



From 'mobile first' to 'users first'

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Universiteit Utrecht

This presentation

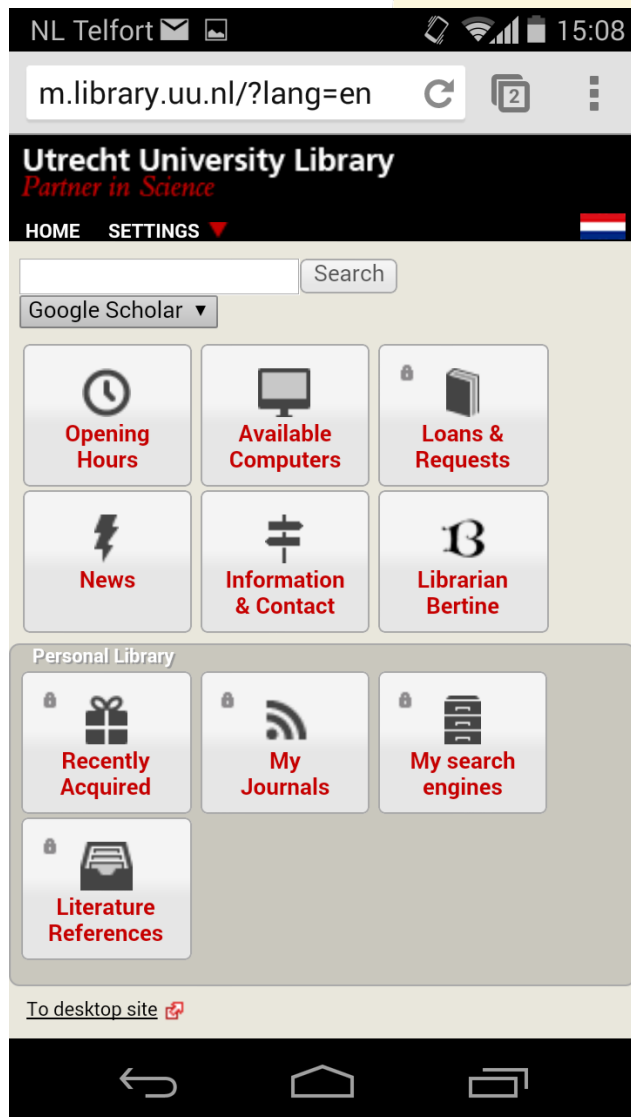
- our mobile initiatives
- ideals versus reality
- gained insights, new plans
- (questions/discussion)



Introduction

- My name: Johan Tilstra
- project manager at Utrecht University Library at department of 'Innovation & Development'





Our new mobile site.

Nice, isn't it?



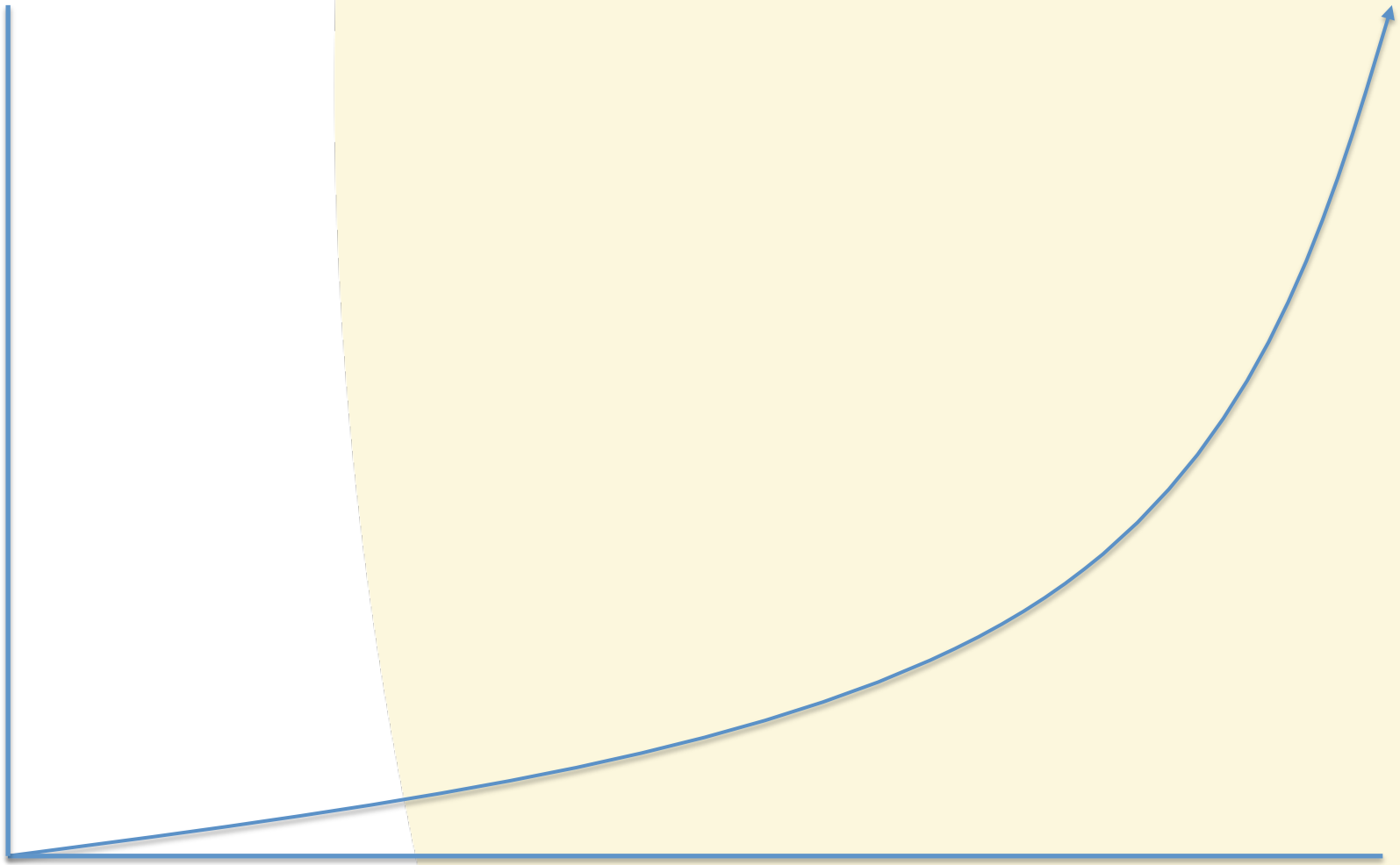


No more fines,
when you use
our app.

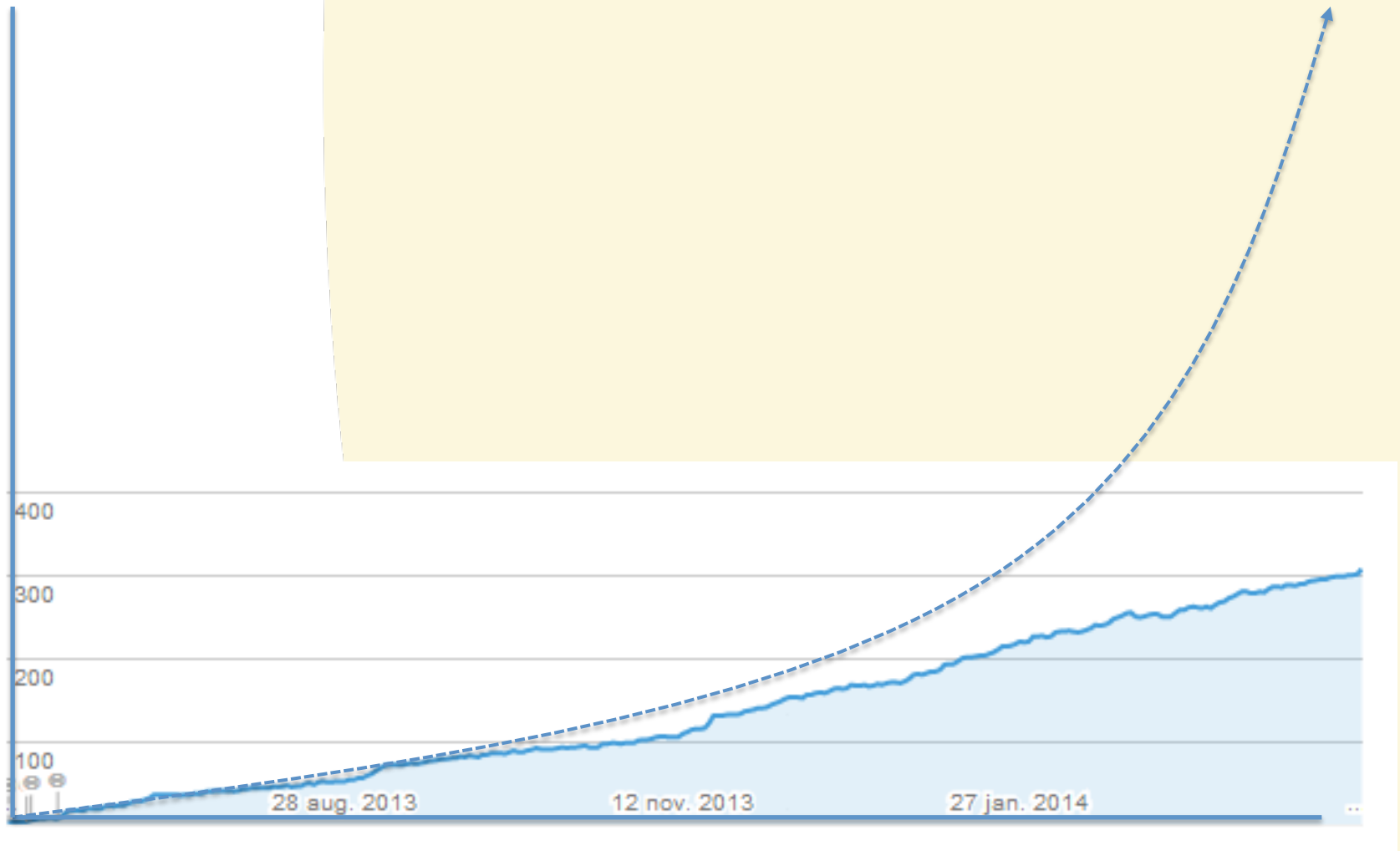
What's not to
like?



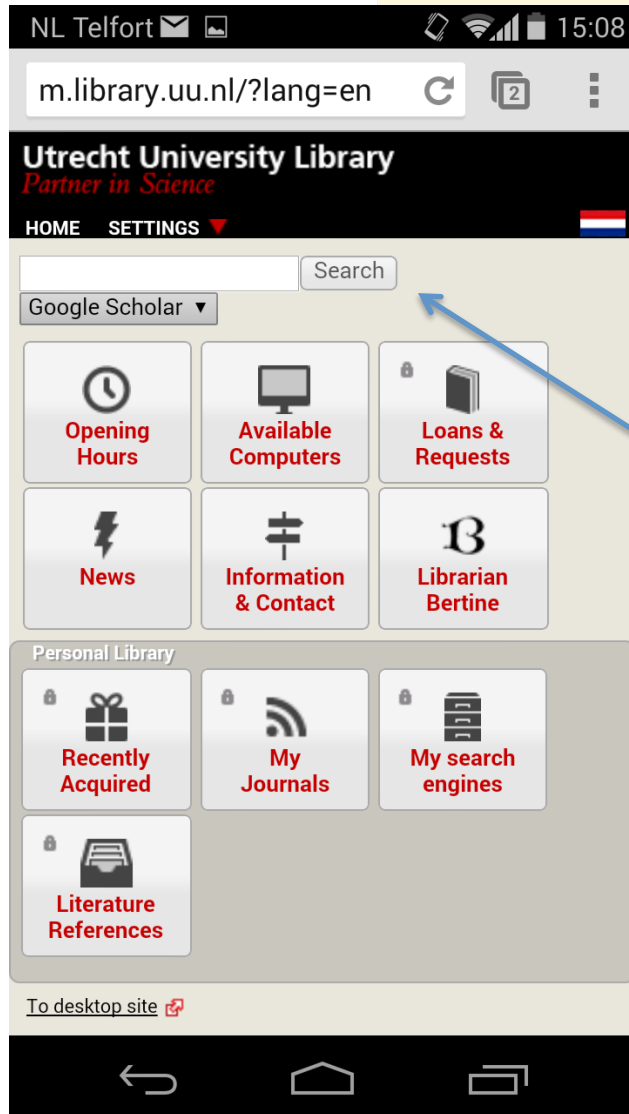
Our ideal



Reality







A test

What do you think?



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A harsh reality

We don't know our (mobile) users

Why?

- new technology
- changing audience
- **we're not listening good enough**



Gained insights, new plans

What our plan
looked like



Gained insights, new plans

What our new plans look like



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alibaba.com.cn



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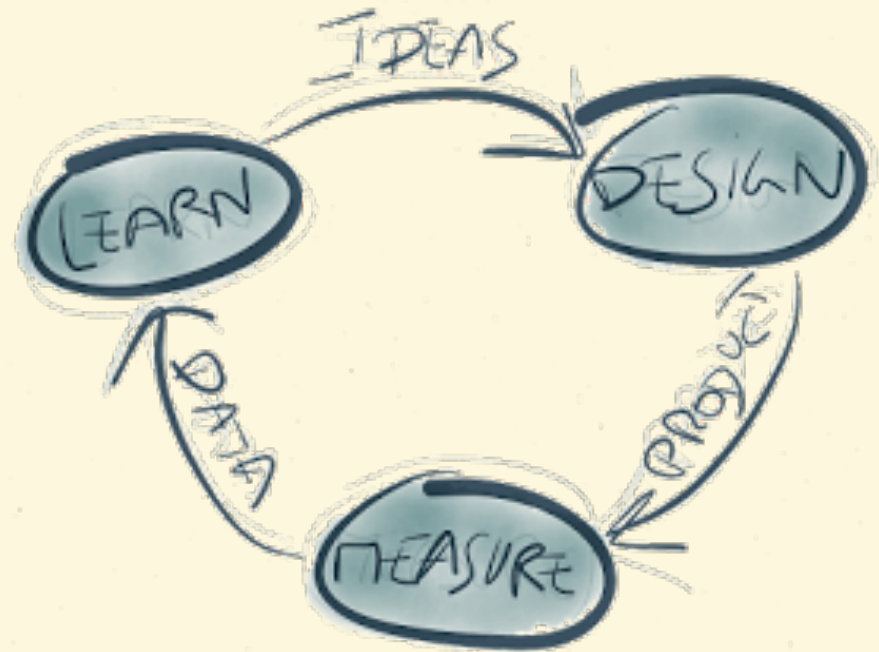


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Get to know your users



Questions? Comments?

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