

Barriers to a seamless user experience:

What they are and how to avoid them

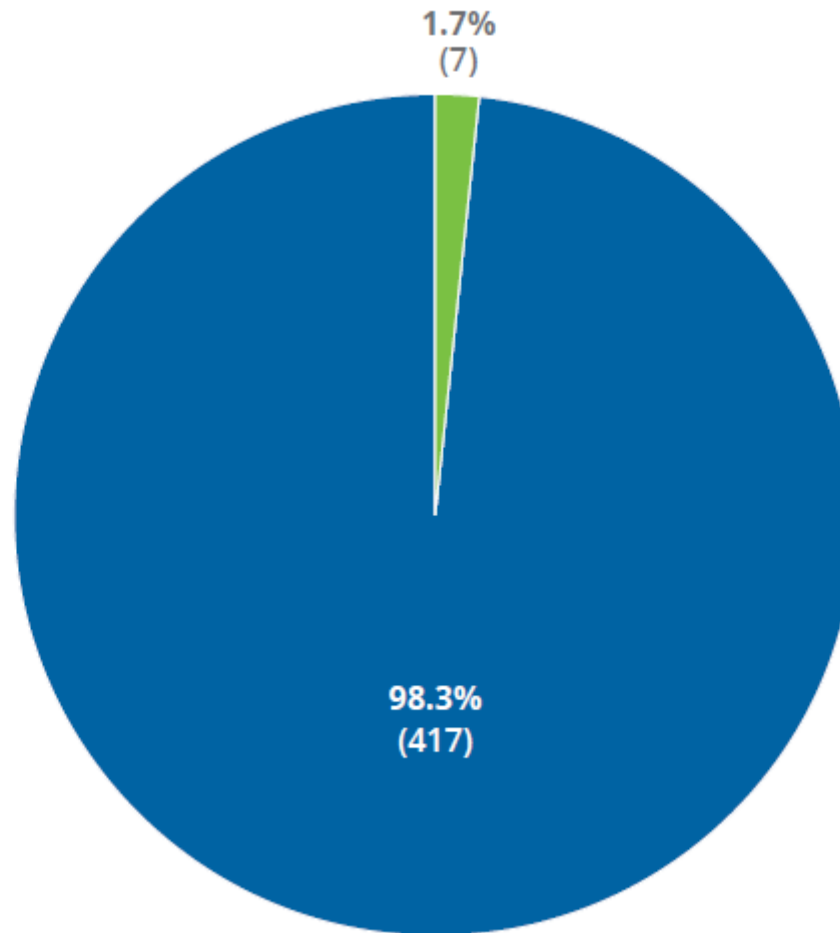
Jon Bentley, Head of Product Marketing



Access management is critical

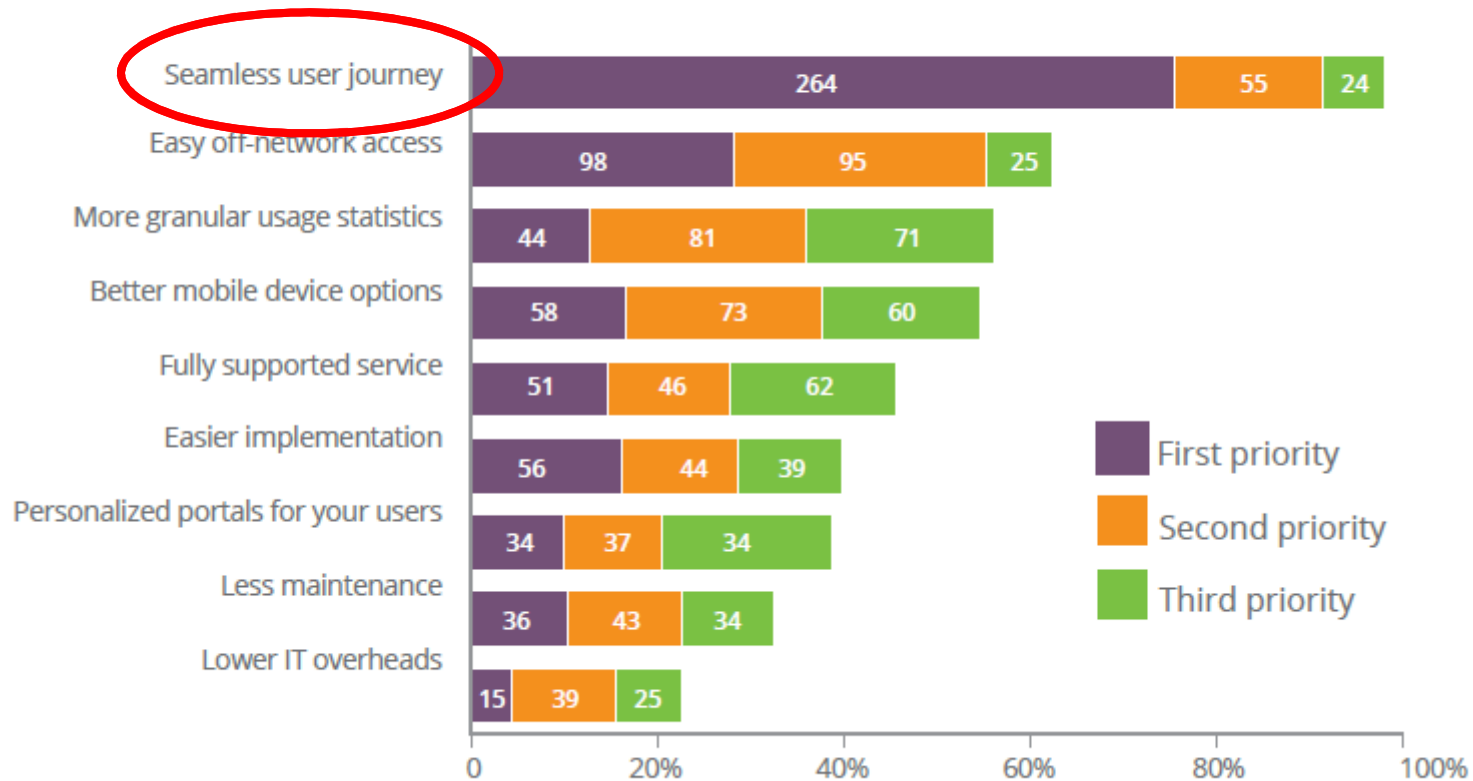
Do you agree?

 Yes  No

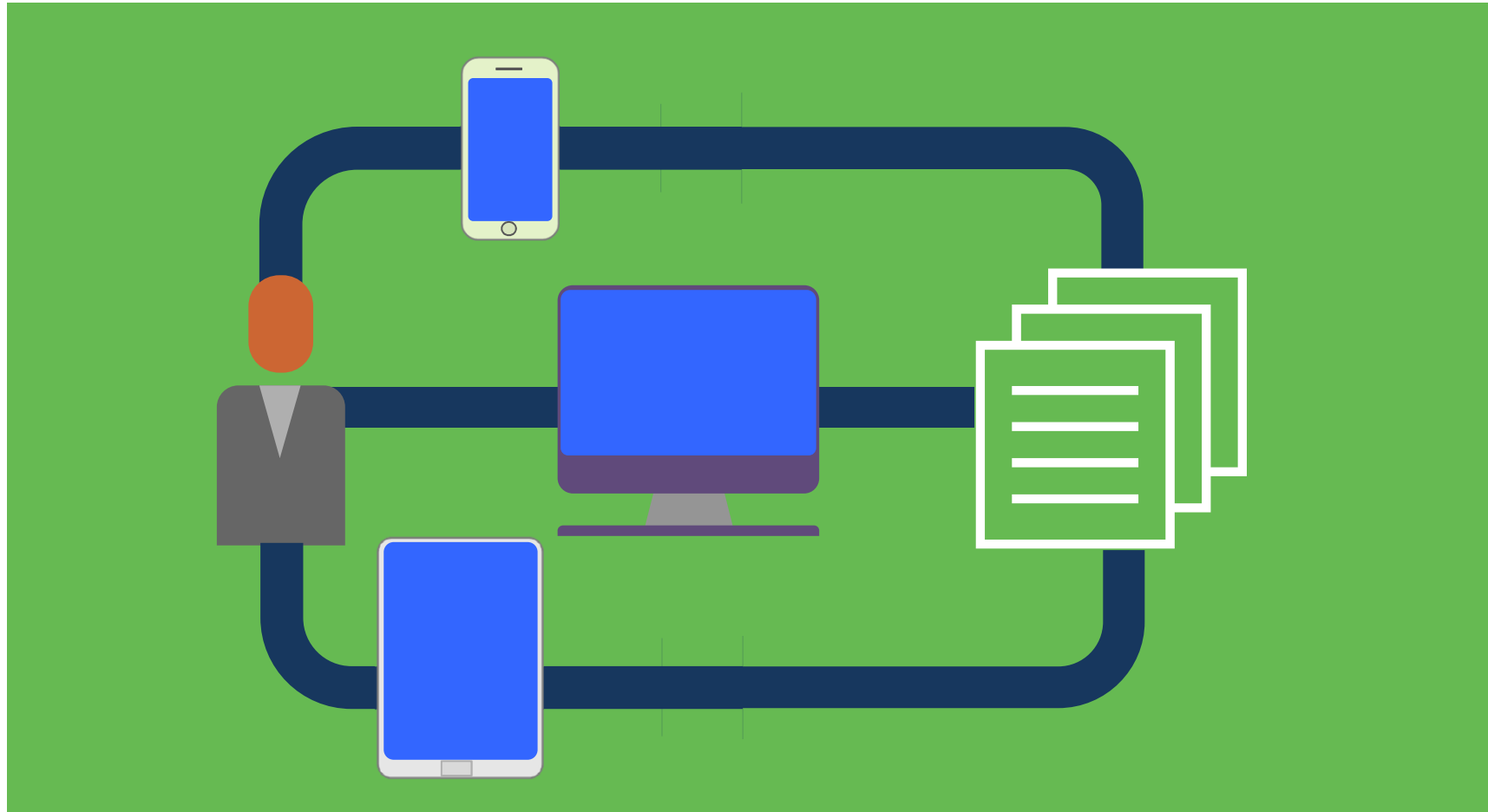


Aspirations

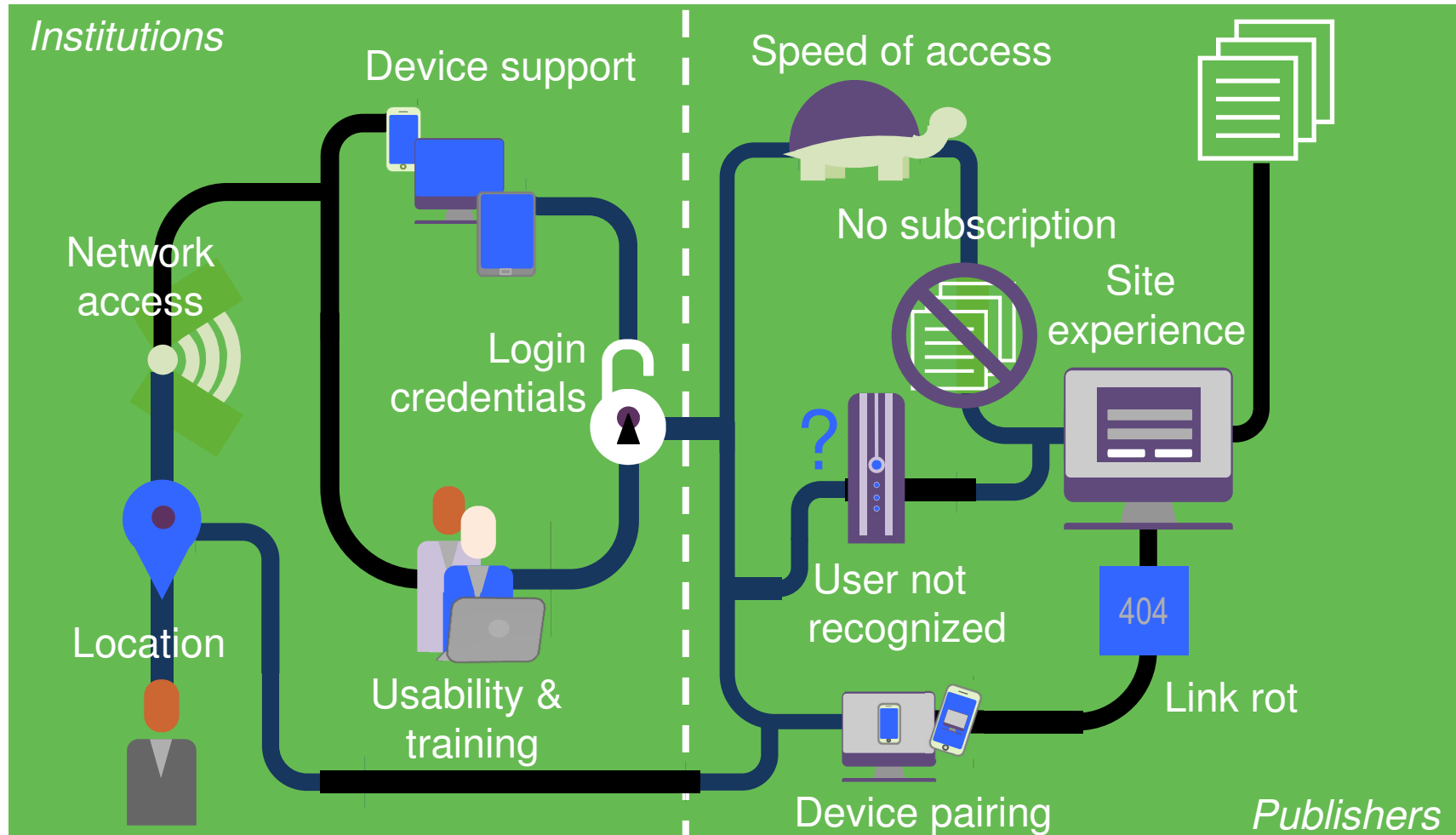
What 3 things would you most like to achieve with your access management system in future?



The expectation



The reality



Considerations for Institutions

- Redevelop library portals with responsive design and mobile usability in mind
- Provide users with training on how to transition from search engine results to the appropriate library resources
- Support single sign on across institutional networks, regardless of device

Considerations for Publishers

- Set a target for page speed and search results to improve performance
- Put better procedures in place to alert libraries when resource URLs are changed
- Collaborate to develop shared terminology and standards and create a better user-experience for institutional log-in

The future

- Increased engagement through increased collaboration

Questions?

