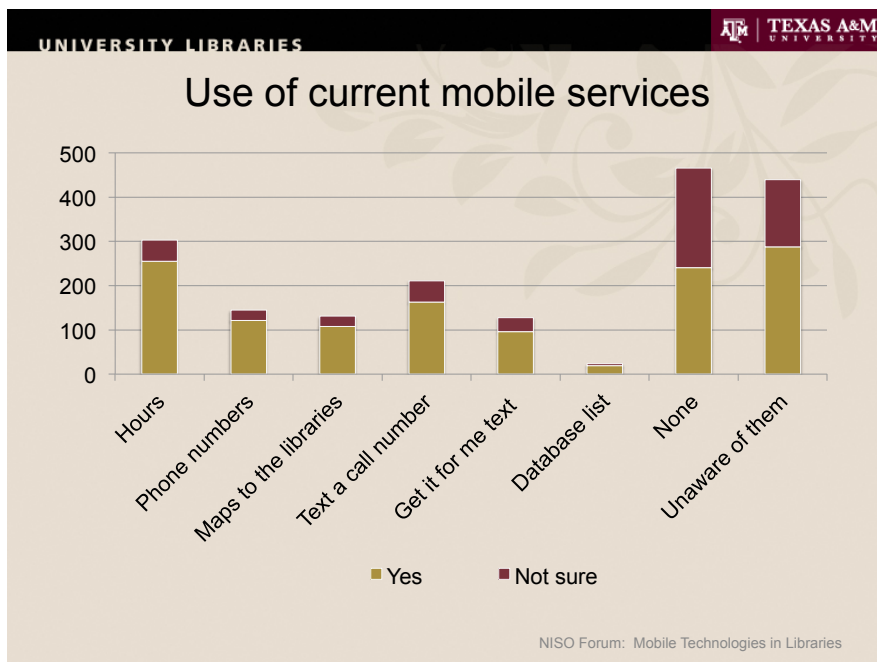
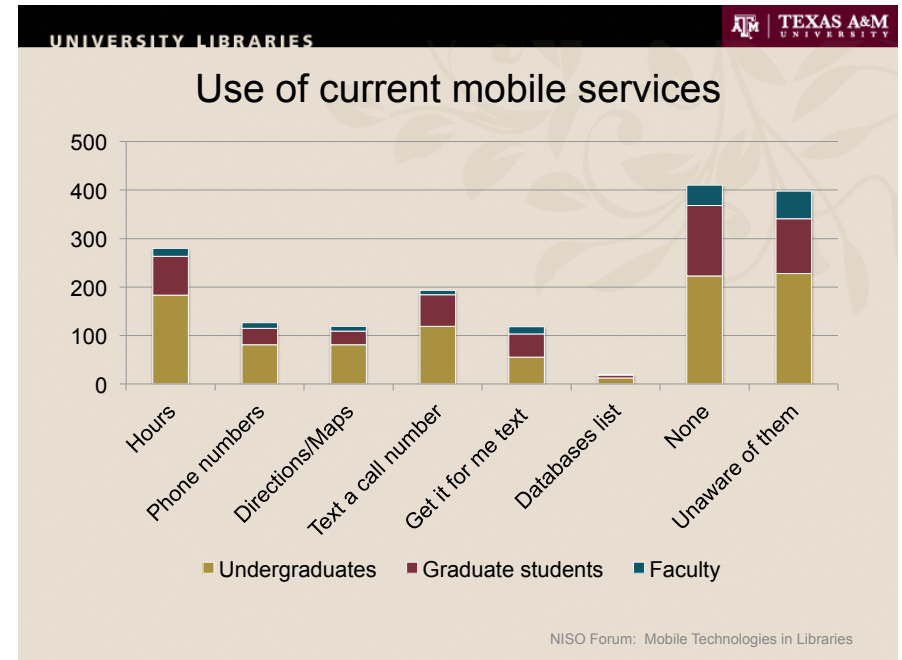
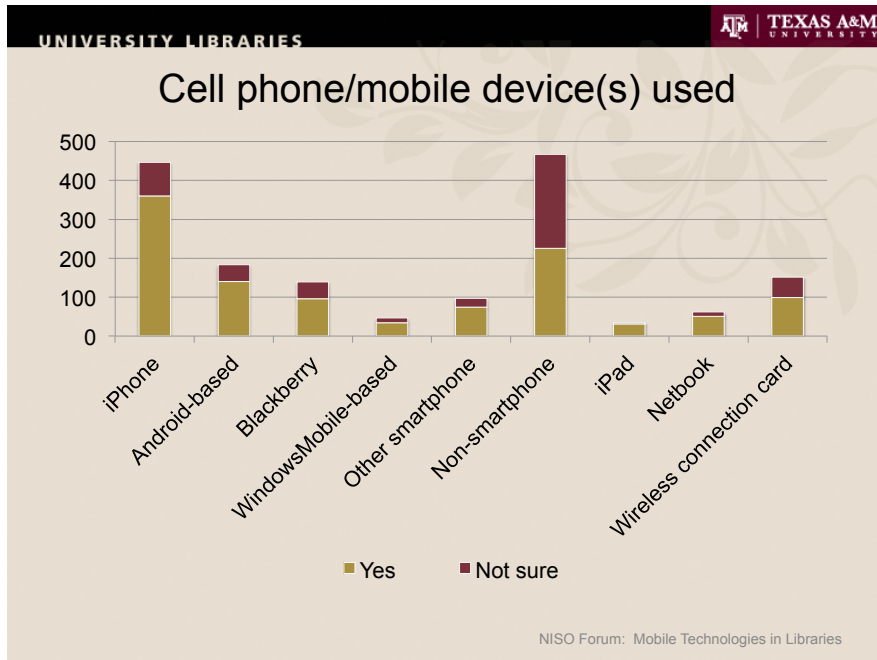


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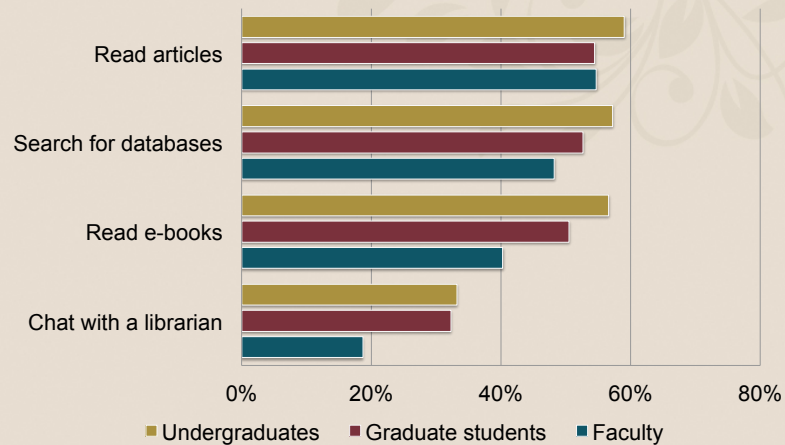
Cell phone/mobile device(s) used





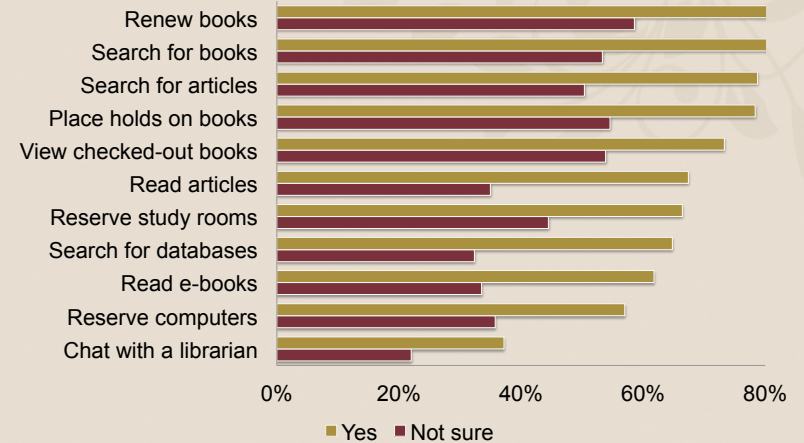


## Feature Importance: Important or Very Important



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## Comments

- Few comments re: mobile issues and those generally were “more”
- Seemed to be more concerned about other issues
  - Better search for our stuff
  - Authentication issues

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## What We're Doing

- Moved mobile site to a faster platform
- Trying to include mobile interfaces in solutions to overall problems
  - Added LibGuides
  - Added a Text a Librarian service
  - Purchased a discovery layer with mobile interface
  - Looking into a room reservation system with mobile interface

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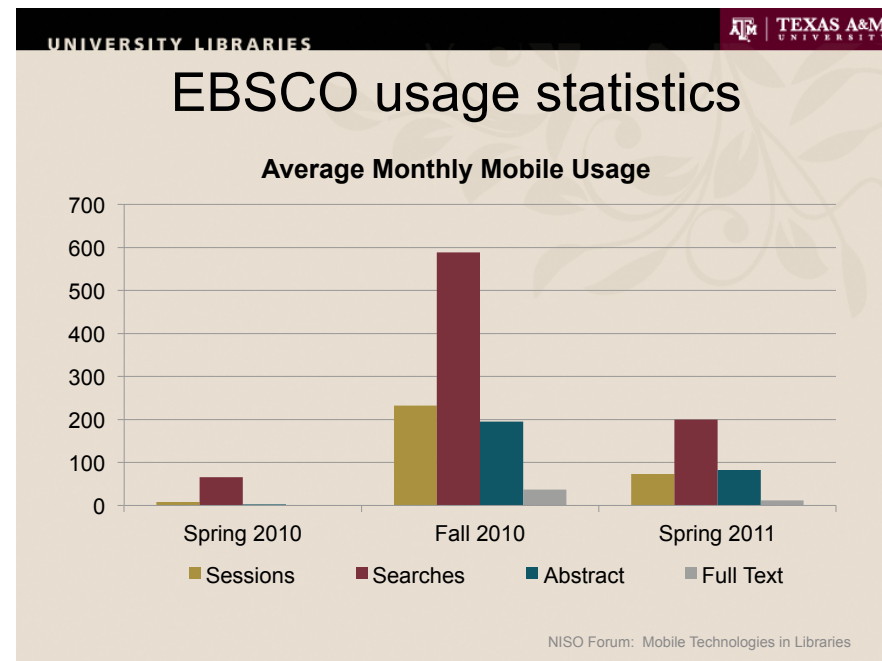
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## EBSCO Usage Statistics (Spring)

Monthly Average – Regular	Monthly Average – Mobile
• Searches – 74451	• Searches – 200
• Abstracts – 251314	• Abstracts – 83
• Full text – 5056	• Full text – 12
• Abs/Search – 3.37	• Abs/Search – 0.41
• FT/Search – 0.07	• FT/Search – 0.06

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## Question?

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## Contact Info

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