**Background**

When developing websites and web applications today, one of the challenges is that the result not only works, and is useful on a computer, but attention must also be given to the fact that users also extensively browse websites on mobile phones. With the introduction of smartphones such as “iPhone”, which contains a built in web browser, mobile browsing of websites increased, and web developers started talking mobile webpages. Mobile webpages are designed for, and easy to use when browsing from a mobile device. This mobile design pattern includes a reduction of the data on a desktop based website in order for users to more clearly understand and navigate through the information. However, a great deal of websites are not available in a mobile format, when users browse to these webpages that on a mobile device they often need to zoom in and out in order to click on links, read text or get an overview, because most web elements are too small when not customized for the mobile format.

There exist different techniques for developing website adapted for mobile devices. One way to express a desktop website in a mobile browser is to create a new webpage and design it according to the size of mobile phone screens. Another way to achieve a mobile suitable website based on a desktop website is to use the principles of responsive design. Unlike the solution mentioned, where there exist two different websites for desktops and mobile devices respectively, responsive design aims to enhance the desktop site with mobile functionality. Responsive design function in such a way that the desktop webpage automatically changes layout and design (in accordance with the intended layout of the mobile webpage) when browsed from a mobile device.

According to “StatCounter Global Stats”, Internet access through mobile devices has gone from 0.7% in January 2009, to 8.5% in January 2012 (cite). The use of mobile devices as a mean for internet browsing has increased rapidly, which might be an indication that effort should be put into the development of mobile webpages. However, mobile web development can be quite difficult in terms of information presentation. The substantial reduction in screen size when going from a desktop to a mobile device complicates the process of providing a comprehensive overview of all the information on a website.