**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 to websites from mobile phones. With the introduction of smartphones, such as the “iPhone”, mobile browsing of websites increased and web developers started talking about mobile webpages. Mobile webpages can be designed for and easy to use when browsing from a mobile device and the design pattern includes a reduction of the data on a desktop based website. The reduction is needed in order for users to more clearly understand and navigate through the information. However, a great deal of websites are still not available in a mobile format, i.e. adapted to the features of mobile devices, and when users browse to these webpages from a mobile device they often need to zoom in and out in order to click on links, read text or get an overview due to small web elements and tiny text.

There exist different techniques for developing website adapted for mobile devices. One way to transform a desktop website in a mobile browser is to create a new webpage based on the desktop page, 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 above where two different websites are developed for desktops computers and mobile devices respectively, the principles of responsive design aims to enhance the desktop site with mobile functionality. Responsive design functions in such a way that the desktop webpage automatically changes its layout and design to match the features and specifics of mobile devices automatically 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). This rapid increase can be regarded as an indication on 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.