Lessons Learned: Mobile Website Development

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Full Site to Mobile Site
Differences between Web and Mobile

• Size

• Resolution

• Pointing
  - Precise mouse versus variable fingertip sizes

• User moving
  - User at desk, focused versus doing other things
Version 1.0 Decisions

• Website – not apps
• iUi single load for most of site
• Selections limited versus full website
• Action-oriented menu design
• Subtle branding
• Designed for phone-sized devices
• Separate URL with link to full site
Albertsons Library

Find Us on Campus
Find Books/Articles...
Find in our Building
Find Help
Hours
Computers Busy?

(208) 426-1204 | Full Website

Location
Call Number Locations
Popular Locations A-Z
Locations by Floor

(208) 426-1204 | Full Website

Popular
Accessibility Study Rooms
Archives
Browsing
Circulation Desk
Computers 1
Computers 2
Curriculum Resource Ctr.
Faculty Study Rooms 3
Faculty Study Rooms 4
Graduate Study Room
Version 2.0
Directions Confirmed by Experience

- Website instead of apps
- Selections limited and tailored to mobile uses
- Action-oriented menu design
- Phone-sized design
- Separate URL with link to full site

Pew Internet: The trend for mobile usage is that visiting sites on a mobile device accounts for almost 40% of mobile users’ activity. Creating a mobile site responds to how people are actually using smart phones.
Version 2 –
Major change 1: MIT framework not iUi

- Single-load iUi too slow as we expanded site
- Javascript crashed with partial load;
  long load time made inevitable
- iPhone app look adds no value
- More graphics possible without slow loads
Version 2 –
Major change 2: Use of icons

• People tap on what they see
  Tapping has replaced following a menu

• Colors stand out on small screens
  Icons are easier to see than just text

• Sites are more visually appealing with colors
Version 1.0 / Version 2.0
Version 2 –

Major change 3: Branding with color pictures

• Places: Connection with Library

• People: Human feel versus text

• Colors: Looks like a Boise State University site

• Caveat: As with regular web, do not use up real estate or interfere with function!
• Larger icon to get to mobile site, visible on tablets
Version 2 –
Design Addition: Automated link on full website

- Top graphic changes to big tap-for-mobile on small devices
Version 2 – Additions: Content

• WorldCat develops mobile results page
Version 2 –
Additions: Content

• Databases develop more mobile sites every day
Version 3 — What next?

• Single tap to resources
• Even more action-oriented
• Icons to tap

Find It - Get It

One click to access resources in your specific area

Put item on reserve

Check account

Reserve study room
Conclusion

• The mobile web is growing fast
• Specialized apps, generalized web
• Action-oriented tap navigation
• Select mobile friendly content
• Growing mobile content to link
• FUN!

Mobile Web Will Rule by 2015 – Morgan Stanley Study