From ‘mobile first’
to ‘users first’

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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?
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
Get to know your users
Questions? Comments?

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