**Problem**

In the field of mobile web development the issue regarding presentation of information often arises. The information presented could ideally be structured in a way that enhances the experience of the visiting users. Hence, the layout and structure of a website’s information can be crucial to its success. This issue can clearly aggravate in relation to the amount of information presented.

Another problem that is in direct relation to the layout of information is how to display hierarchal information. Information structured in a hierarchal manner on a website takes shape in such a way that all information available on the site cannot be viewed at once, and in order to view certain information navigation through the hierarchy is necessary, i.e. clicking on certain web elements, such as links or buttons, in a relatively predetermined order. One of the essential parts of this issue is the configuration and design of the navigation through the hierarchy because if it is overcomplicated to find certain information, users will probably be frustrated and annoyed.

It can be an even greater issue to present hierarchal information on mobile websites in comparison to a desktop websites. Websites presented on a computer screen can display more content at once and provide a more comprehensive overview of the information than on a mobile device. Furthermore, the complexity of the information presentation is enlarged by the fact that mobile browsing is performed with the help of users’ fingers, unlike computers that are being controlled by a mouse. In addition, users’ fingers, in many cases, relatively large in relation to size of the screen on a mobile phone. Therefore, solutions to the problem where as much information as possible is being presented on the phone's reasonably small screen, will probably fail in a user experience point of view. The challenge lies in finding ways to present hierarchal information with its belonging navigation structure that are efficient and intuitive, and which does not affect the user experience in a negative way.

The problem that this thesis aims to analyze is the presentation of hierarchal information with a navigational structure in a mobile interface. A user experience point of view will form the basis for the analysis.