

## Long form .. The dumbing down of the web ?

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Saturday, 27 September 2014 15:15

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I'm wondering if we have entered a self-fulfilling prophecy and race to the bottom as web interfaces reverse the trend and head from information rich to information poor ? The spiral-down scenario goes something like this ...

- Statistics say more people on mobile
- Bad designers can't design two UI so they dumb down for small screens of phones either an app, or the ghastly "long form" websites.
- User's no longer experience a better experience on bigger screens so don't use them, or switch to competitors with more productive interfaces.
- Repeat and spiral

I can't think of any website that I use that was improved by moving to the "long form", and plenty that have gone from good to awful, and I can only think of one site (Flipboard) whose experience is better on the mobile version than their own, or their closest competitor in a tradition website