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## Wayfinding Meets Library App: What Students Want From a Mobile Library Experience

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# Wayfinding Meets Library App: What Students Want From a Mobile Library Experience

Teagan Eastman, Whitney Lewis  
and Breanne K. Litts



# Our Mobile App Goals

Help patrons find their way around the library



Connect patrons with librarians



Demystify the research process

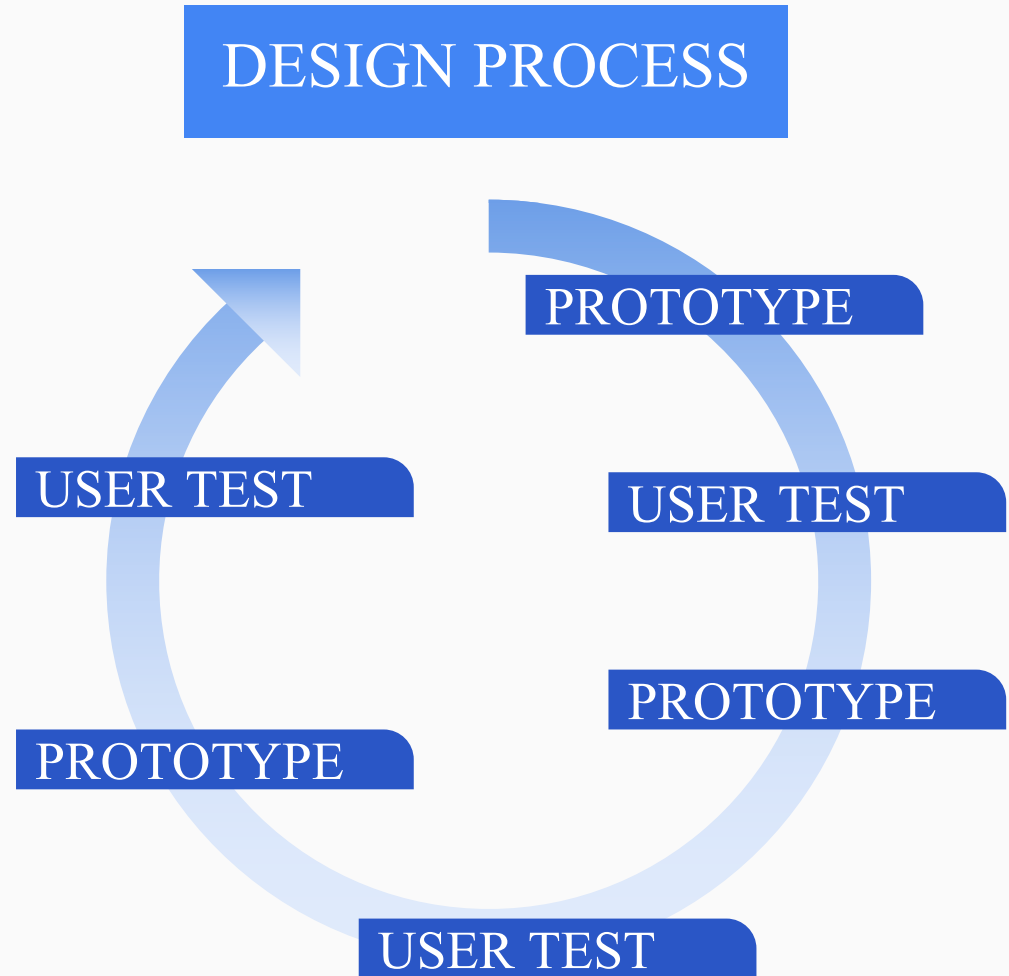


# The Process

# Rapid Prototyping

## GOAL

Identify students' wants and needs from a library app with a focus on wayfinding technology.



# Rapid Prototyping Process

Prototype (paper)

Test (1)

Revise

Prototype (digital & paper)

Test (4)

Revise

Prototype (digital)

Test (5)

Revise

# User Tests

## GOAL

To make the user feel comfortable, so we could get honest feedback.

## Making the user feel comfortable

- “Evaluating the app NOT you
  - Giving the user the prompt to hold
  - “Don’t worry about hurting our feelings”
- 

## Getting honest feedback

- Think aloud strategy
- Let the user explore and even struggle
- Good prompts

# Prototype 1

What do you need help with  
for writing your research paper?

Finding a topic

Finding sources

evaluating sources

writing the paper

Are you looking for  
Books or articles?

A subject librarian can also help with  
your search.

Books

Articles

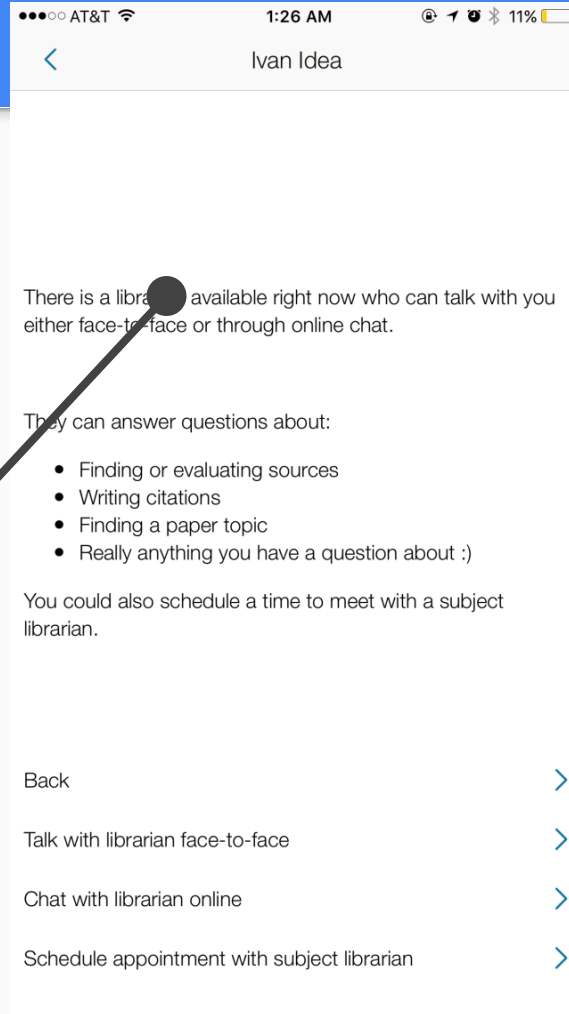
Make appt. w/ sub. lib



# Prototype 2

TOOL

arigames.org



# Prototype 3

## TOOLS

[arisgames.org](http://arisgames.org)

[indooratlas.com](http://indooratlas.com)

Hi, what can I help you with?

Finding a source >

Library hours and contact >

Finding a librarian >

Writing a research paper >

Finding or booking a study room >



Positioning

Credentials

# What Students Want

# Navigation

- Situational or “task-based” navigation
- Back button
- Integration with institutional login

## Hi, what can I help you with?

Finding a source



Library hours and contact



Finding a librarian



Writing a research paper



Finding or booking a study room



# Research Process

- Research broken into steps
- Quick tips with optional links for more information
- Connection to library experts

Evaluate an article using the CRAAP test.

1. Currency - How recent is this information? Has it been updated?
2. Reliability - Is it fact or opinion?
3. Authority - Who is the creator or author? What are their credentials?
4. Accuracy - Is the information supported by evidence?
5. 5. Purpose - Is it biased?

You could also chat with a librarian.

More tips



Talk with a librarian

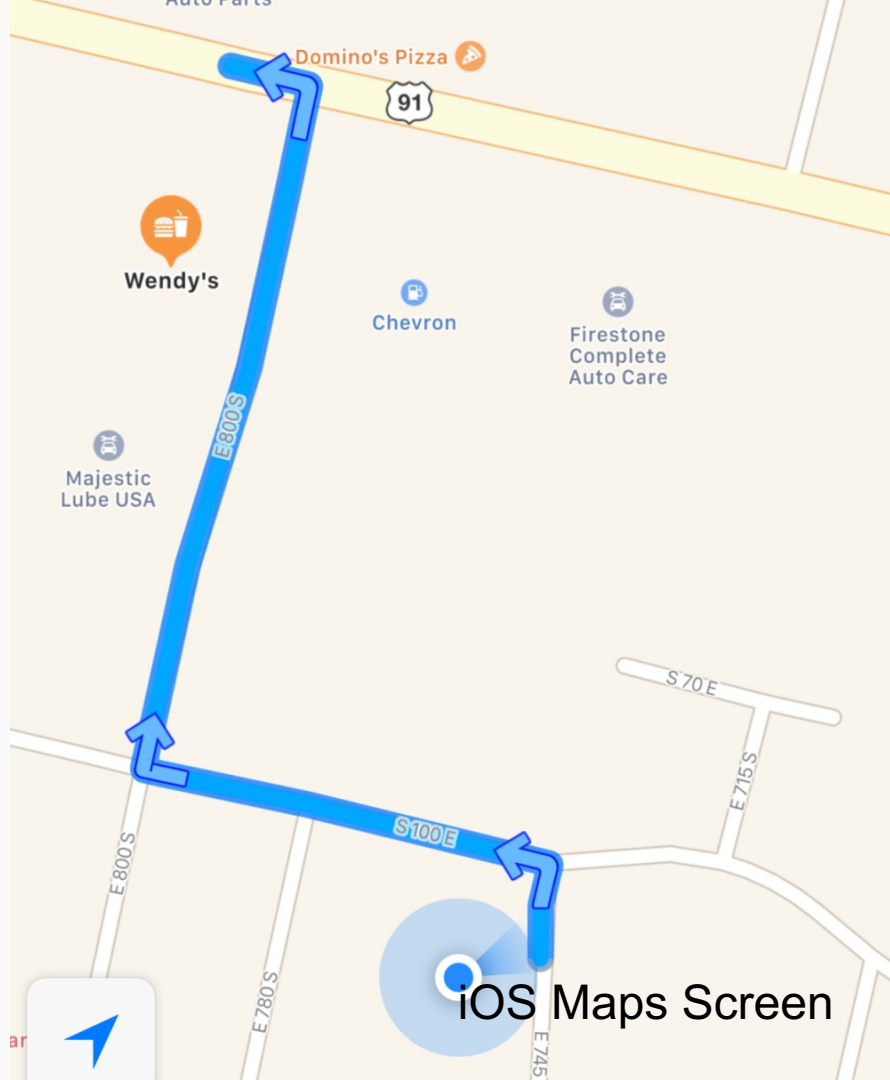


Back



# Wayfinding

- Searchable database
- Picture of location
- Point A to B directions
- Directional arrow
- Multi-level
- Locate books



# Look and Feel

- Familiar language
- Simple, clean
- Clickable boxes

# Would Students Actually Download This?

## Majority of users stated yes

- Especially underclassmen
- Helps overcome library anxiety

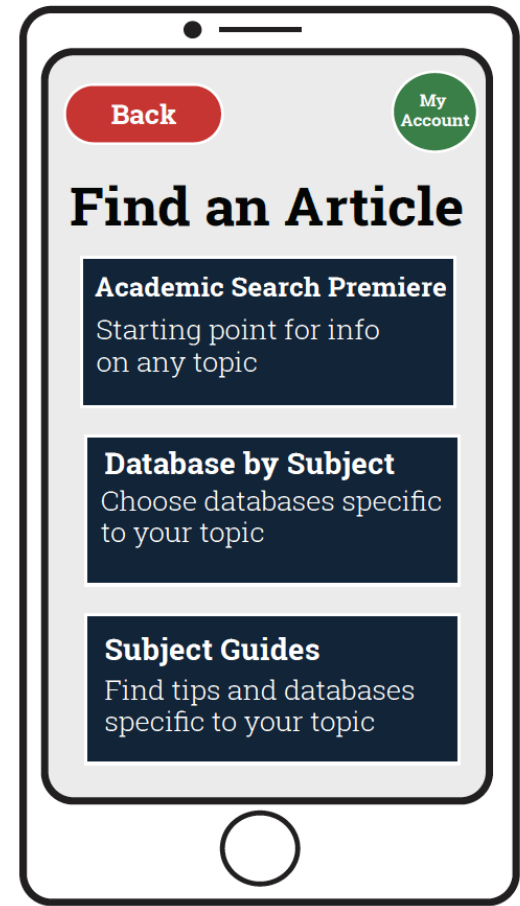
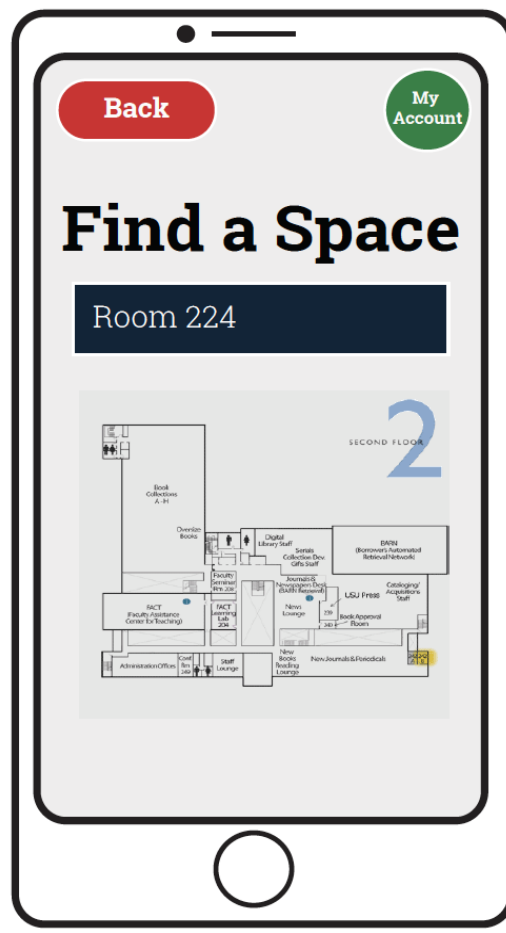
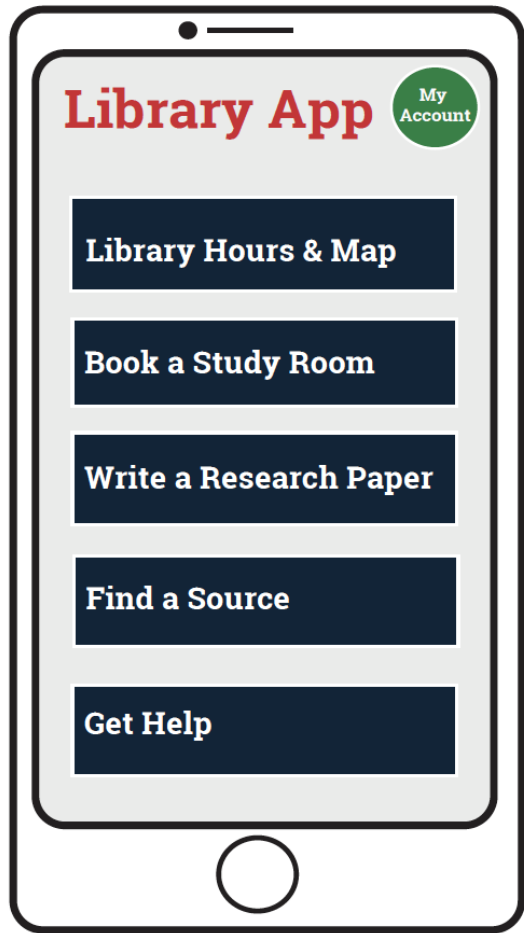
## Marketing Suggestions

Tasked based marketing (i.e. Need to book a study room? Download this app)

Heavily market to orientation and English Composition courses



Outcomes



# Future

**Stage 1:** Integrating wayfinding into our website

**Stage 2:** Using more task-based learning on our website for online learning

**Stage 3:** User testing with more sophisticated prototypes

Questions?