

Mobile website enables rapid reporting of acts of anti-Semitism

Business need

To enable people in the UK to report acts of anti-Semitism to Community Security Trust (CST) through their mobile phones.



The solution

By making the reporting features on their website mobile we have enabled people to have the tools in place to report anti-Semitic incidents through mobile.

This makes reporting from the community faster and easier, and makes responses to these reports quicker with the added benefit of the site being written in HTML5 meaning CST can obtain GPS data.

Repurposed content using our mobile site publisher produces a device-specific experience for all phone users. This delivers a simple, clean, and easy to navigate site with clear calls to action such as 'click to call' for the emergency services or the local CST office.



Functions

- This mobile site works on all handsets
- Emergency helpline numbers displayed varies by location of user
- Allows user to upload photos of incidents (not on iPhone)
- HTML5 is used to obtain GPS data and cell-site location

