IN YOUR HANDS AND ON THE PHONE: USABILITY AND THE MOBILE LIBRARY WEBSITE

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WHAT ARE WE TALKING ABOUT?

• DEVELOPING MOBILE WEBSITES
• WHAT IS USABILITY TESTING
• MOBILE VS. DESKTOP USABILITY TESTING
DEVELOPING MOBILE SITES FOR THE WEB
TWO-THIRDS OF AMERICANS OWN SMARTPHONES
INCREASED MOBILE USAGE
MOBILE USERS IN THE LIBRARY AND ONLINE
MOBILE FRIENDLY LINKS TO RESOURCES
SECOND ITERATION OF THE MOBILE SITE
SEPARATE FROM THE DESKTOP SITE.
MIRRORED FUNCTIONS OF THE DESKTOP SITE
SITE CONTAINED:
- CONTACT
- HOURS
- CATALOG LOOKUP
- ERESOURCES
RESPONSIVE DESIGNED VERSION OF THE LIBRARY WEBSITE
DEVELOPING THE LIBRARY WEBSITE
PRIOR USABILITY TESTS
WEB ANALYTICS DATA

```c
#endif

#elif defined VERBOSE_RBT_VERIFY

if (left)
  printf("%d", height_l);

if (right)
  printf("%d", height_r);

height_l = rbt_verify_n(left, compare);
height_r = rbt_verify_n(right, compare);

// Verify BST property.
if (((left != NULL) && (compare->compare(GET DATA(left), node)) < 0) ||
    ((right != NULL) && (compare->compare(GET DATA(right), node) > 0)) ||
    (compare->compare(GET DATA(node), node)) != 0)
  FAIL("BST violation");

fprintf(stderr, "Red violation @ %d %d %d\n", node, height_l, height_r);

return 0;
```
MOBILE FIRST APPROACH
TECHNICAL SPECS
DRUPAL 7 CONTENT MANAGEMENT SYSTEM
BOOTSTRAP WEB FRAMEWORK
WHAT IS USABILITY TESTING?

EASE OF USE OF A WEBSITE

FEEDBACK AND ERROR CONTROL

“MAKING SURE THAT SOMETHING WORKS WELL”
- Steve Krug
EVALUATION OF A SYSTEM TO DETERMINE EFFECTIVENESS AMONG USERS
WHY SHOULD LIBRARIES CARE ABOUT USABILITY?
TASKS ARE GOALS THE WEBSITE SUPPORTS
TASKS = TASK
SCENARIOS
TASK SCENARIOS
PROVIDE CONTEXT
GOAL: FIND A BOOK IN THE LIBRARY CATALOG

For Example...
TASK SCENARIO:
IMAGINE YOU ARE WRITING A BOOK REPORT FOR YOUR ENGLISH 1101 COURSE AND YOU NEED TO FIND RESOURCES FOR CATCHER AND THE RYE. HOW WOULD YOU FIND THE BOOK?
METRICS:

- TIME
- SUCCESS/FAILURE
- NUMBER OF CLICKS/TAPS
DATA CREATES PATTERNS
PATTERNS IDENTIFY USABILITY OBSTACLES OR MERITS
USABILITY TESTING: MOBILE VS. DESKTOP
HARDWARE

MOBILE DEVICES: SMARTPHONES, TABLETS, OR E-READERS

TOUCH ENABLED INTERFACES FOR DATA ENTRY

SMALLER SCREEN SIZES, RESOLUTIONS, AND SLOWER NETWORK SPEED
CONTEXT OF USE

CONTEXT OF USE IS DIFFERENT BETWEEN MOBILE DEVICES AND DESKTOP WORKSTATIONS.

MOBILE DEVICES CAN BE USED ANYWHERE AND AT ANYTIME.

BROADBAND CONNECTIVITY VS WIFI OR CELLULAR NETWORK CONNECTIVITY.
LAB TESTING

CONTROL OVER NETWORK CONNECTIVITY

EASIER TO RECORD USERS DATA DURING TESTING

DEVICES CAN BE PROVIDED
FIELD TESTING

FIELD TESTING IS DONE IN A REALISTIC SETTING

UNCERTAINTY OF CONNECTIVITY OVER WIFI AND CELLULAR CONNECTIONS

HARDER TO TROUBLESHOOT HARDWARE PROBLEMS
USABILITY TESTING IS CONTINUOUS
WRAPPING UP
QUESTIONS?
THANKS!