

Introduction

Over the years, more people have started using their mobile devices for every day use. A 2016 report shows that "smartphones are the most widely-owned internet-enabled device among UK households [1]."

An increase in mobile web users comes with more demand for responsive websites and developers are always looking for more efficient ways to display information without compromising usability.

This project studies the effectiveness of existing usability techniques that are often used to display and navigate web forms and suggest other methods of doing so.

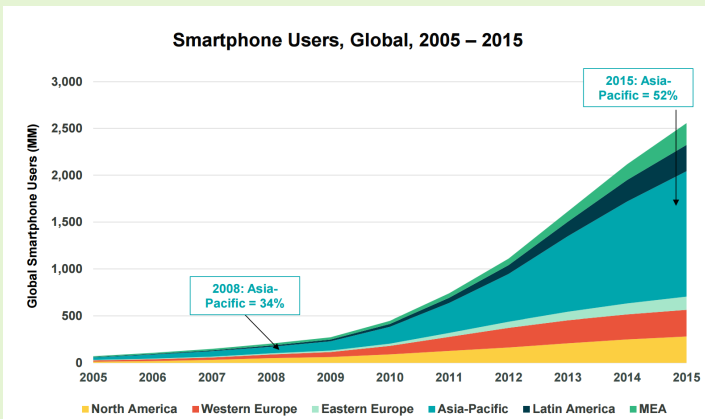


Figure 1: The increase of smartphone users over time [2]

What are Web Forms?

Web forms are parts of webpages that allow for user input so that they can be processed.

A common example of web forms are online registration forms, questionnaires or payment method forms that can be found in many websites.

Aims and Objectives

The aim of this project is to be able to:

- Analyse the effects of various approaches to mobile web forms and their effects on usability.
- Suggest and develop a unique way to present and approach mobile web forms.
- Produce quantifiable data that can be analysed by other researchers.

To achieve this, the following must be done:

- Create responsive mobile web forms for testing.
- Perform standardised usability testing methods on the web forms to determine its effectiveness.
- Gather data from users through structured surveys and experiments.

Outcomes and Deliverables

By the end of his project, the following outcomes and deliverables are to be expected:

- A unique method or approach for displaying and navigating through mobile web forms which hope to improve usability.
- Quantifiable data comparing the effectiveness of different usability methods gathered from usability testing and surveys. Highlighting which techniques have the most positive or negative impact with usability.

The results will be able to provide useful information that will support and inspire new developments and innovations in the future that builds upon the findings of this project.

References

- [1] OFCOM, "The Communications Market Report - August 2016," 2016.
- [2] M. Meeker, "Internet Trends 2016 - Code Conference," Rancho Palos Verdes, 2016.