

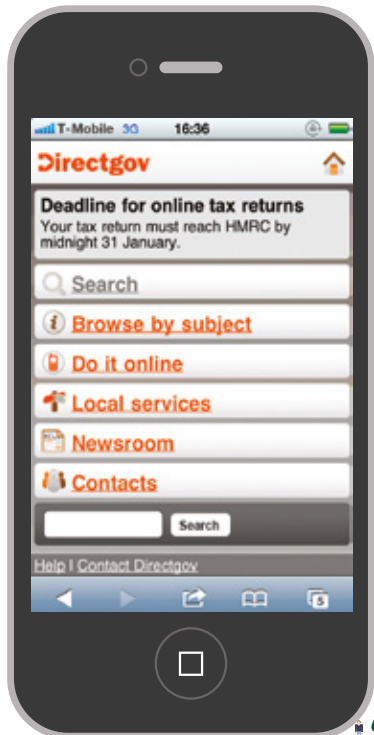
Directgov optimises web for different mobile devices

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

www.direct.gov.uk



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.

