Mobile Discovery

from the perspective of a discovery service provider

Ron Burns
Vice President, Global Software Services
EBSCO Publishing
• What To Plan For
• User Testing
• In Practice
What To Plan For
Content Mix, Audience

From www.ebscohost.com

- EBSCO is the leading provider of resources for libraries including EBSCONET®, EBSCO’s total e-resource management system, and EBSCOhost®, the world's premier for-fee online research service, including full-text databases, subject indexes, point-of-care medical reference, historical digital archives and e-books.

- EBSCO provides more than 375 research databases and nearly 370,000 e-books plus subscription management services for 355,000 e-journals and e-journal packages.

- Through a library of tens of thousands of full-text journals and magazines from renowned publishers, EBSCO serves the content needs of all researchers (Academic, Medical, K-12, Public Library, Corporate, Government, etc.).

- EBSCO is also the provider of EBSCO Discovery Service™ (EDS), which provides each institution with a fast, single search box for its entire collection, offering deeper indexing and more full-text searching of journals and magazines than any other discovery service.
Goals

1. Promote usage growth; a better experience for mobile users “on the fly”

2. One code base; easily keep up with new platform features and instill into the SDLC

3. Max user reach, and flexibility for product specific mobile solutions (medical, corporate)
Early Mobile Discovery

Separate urls/profiles/setup required vs standard UI

Clear definitions on Mobile Web Site vs Native Apps
Evaluate Online, Offline, and other Use Cases

1. Search and find a single article
2. Navigate whole issue (journal, magazine, newspaper)
3. Search/browse for eBook, download in whole, read offline
4. Search/find chapter or encyclopedic entry (e.g. reference book)
5. Combinations – serious research, collection, annotation
6. ...
7. ...

Use Cases
Analyze User Mobile Access

2010 EDS & EBSCOhost’s three access points:

1. Library web site links direct to EBSCOhost Mobile “profiles”
2. EBSCOhost apps
3. Regular visits to EBSCOhost via mobile devices

60,221 downloads ~60% iOS, ~40% Android
Take Advantage of Key Trends

- Convergence of...
  - Apps & Mobile web sites
  - Computer & Mobile OSs (Win8, Mt Lion)

- HTML5
  - Potential for blurring lines between “online” and “offline”
  - More interactivity

- Open Standards and Anti-DRM movement
  - MP3, EPUB
  - Apple iTunes to MP3
  - O’Reilly “DRM-free”

- Responsive design web sites
“Responsive” Web Design
Semantic Web

The Semantic Web is a collaborative movement led by the international standards body, the World Wide Web Consortium (W3C). The standard promotes common data formats on the World Wide Web. By encouraging the inclusion of semantic content in web pages, the Semantic Web aims at separating the current web dominated by human-readable HTML from a machine-readable version.
Avoid Hybrid Designs
Compromise and Evaluation

Evaluate all platform features, and what makes sense on mobile.

Take “default” designs for UI components.

Develop apps if good options already available to users?
Finding User Mix Sweet Spot

Librarian

Graduate student/Researcher

First-year student

Faculty
User Testing
Mobile Discovery
Usability Testing on Mobile Devices

Lis Pardi & Kate Lawrence

Boston Usability Professionals’ Association

http://www.slideshare.net/lispardi/upa-boston-2012-my-iphone-or-yours-usability-testing-on-mobile-devices
Mobile is about movement – therefore unpredictable.
There are vast differences between mobile devices.
Don’t wait for the prototype. Test whatever you have. Even if it’s a similar site.
Up close and personal. Be aware that mobile testing requires you get very close to the participant.
Pre-test questions can be just as important as the test itself.
How do you record a mobile device? This looks uncomfortable.
Many creative options

http://blog.objectivedigital.com/diy-document-camera-for-mobile-testing-record
Testing Conclusions: Search

- Users preferred the size and ease of the large Target search box, however the magnifying glass icon was confusing. Users did not know to click it to start the search because of its location within the search box.

- The new EHost mobile interface uses a large search box, and also the magnifying glass icon to initiate the search. Consider using text on yellow button ("go" or "search") for clarity (may have localization consequences).

Design this, not that!
Mobile Discovery in Practice
Library Site Responsive Design

Milligan College
P.H. Welshimer Memorial Library

One search box—for the good stuff

e-Encyclopedias
Databases
WorldCat
Journal Titles

Proudly powered by WordPress
Not truly responsive... but still nicely done
Modern Mobile Discovery (EDS)

Auto-detected mobile users. Modern mobile design. Brand/Skinning. And more…
Basic Search

UGA Library Collection

Search Options

Limit your results

- Catalog Only
- Full Text
- Scholarly (Peer Reviewed) Journals
- Available in Library Collection
- Published Date from
- to
- Journal Name
Settings

- Sign In / Signed Out
- Format: Standard, Brief
- Sort By: Relevance, Database Default
- Records Per Page: 5, 10, 20, 30, 40, 50
- Image Quick View: On, Off
- Language: English, Deutsch, Español
More Detailed Results Display

Cracking of lithosphere north of the Galapa... junction

Abstract
The Galapagos triple junction is a ridge-ridge-triple junction where the Cocos, Nazca, and Pacific Plates meet around the Galapagos microplate. Directly north of the large scarps of the Coc... More

Subjects
Solid-earth geophysics; bathymetry; East Pacific; Galapagos Microplate; Galapagos Rift; lithosphere; microplates; ocean floors; oceanic lithosphere; Pacific Ocean; plate boundaries; plate tectonics; rifting; stress; triple junctions

Database
Academic Search Complete

Images:

Fig. 1
Fig. 2
Fig. 3

2:09 PM

“...explain it all, and explain y... syndrome.

Abstract
The experiences of mothers of adult offspring with Angelman, Cornelia de Lange, or Cri du Chat syndrome have not been previously explored in research. The current study focuses on experiences with... More

Subjects
Crying Cat Syndrome; Care Services; Intellectual Disability; Disorder; Adults (older); Young (under 3 yrs); Thirties; Seventies

Database
PsycINFO

2:11 PM

The Origins, Prevention and Treatment ... Support

Subjects
MEDICAL / Pediatrics; HEALTH / FITNESS / Children’s Health; Parent and child; Infants; Sleep disorders in children; Sleep disorders in children; Crying in infants

Database
eBook Collection (EBSCOhost)
Variety of Article Links

**Abstract**
Background: The current study focuses on mothers and fathers of children with three rare genetic syndromes that are relatively unexplored in terms of family experience: Angelman syndrome, Cornelia... More

**Subjects**
Crying Cat Syndrome; Parenting; Well Being; Intellectual Development Disorder; Childhood (birth-12 yrs); Preschool Age (2-5 yrs); School Age (6-12 yrs); Adolescence (13-17 yrs); Adulthood (18 yrs & older); Young Adulthood (18-29 yrs); Thirties (30-39 yrs); Middle Age (40-64 yrs); Aged (65 yrs & older); Male; Female

**Database**
PsycINFO

**Linked Fulltext**

---

**Increasing avian pox prevalence varies by s... Galápagos finches**
By Maxine Zylberberg; Kelly A. Lee; Kirk C. Klasing; Martin... More

**Abstract**
Avian pox virus (APV), a pathogen implicated as a major factor in avian declines and extinctions in Hawaii, was introduced to the Galápagos in the late 1890s. While APV is thought to have incr... More

**Subjects**
Ecoimmunology; Disease ecology; Avian pox; Galápagos finch; Innate immune function

**Database**
ScienceDirect

---

**Full Text from JSTOR**

---

**Abstract**
The experiences of mothers of adult offspring with Angelman, Cornelia de Lange, or Cri du Chat syndrome have not been previously explored in research. The current study focuses on experiences wit... More

**Subjects**
Crying Cat Syndrome; Health Care Services; Offspring; Intellectual Development Disorder; Adulthood (18 yrs & older); Young Adulthood (18-29 yrs); Thirties (30-39 yrs); Middle Age (40-64 yrs); Male; Female

**Database**
PsycINFO

---

**Full Text through LinkSource**
Facets, Load More, Full Toggle

- Boolean/Phrase
  - Galapagos

- Source Types

- Subject: Thesaurus Term

- Subject

- Publication

- Load More Results

1-10 of 1854

- View: Mobile Site | Full Site
  - Legal | Support
Cracking of lithosphere north of the Galápagos triple junction


Link to catalog record

Request this item through interlibrary loan

Language: English

Database: GeoRef

Subjects: Solid-earth geophysics; bathymetry; East Pacific Rise; Galápagos Microplate; Rift; lithosphere; microplates; ocean floors; oceanic; Pacific Ocean; plate boundary; plate tectonics; rifting; triple junctions

Authors: Schouten, Hans (Woods Hole Oceanographic Institution, Department of... Show all 4

PDF Full Text

View: Mobile Site | Full Site

Legal | Help

Location: Science Library 4th floor
Call No.: QL345 .G2 H47 2009
Status: Available

Database: U of Georgia Catalog

OCLC: ocn263146723

LCCN: 2008043151

Accession Number: gua.3689634

0826218377 (alk. paper)
Cloud Folders, Sync, and eBooks

Climatic Change and Global Warming of Inland Waters: Impacts and Mitigation for Ecosystems and Societies

Authors:
Robarts, R. D.
Kumagai, Michio
Goldman, Charles
Remington

Publication Information:
John Wiley & Sons Inc.
2013

Description:

Time remaining on checkout:
83 days 23 hours 59 minutes

By: Jacobson, Mark Z. Edition:
2nd ed., Cambridge University

Recommended eBook Reader
Bluefire Reader
Download from the App Store
Localized
Don’t forget about iPads

We choose to render the full site since we made all components touch optimized
APIs too... build your own Custom Mobile Apps
Mobile Device Usage Statistics

Mobile now peaks to 4% of all EBSCOhost/EDS traffic (iPad 2%) – up from <1% in 2011
EBSCO’s Mobile Strategy

• Invest in the Mobile Web site
  – Continually improve the “responsive” design
  – Evaluate new features, new devices

• Apps, only when functionality requires
  – Offline requirements for Medical (e.g. Dynamed)
  – eBook functionality and other offline needs, cloud sync (e.g. Folders)
Thank You