



Innovation of the Year (2012)

Mobile Optimized Library Website

Submitted by: Glendale Community College

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Executive Summary

The Mobile Optimized Library Website serves GCC students, faculty, staff, and community at Main and North by enabling mobile access to key library materials and services. Highlights include a campus map locator with geo-location, an always-current dynamic hours display, access to mobile optimized e-resources, an autodial / auto-email contact-us page, and more.

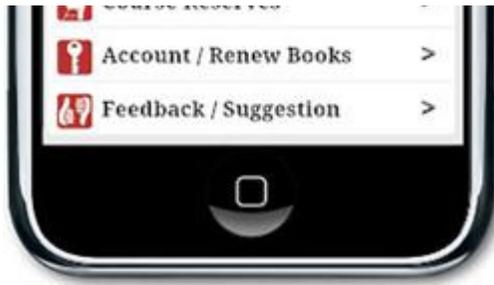
Descriptive Overview

The Mobile Optimized Library Website is designed to meet increasing student demand for access to library provided materials, services, and information via mobile devices. The project is designed to meet these needs in three deployment phases. Phase One meets the basic needs of most users. Phase Two enhances certain features and adds content to heighten mobile optimization of local library resources. Phase Three heightens usability and further facilitates user-centered access to library subscribed, mobile accessible & optimized electronic resources for research.

Phase One responds directly to students surveys in order to enable the following features:

- **Library Hours:** 80% of students surveyed indicated that checking the library hours on their mobile device would be useful. Given the importance of this information to students, current library hours are posted in the header of every mobile page. Users that need to know hours for subsequent days or holidays can click the dynamic hours display to view regular weekly hours for both campuses as well as





holiday information.

Phase Two Enhancement: Add an interactive standard calendar view so that a user can obtain hours information by choosing future dates by tapping on the screen.

- **Campus and Regional Maps:** 67% of students surveyed indicated that accessing campus and regional maps and directions to the GCC libraries would be useful, such information is particularly critical for new students and community visitors. Thus, the Mobile optimized Library Website features links that invoke native device navigation software and/or link to Google Maps for access to regional and campus specific maps and navigation options; geo-location information is available so that a user can identify their location as well as the library. Campus scale maps include many building locations at both North and Main.
- **Research:** 74% of students surveyed indicated that they would find it useful to use their mobile device to conduct research. Given the interest in and importance of research to the students, the library, and the college, the mobile optimized website provides various research avenues to the user. Access to research materials is provided via the *Ultimate Search*, *Articles & Databases*, and *Books & Videos* links. Each of these links has particular strengths and limitations.
 - The mobile optimized *Ultimate Search* enables users to find database articles as well as books and videos in the library collection. However, accessing eBooks through this interface is still a bit cumbersome. Rather, eBook access is facilitated via the eBrary link / app available via the database list (see next).
 - Users who prefer to access specific databases can do so from a list of mobile optimized databases; non-optimized databases are available by using the links at the bottom of the 'Articles & Databases' page, but are de-emphasized. **Phase Two Enhancement:** Address the usability of this list to emphasize *highly* optimized 3rd party resources and other identified user concerns.
 - Users can access the standard catalog in order to find books and video then text call numbers to their phones; course reserves and library account information for renewals is also available. **Phase Two Enhancement:** Monitor the development of 3rd party app to optimize catalog searching; add to site when reliability is satisfactory.
 - Watching video is great for those using many mobile devices. Users can access streaming video content via *Ultimate Search* or by selecting *Films on Demand* and *Academic Video Online* from the database list.

Phase Three Enhancement: Students indicated that they would more likely READ an eBook on their phone than SEARCH for print books. Likewise, more students indicated that they would WATCH a streaming video than SEARCH for a DVD. As such, the Web Advisory Team has established a goal to facilitate direct access to mobile accessible content based on format types – streaming videos, electronic books, full-text articles. Phase three will require working with 3rd party content vendors to enable scoped searching and the construction of a user friendly mobile optimized search widget.

- **Contact the Library / Ask-a-Librarian / Reference Assistance:** More than 60% of students surveyed indicated that it would be useful to be able to contact the library and get research assistance via their mobile device. The mobile optimized site provides access to an optimized Email-a-Librarian form and the standard Ask-a-Librarian chat service for research assistance. The Contact-Us page features automatic dialing for service desks at Main and North campuses as well as autodialing and auto-emailing to individual staff members. A feedback / suggestion form is also provided.
- **Details and Standards:** Users who prefer to return to the complete GCC Library website may do so at anytime by clicking on the 'Full Site' link in the footer of any mobile page. Typically, this link takes them to a webpage on the full site with the related content. Likewise, users on the full site can return to the mobile site via footer or sidebar links. The mobile website is aligned with the GCC web color scheme and graphics standards; MCCC required attribution and links are provided in page footers.

**Criteria No. 1: Quality:**

Optimized mobile access to library resources meets the needs and expectations of students thereby enhancing the quality of library services. According to the Pew Internet and American Life Project, 45% of American adults had smartphones by the end of 2012, including 65% of those aged 18–29. Access to the GCC

Libraries website via mobile devices has increased by 140% in 2013 over the same period of time in 2012.

Criteria No. 2: Efficiency: Though it is evident that some tasks are better completed on a full-sized screen, it is also evident that mobility enables users to conduct business (find information and do research) at times and in locations that they were previously unable to do so. The mobile optimized library website facilitates access to important service information (such as hours of operations) and key research materials including streaming video, eBooks, and full-text articles. Students are enabled to do more research on the go.

Criteria No. 3: Cost Effectiveness: Once established, the cost of maintaining the mobile website will be minimal. An administrative console is being designed to enable non-tech persons to manage the content of the mobile site.

Criteria No. 4: Replication: The design, technology, and standards employed by the GCC Libraries mobile optimized website can be replicated at other libraries across the District and by the GCC College, itself. In fact, other MCCCDC library personnel have asked about implementing a (slightly modified) instance at their college. The mobile optimized site derived the best elements from mobile sites in the library profession while merging them with local needs in light of evolving technology and services. It is expected that other entities across the District could build upon the successes of the GCC Libraries mobile website.

Criteria: No. 5 Creativity: The website is designed to align with campus branding as well as mobile and web design standards. The look and feel of the site strives toward standardization. However, the mobile website incorporates some of the best elements of other mobile optimized sites while being shaped by locally defined needs and measured user preferences. Though a handful of other mobile webpages exist within the Maricopa Community College District, the GCC Library mobile website builds on these deployments to provide enhanced access and usability. As an example, the GCC Library mobile website provides the following innovative developments:

- The icon design elements (aligned with GCC color scheme) are original creations that will be eventually incorporated across other library systems and web pages;
- Optimized hours access by embedding always-current hours information in the header of every mobile page while still enabling access to full weekly hours and holiday information at the touch of a finger;
- Limited databases listings in order to lead users FIRST to those subscribed electronic resources that also have a mobile optimized presentation; users can still access non-optimized resources but such resources are de-emphasized. This creative aspect of development is made possible via the use of dynamic content delivery and in response to user expectations. When users access a mobile optimized site they hope to access mobile optimized content.

The 3rd Phase of the project plans to integrate creative configuration of a 3rd party discovery tool (Discovery / Ultimate Search by EbscoHost) with a category enabled search feature to better enable direct access to the types of resources users want: streaming video, eBooks, full-text articles, and catalog searches for physical items.

Criteria No. 6: Timeliness: This resource was deployed in November 2012 and has already contributed to a 140% increase in mobile access to the library website during 2013 (see Criteria 1). Since the start of 2013, the mobile homepage is the 11th most viewed page on the library website. Though some 3rd party library vendors have created mobile optimized websites, many vendors have yet to develop mobile optimized presentation of their search interfaces and research materials. As such, the library is poised to take advantage of future development on the part of the

vendors while already enabling streamlined mobile access to many resources. Deployment of the website and related advertising campaign supplemented campus student orientation efforts as the mobile website flyers include QR codes that enable linking to the interactive campus maps.

Criteria No. 7: Learning: Information regarding the deployment of this resource was announced to the GCC campus and key members of the GCC web development community in the fall of 2012. Likewise information has been shared with library colleagues across the District via the monthly Library Digital Group meetings. Members of the Library Web Advisory Team are considering further presentation of this innovation to library professionals at the close of Phase Three.

Criteria No. 8: Collaboration: As indicated above (Criteria 5 and Details & Standards) this innovation was developed in the spirit of campus alignment regarding web and graphic standards. Student opinion was garnered via a survey administered in several library instructional sessions (N=81) prior to the development phase. User opinion continues to be sought via the embedded feedback form / suggestion box and deployment survey. Finally, in-house development was the product of a group of engaged employees – the Web Advisory Team – that includes residential faculty, OYO faculty, Circulation Services staff, and a part time web developer.