

Assessing students' perceptions of ease-of-use and satisfaction on mobile library website: a private university perspective in Bangladesh

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In the era of enhanced mobile communication technologies, vast amount of changes are generated in facilitating communication and the transfer of information (Steenderen, 2002). Libraries are mastering the mobile web to bring a new set of services (Kroski, 2008). For this, new means of communication practices are necessary to keep in touch with library users. First time in Bangladesh, BRAC University (a leading private university) Library is created a mobile interface of their website for the students to access from anywhere. They are offering information about library services and collections, mobile OPAC(MOPAC) search, books, journals, repository items, news archives, renew system, download items and library hours, etc. all formatted for the small screen. The main aim is to examine BRAC University students' perceptions of ease-of-use and satisfaction on mobile library website. The objectives are to explore the nature and utilization of mobile library website in the educational environment among students.

A survey questionnaire will be developed and used to collect data on students' demographics, their perceptions of ease-of-use and satisfaction on mobile library website. In order to analyze the influence of students' demographic and individual characteristics on their perceptions and satisfaction, Mann-Whitney and Kruskal-Wallis tests were carried out. The results showed that students are overwhelmingly satisfied on mobile library website. Although there are some differences in students' perceptions and satisfaction on mobile library website, a formal task-based usability testing and adopting a user-centered design can ensure the usability of mobile library website in the future. The study suggested some heuristic guidelines for designing interfaces for mobile library website.

This is the first time an effort has been made to assess students' perceptions of and satisfaction with a mobile library website in Bangladesh. This study may encourage more such research on usability evaluation of mobile library website in Bangladesh and beyond.

References:

Kroski, E. (2008), "On the move with the mobile web: libraries and mobile technologies", *Library Technology Reports*, Vol. 44, No. 5, pp. 1-48.

Steenderen, M.V. (2002), "Business application of WAP", *The Electronic Library*, Vol. 20 No. 3, pp. 215-23.