Mobilize Your Website
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Introduction

In summer 2010 the UAA/APU Consortium Library rolled out a mobile version of their website and other web services. This presentation will cover:

- Why mobile?
- What should be mobilized?
- Design matters.
- Strategies & toolkits.
Why focus on mobile?

- Usage share of mobile browsers is about 4%.
- But 1 in 4 Americans have mobile Internet.
Why focus on mobile?

-Forecasters predicted that sales of smart phones would pass PCs & laptops in 2012.
-It happened in 4Q 2010.
-Other mobile devices are growing rapidly as well.
Why focus on mobile?

- It’s fashionable.
- Who doesn’t want to be fashionable?
- And it shows the library is tech savvy.

(no animals were harmed in the making of this slide)
What do we mean by “mobilize”? 

- Improve access to content & services via mobile devices. 
- No single strategy, but rather a mix of approaches. 
- Mobile devices include: 
  (for now)
To App or Not to App...

- Build applications specifically for the iPhone, Android, and any other platforms.

- Build a cross platform browser-based mobile website with finger-friendly layouts and lightweight pages.
To App or Not to App...

**NATIVE APPLICATION**

- Better user experience.
- User must find and install application.
- Fewer developers.
- Fragmentation.
- Underlying data must be accessible.

**MOBILE WEBSITE**

- Cannot use device functions (gps, camera).
- Automatic when user goes to library website.
- More developers.
- Single platform.
- Ancillary benefits.
Access to Content & Services

**FOCUS ON MOBILE USERS**
- Only what’s relevant to a mobile user.
- Editorial decisions on what’s relevant.
- Less work for developers (maybe).
- Potentially a better user experience.

**AS MUCH AS POSSIBLE**
- Everything that’s feasible.
- No editorial decisions.
- More work for developers (maybe).
- More rough edges for the user.

**HYBRID**
- Make everything mobile friendly and highlight some mobile specific services.
What We Did

**LIBRARY CATALOG**
- Separate version of catalog, but able to use existing code.
- Designed for iPhone with css tweaks for other browsers.

**WEBSITE**
- Development from 5/10-7/10.
- Content identical to full website, just different template.
- Used design & techniques developed for catalog.
Design for Mobile Website

- Lightweight graphics and page size.
- Scalable from small screen to large.
- Finger friendly buttons and links.
- A way to switch between mobile and full website.
- Take special care with tables and images.
Design for Mobile Website

Many thanks to the NCSU folks. We borrowed heavily from their design.

Icons for major areas and select content. A lot fewer links.
Design for Mobile Website

Left navigation removed and top navigation/banner simplified.

Right content panel pushed to the bottom.
Design for Mobile Website

Image scaled down to fit.
Design for Mobile Website

Link to Academic Search Premier modified to go to mobile version of Ebsco database.

Three columns displayed as one.
Design for Mobile Website

Library catalog provides keyword field searching and can limit by library location. There is no authority or advanced searching.

My Account works, including ability to place holds and renew items.
Design for Mobile Website

Streamlined navigation, basic citations, and copy availability.

Selecting a citation brings up more information.
Design for Mobile Website

Brief citation with ability to email or place hold.

Complete copy information.
Strategies

- Do nothing. Your website already displays in mobile browsers.

- Use a content management system with mobile themes or plugins. Wordpress, Drupal, and LibGuides all provide easy ways to do this.

- Contact your vendor about mobile applications or websites for the library catalog and other databases.

- Develop your own mobile website with templates, server side scripting, and css. Focus on iPhone, Android & WebOS since they all run Webkit.
Library News

Library News and Announcements

Upcoming Library Events

- **21 January:**
  - East West Dichotomies Watercolors by Brian Pautzen and Mixed Media by Yuen Gin Yip-Jan 21 -March 4 (8:00 am)
  - February is FAFSA Frenzy month at UAA (3:00 pm)

- **18 February:**
  - Questions and Answers with Disability Support Services-Feb 18 (11:30 am)
  - Camtasia Studio-Feb 18 (1:30 pm)

- **22 February:**
  - How We Retain More Students by Intervening Earlier-Feb 22 (10:00 am)

- **24 February:**
  - Black Wall Street-Feb 24 (6:00 pm)

- **25 February:**
  - Building Student Reflection into Community-Engaged Teaching and Learning-Feb 25 (8:00 am)
  - Accessibility in Blackboard-Feb 25 (10:30 am)

Related Links

- APU Student
- The Northern Online
- UAA Green &
Sirs Dynix BookMyne

- Application for iPhone & iPad.
- Requires library to install Web Services server (free).
- Basic application is free. Added features cost the library.
Toolkit

- Library server with scripting language you can access. Ours has Web2 macro language that supports browser detection.
- Website with separate presentation and content layers. We use CMS called MODx but anything with good template and css layout works.
- Scripting language(s) that supports browser detection and cookies. They almost all do. We use PHP and Javascript.
- Ways to emulate mobile browsers including user agent switching in Safari & Firefox as well as SDKs.
References

http://www.readwriteweb.com/archives/mobile_app_or_browser-based_site.php
http://navfund.com/blog/are-there-too-many-smartphone-operating-systems
http://www.sirsidynix.com/products/bookmyne