iPhone Mobile Application Design: The Case of Hacettepe University Libraries

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Outline

• Mobile media

• Mobile application designing

• Hacettepe University Libraries iPhone Application
Growth of Mobile Web Access

http://mobiledesign.org/size_and_scope_of_the_mobile_market
Mobile Phone Features

- Wifi
- Bluetooth
- Camera
- Desktop Synchronization
- Feature Convergence
- Downloadable Content
  - Music
  - E-mail
  - Gps
  - Live TV
  - ...
Mobile Medium

• 5.3 billion mobile phones
• Personal, always carried and always-on
• Reach anybody through any medium
Applications

We've spent the day on the Internet but not on the Web.

http://www.wired.com/magazine/2010/08/ff_webrip/all/1
Users

- Developing technology, solving problems
- Users come up more demands
- “just-in-time” information
Innovative steps toward the reorganization of their services and render these services to users in order to satisfy their information needs.
Mobile Media and Libraries

• Easily accessible, dynamic and controllable libraries

• Carry their services to the environment of the users

• Users are ready to accept the library services that they are used to
Design Process of Applications

350,000 App

- Content
- User-Friendly Interface
- Target Group
- A Different Kind of Usage Technique
Content

• Small screen

• Rendered in a simple way which will not puzzle users

• The size of the content

• Accessibility
User-Friendly Interface

• Accessing the content and using it in an effective way

• Huge time investment
Target Group

- What users need
- What their priorities are
- How often and when they will use the application
- “Design Blindness” (Nielsen, 1993)
A Different Kind of Usage Technique

• Navigation

• Camera

• Microphone

• Gravity sensor (accelerometer)
Hacettepe University Libraries App

- Accessing library sources

- Through this application, some services and sources of the libraries have been moved to a mobile environment
Map of the Library Application

Home → Catalog Search → Results
Home → Database Search → Results
Home → Barcode Scanning → Results
Home → User Account → -Renewal -Settings
Home → e-sources → e-book, e-journal
Home → About → Library Hours, Rules and Regulations
Barcode scanning technologies have been applied to system with the use of RedLaser SDK.
Local Searching, Get Directions

Information Architecture for the World Wide Web

METU Library
See website

Call Number
TK5105.888 .R67

İnönü Blv. 06531

Get Directions (14.6 Km)
Reviews

Information Architecture for the World Wide Web

Local (3) Reviews (248)

Hacettepe Library

Beytepe Library (13.2 Km)

Other Libraries

Bilkent Library (12.9 Km)

METU Library (14.6 Km)

Local (3) Reviews (248)

Amazon.com (113)

GoogleBooks (87)

WorldCat (33)

Library Thing (15)
Scanned Items

Harry Potter and the Chamber...

Yalnızlık kederi : bir müzisyenin...

Information Architecture for the...

Christian Jacq Ramses; Isigin...

Making the Most of RFID in Libr...

The Lion, the Witch and the War...
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