

Directgov optimises web for different mobile devices

Business need

To detect whether a browser accessing a website URL is a mobile phone and to then optimise the content according to the handset's capabilities.

Directgov



The solution

Mobile browsing already accounts for 20% of web traffic in the UK. The lack of distinction between PC and mobile browsers creates a bad user experience ranging from poorly formatted web pages to complete inaccessibility.

There are over 1,000 different handsets in use in the UK using multiple operating systems and screen sizes; some 10,000 different profiles.

Incentivated's Mobile Site Redirect API allows organisations such as Directgov to identify the given user's mobile or web browser giving access to the numerous properties and features of each handset. This results in a device specific experience: simple, clean and easy to navigate.

Functions

- Handset detection
- Website redirect
- Device-specific redirects

