

# Ranking Library Tasks for Redesigning a Medical Academic Health Center and University Mobile Web Site



Academic & Instructional Support & Resources (AISR) • Scott Memorial Library • Thomas Jefferson University, Philadelphia, PA  
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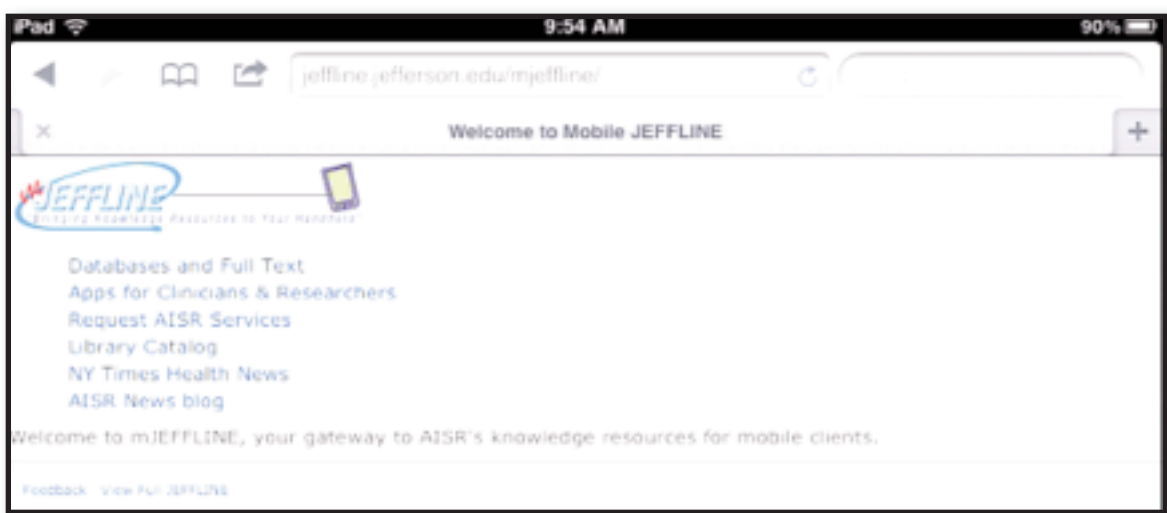


## OBJECTIVES AND METHODS

### Objectives:

(1)To determine what library-related tasks users most want to be able to perform on their mobile devices (smartphones, iPads, etc.), using a modified Likert scale, free text and multiple choice questions to rank the most common tasks.

(2)To redesign our existing Library mobile site.

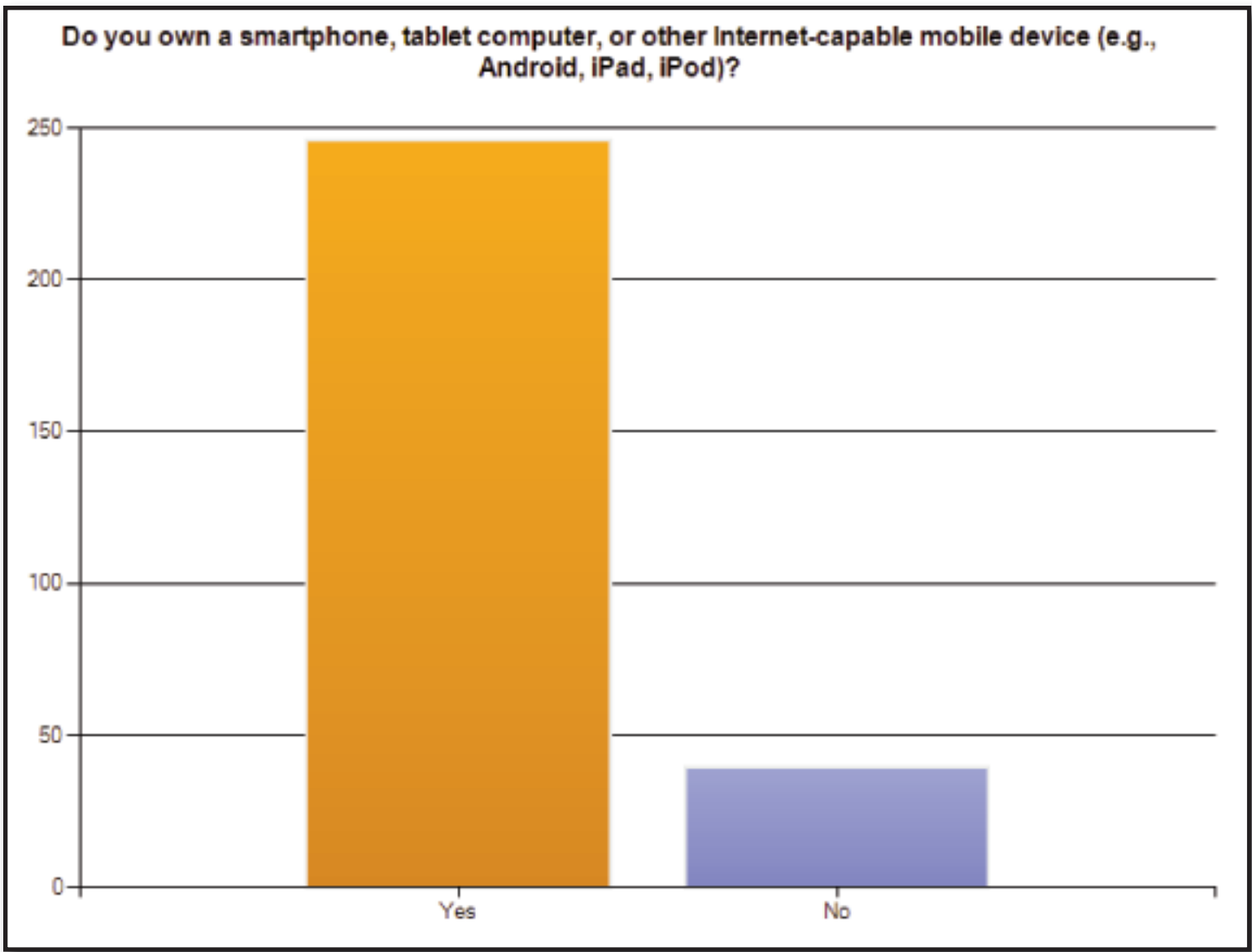


### Methods:

- Used SurveyMonkey to design a 4-question survey to gather responses from medical academic health center and University community over a 3-week period.
- Questions addressed whether users own mobile devices, which model(s) they own, the most desirable library services for mobile use, and the likelihood of their own use of mobile services.
- Promotion methods for taking online surveys included: library website, social media, student orientation sessions.

## RESULTS

- 285 responses were received. Responding population included first-year medical, nursing, physical therapy, occupational therapy and pharmacy students.



YES: 246n = 86.3%  
NO: 39n = 13.7%

**Breakdown of platforms owned:**  
96n = iPhones 34.00%  
56n = Android Phones 20.00%  
35n = Blackberry 12.00%  
31n = iPad 11.00%  
21n = iPod Touch 7.00%  
2n = Palm 0.01%  
2n = Android Tablet 0.01%

TOTAL = 285n\*

\*29 respondents had more than one device (e.g., phone and tablet).

What are you most likely to want to do using a smartphone or tablet?						
	Not Important	Somewhat Important	Important	Very Important	Rating Average	Response Count
Read full text	17.4% (49)	29.4% (83)	30.1% (85)	23.0% (65)	2.59	282
Find articles in databases	23.0% (65)	29.0% (82)	30.7% (87)	17.3% (49)	2.42	283
Contact staff for help	14.4% (41)	26.4% (75)	38.0% (108)	21.1% (60)	2.66	284
Look up hours & policies	4.6% (13)	12.7% (36)	43.7% (124)	39.1% (111)	3.17	284
Renew a book	19.6% (56)	27.4% (78)	35.1% (100)	17.9% (51)	2.51	285
Reserve study space or equipment	16.5% (47)	24.6% (70)	32.7% (93)	26.1% (74)	2.68	284
Order articles for delivery	19.7% (56)	35.2% (100)	30.3% (86)	14.8% (42)	2.40	284
Learn about new apps for academics	13.1% (37)	26.2% (74)	36.9% (104)	23.8% (67)	2.71	282

### Free hand comments from students included:

“Video tutorials that are not flash based.”

“Anything I can do on a computer, ideally I would like to do from a mobile device.”

“Listen to recorded lectures on my phone.”

“I prefer to do most of these things from my home computer-prefer a larger screen-but for convenience these things would be nice to have.”

“As much information as possible because I am a commuter and carrying books is too stressful on my body. I will be relying on my tablet and my smartphone to access many services, both on-campus and from home.”

“Printing!”

Do you think you would be more likely to use a JEFFLINE site that was designed specifically for a small-screen mobile device?			
		Response Percent	Response Count
Yes	<div></div>	74.7%	213
No	<div></div>	25.3%	72

Have you ever used JEFFLINE's current mobile site, mJEFFLINE (http://mjeffline.jefferson.edu)?			
		Response Percent	Response Count
Yes	<div></div>	7.7%	22
No	<div></div>	92.3%	262



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## CONCLUSIONS

- Majority of students surveyed (86.3%) own mobile devices
- Students expressed interest in accessing library portal on mobile devices (74.7%)
- Majority of students (92.3%) had not used existing mobile library portal mJEFFLINE
- Quick look up items or service transactions (look up hours & policies 95.5% and contact staff for help 85.5%) are tasks that ranked highly and are suitable for small screens.
- Surprisingly, majority of responders also ranked full text reading (82.5%) as somewhat important to very important and almost as many were interested in article searching (77%).
- Answers from the survey will guide the mobile site redesign to highlight user priorities, including: hours, policies, study room & equipment reservations, application recommendations.

The new site will be released by the end of 2012. Wireless connectivity permitting, live demonstrations of mJEFFLINE will be included.