**Mobile Web Design and Development**

The user-experience of mobile browsing can be enhanced through structured and planned design. However, finding a perfect solution for the design of a website, which is transformed in accordance with mobile device features, can be a complex undertaking. There are various factors that the design and planning process need to take into account, such as the layout of web elements, number of links, image sizes etc. During the course, and before the development of these types of websites, decisions, which deal with details regarding the implementation, have to be made as well. In summary, a strategy that involves the design and implementation details, in addition to user experience aspects is preferable when working with mobile adapted websites.