



Using Web Analytics for Mobile Interface Development

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Libraries are developing mobile Web sites to keep up with the dynamic landscape of emerging technologies. Library web developers can use analytics software to better understand users and to develop a user-centered mobile Web site. Evidence based design decisions can drive mobile web interface development.

MOBILE VISITORS WHO USE THE LIBRARY WEBSITE, Fall 2012



87%

Percentage of iOS visitors



1,120

Number of Visits from Android Devices

5%

Percentage of Library Website Visitors Using Mobile Devices

COMPARING ANALYTICS DATA TOP VISITED PAGES

Based on data from three different analytics sources (Piwik, Google Analytics, and ClickHeat) for our desktop site, we can determine the most used library web resources. These are used to shape the library's mobile interface homepage.

Piwik

Open Source Web Analytics Tool Uses PHP/MySQL
More accurate for mobile devices tracking
Keeps visitor data private on host server

Google Analytics

JavaScript Based Analytics Tool
Most used analytics tool on the web
Keeps visitor data on Google servers

Number of Visits per Page, Fall 2012

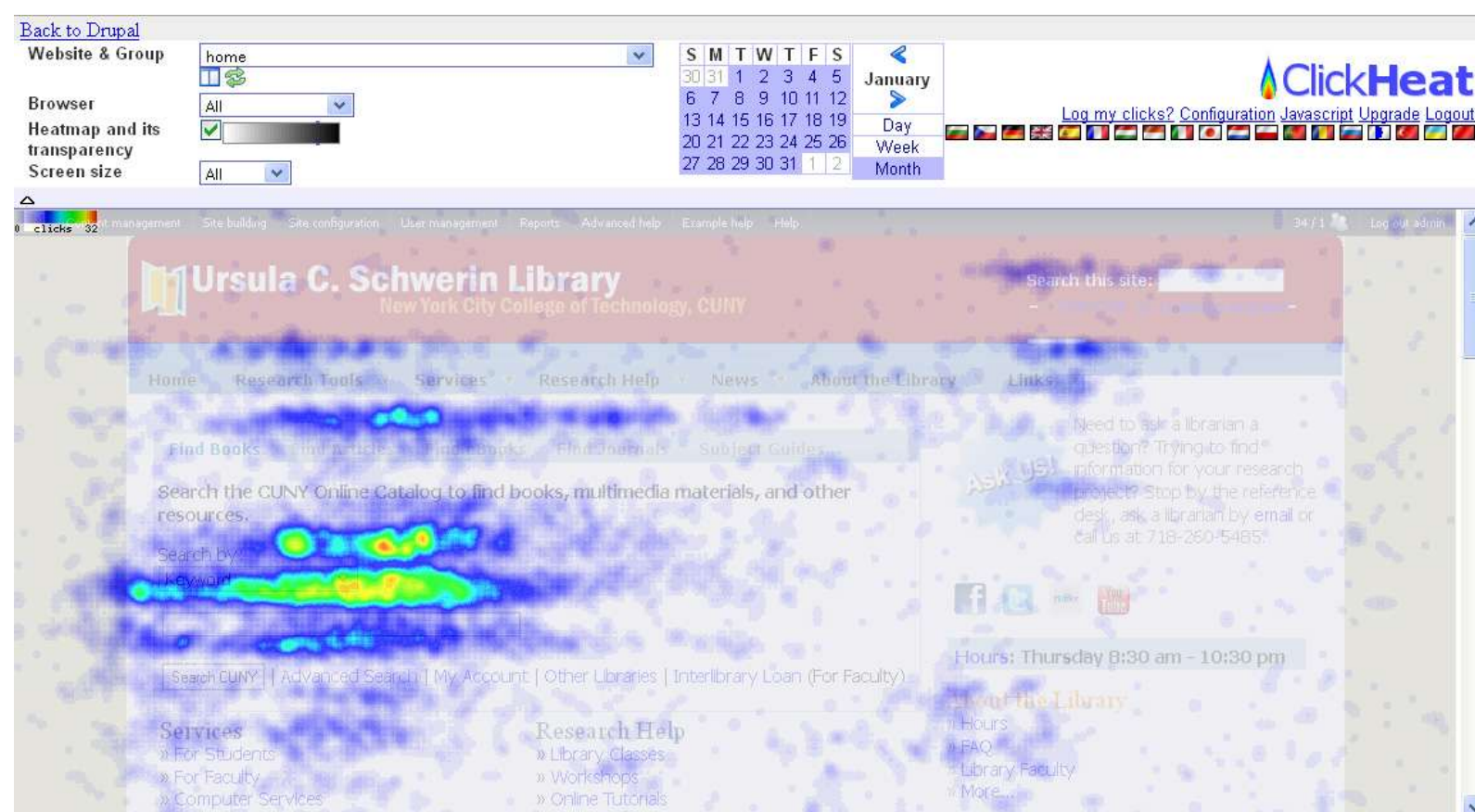
1,227	Find Books	1,756
1,907	Library Hours	1,766
2,621	eBooks	2,416

44,169

Research Articles

40,563

ClickHeat



Most clicked areas on the Ursula C. Schwerin Library homepage ClickHeat, August 24th 2012 – December 31st, 2012.

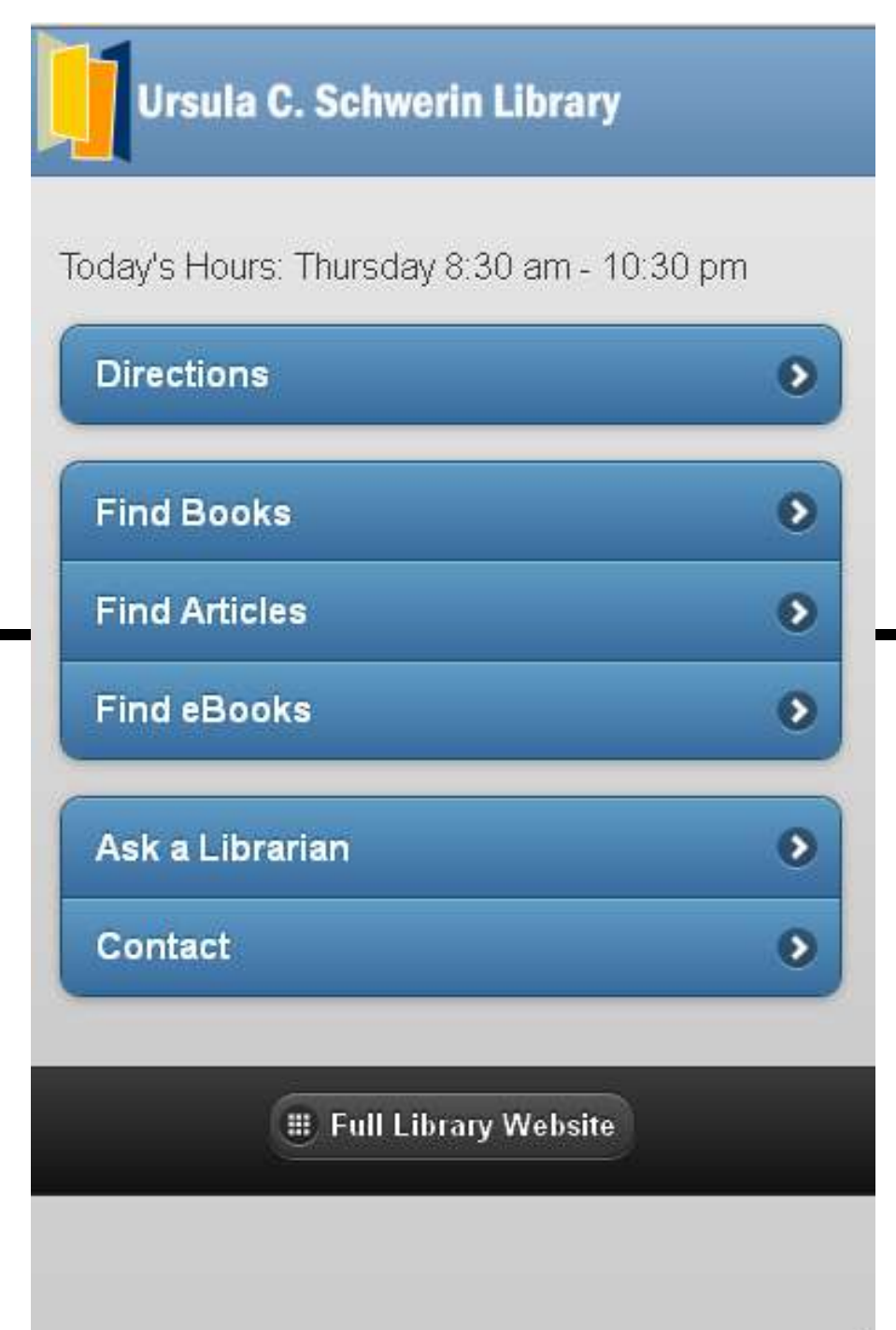
ClickHeat is an open-source based mouse click data aggregator.

It creates images of the most clicked areas of a website or "hot spots"

Users mostly clicked the library catalog and links to database articles.

Data from ClickHeat supports that recorded in Piwik and Google Analytics.

Useful for supplementary analytics information.



Conclusion

Most library mobile website visitors utilize iPads, iPhones, and iPods.

Mobile traffic is small in comparison with desktop connections but it is growing.

Analytics information for our desktop site has shown that the most-used pages should also be the most prominent on the mobile site.

Tools may have inconsistent due to their collection methods, but can return significant information about website visitors.

Students and faculty seek research articles and electronic resources from the City Tech library website.

Linking information for "on the go" type of information including directions, contact information, and library hours is typical of most academic library websites.

Spring 2013 Mobile Website Interface
<http://m.library.citytech.cuny.edu>