**Hypothesis:**

***H1:*** Users prefer responsive sites over unresponsive ones when using both a computer and a mobile device

***H2:*** Users prefer accessible sites over inaccessible ones when browsing both kinds

***H3:*** Able-bodied users are more likely to notice and prefer responsive sites, while disabled users will prefer accessibility over responsiveness.

***H4:*** Sites having a combination of responsiveness and accessibility will be preferred by users.

**Research Method:**

In order to gain more information about the way web responsiveness and accessibility influence the experience users have, I decided to test the hypothesis in 3 ways. We could consider these as 3 separate experiments or as one experiment with 3 phases. The number is justified because I am looking at responsiveness on its own, accessibility on its own, and at both of them combined.

***Experiment 1*** will focus on validating or invalidating H1. In this experiment, 2 groups of people will be asked to interact with a set of 6 sites, both on a laptop and on a mobile phone. Out of the 6 sites, 3 will be responsive and 3 will not. After interacting with these sites, the participants will answer a survey (detailed below).

There will also be a control group, who will interact with all 6 sites. However, for the responsive ones, we will use unresponsive copies of the sites, making all 6 of them unresponsive. This way, we can accurately measure if the preference for the 3 responsive sites grew because they are responsive, removing other possible subjective reasons such as design, content, name, etc from the problem.

***Experiment 2*** will focus on validating or invalidating H2. In this experiment, the 2 experiment groups will interact with 3 accessible sites and 3 inaccessible ones, only on a computer. After the experiment, the groups will answer a survey (detailed below).

The control group will interact with inaccessible copies of all 6 sites.

Finally, in ***experiment 3*** we will test the importance of combining accessibility and responsiveness. The participants will interact with 12 sites both on computers and on mobile devices.

There will be 3 accessible sites, 3 responsive ones, 3 inaccessible and unresponsive ones, and 3 both accessible and responsive ones.

The control group will interact with copies of all 12 sites.

***Participants***

The groups chosen to attend this experiment will be chosen using a convenient sampling method (esantionare de convenienta). The participants will not be rewarded or paid in any way, making participation in the experiments completely voluntary. Participants will be able to withdraw at any moment. If a participant does not fully complete the survey, then she/he is considered withdrawn from the experiment and the previous answers are not taken into account.

Given the fact that we use convenience sampling, we can expect that there will be little to no demographic difference in our groups, meaning that the results we will obtain can not be generalized to a larger population.

In order to promote a more inclusive worldwide web, in this experiment, we will include a group of disabled people.

***Group1:*** Able-bodied people (convenience sampling)

***Group2:*** Disabled people suffering from one of the following issues: eyesight issues (including color blindness), blindness, learning disabilities (such as dyslexia), mobility issues that prevent the usage of a mouse/touchpad

***Group3:*** Random people chosen by convenience sampling.