



**SDSU**  
presents  
a thesis defense for  
Master of Science  
degree in  
Computer Science

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GMCS 405

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*An Insight on a Mobile Friendly Web*

## Abstract

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The purpose of this study is to investigate the impact of creating a mobile friendly website and how this drives greater levels of adoption, usage, accessibility and conversion for either business or personal purposes. The core analysis are based on the importance of questions that resonate within the needs of the individual as well as industry, society and localization of communication, connectivity and accessibility to information and services. .For instance, is the mobile friendly version of a website better than interacting with the desktop environment and subsequent applications? Mobile friendly websites provide integrated features like click to call, GPS mapping along with the capture, processing, uploading and sharing of information, content and media easily and effectively. By combining the many features that a mobile web enabled application can offer to any user, the benefits become the hallmark of the experience. Take into account the advances in multi-media interfaces and we can say that the mobile web truly creates a "wow" factor that is addictive, engaging and "sticky". Moreover, the ability to self-publish media and retrieve information in real-time has created a forum for making informed decisions with transparency at the core. The research focuses primarily on the importance of having a mobile friendly version of a website and deeply understanding the best practices in implementing those standards. This research also includes examples of a study conducted with the computer science department of San Diego State University, where the number of users and their emotional attachment to a mobile device concluded that mobile usage has become an integral part of the day-to-day life activities for many people. Understanding these questions and emotional attachments is important because it will lead us in creating a set of best practices for mobile web deployment. If standards are established and utilized, it can provide a better way of serving relevant information, applications and media effectively and efficiently on the mobile web. Therefore the study was focused on understanding the emerging need of mobile friendly website and the impact of immediacy, satisfaction and engagement. The author has undergone the requirements analysis and the needs analysis through various surveys available from multiple sources, and a survey conducted with the students of different department located within San Diego State University.

## Thesis Committee

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