

PRESS RELEASE

eChic to mBoutique: Maps on phones key for insider guide to Royal Borough of Kensington and Chelsea

(London, 8th July, 2011) A new website, optimised for mobile phones, was launched this week by the Royal Borough of Kensington and Chelsea. The website (www.rbkc.gov.uk/visit) has been designed to help visitors to the area, support its strong mix of large and small retailers and maintain vibrancy on the high street.

Key to the launch strategy for the new website was the understanding that visitors to the area struggle to navigate the area – they don't have a good mental map of this part of London, so stick to more familiar routes.

Incentivated was appointed to ensure that the website, and its critical interactive mapping function – “On The Map”, is optimised for mobile so that people can explore the borough whilst on the move. It is hoped that being able to view the map on your mobile will allow visitors to more easily discover the boutiques and areas of interest a little bit off the borough's more obvious streets.

By delivering an optimised website, The Royal Borough has ensured that it is available to all visitors, on all phones, without having to invest in multiple platforms as they would have had to do for a series of apps.

Councillor Sir Merrick Cockell, Leader of the Royal Borough of Kensington and Chelsea said: “As part of our research to prepare the Royal Borough for an influx of new visitors from the Olympic and Paralympic Games next year, we identified that many visitors struggle to navigate the borough. We hope that having ‘On the Map’ designed from inception to work on the mobile devices people always have on them, that this council initiative will achieve its aim of helping shoppers and visitors find what they are looking for, and highlighting our diverse mix of retailers and environments.”



The Royal Borough created the site following research that identified:

- 13.1million visitors a year to the borough, of which 1.7million are from overseas.
- Visitors spend £1.3billion each year and list “to shop” as the primary reason for visiting the borough.
- The Olympic & Paralympic Games in 2012 are expected to see a rise in all these numbers.

As well as optimising the website for mobile, Incentivated has built the interactive mapping function for the desktop site. The desktop map uses map tiles designed following the “Legible London” walking maps style, and shows:

- The Royal Borough in the context of London’s main tourist attractions.
- The Borough’s main centres, attractions and the connections between them.
- Detailed maps of the Borough’s centres with icons for the most recognisable buildings. These maps zoom down to ‘shop finder’ level where each business is named and there is a roll-over function showing the type of shop, the address and a link to their website, where this exists.

The mobile site is integrated within the Royal Borough’s content management system (CMS) from Alterian, and automatically detects when a phone accesses the website using an API provided by Incentivated. The phone type is automatically detected and the appropriate version of the website is displayed on the phone.

Content for the mobile site comes from the desktop CMS, meaning that the Borough still need only “edit once but publish twice” – automatically delivering appropriate content subsets for desktop and delivering four mobile “presentation layers”: variations for different phones, depending upon their capabilities.

Further Incentivated technology enables accurate reporting of handsets used and unique users. The mobile site’s home page promotions are location-based, something not relevant to or easily achieved on desktop.

Jonathan Bass, Managing Director at Incentivated comments: “This is a fantastic website from The Royal Borough of Kensington and Chelsea, and we are proud to have been able to help them deliver their vision. Although a simple concept at heart, it uses the power of today’s mobile phones in an intuitive manner which can only assist visitors to the borough.”

Bass continues, “This site is a prime example of delivering best practice for designing a complementary mobile variation of a desktop site using proper back-end integration with the CMS. We think it will be an interesting case study in understanding how empowering the public through their phones can support the UK’s high streets. Mobile commerce doesn’t always have to be about making an online purchase. It can just as easily be about something as straightforward as driving footfall into a store.”

Where available, location-aware functionality is used: both on the website to present location-specific content and within maps to automatically display the visitor's location within the borough. The maps and information contained within them equates to approx 2GB of data in total, though only relevant sections are formatted and delivered in real-time over the mobile networks.

The retailer-specific "roll-over" details are not currently active on the mobile site, although the links are provided within the site's content and further development of the site is planned.

Interestingly, despite the presence of some of the UK's highest-profile retailers within the Borough, of over 200 website links displayed within the optimised website only one retailer links through to another optimised website: that of Christie's, the auction house (m.christies.com).

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Notes to Editors

About On the Map

On the Map has been developed by the Royal Borough of Kensington and Chelsea to support its diverse mix of high street shopping and unique retailers, which stretch across such distinctive areas as Kensington High Street, the King's Road, Knightsbridge, Notting Hill and Portobello Road.

Research shows the main reason people visit the borough is to shop. The Council is one of the leading local authorities recognising the importance of having a strong retail mix – believing that specialist and independent retail is important to overall success and residents' quality of life. To preserve and enhance the area's popular high streets, the Council created a Retail Commission in 2006. The Commission brought small, specialist and major retailers together to develop ideas and plans to enhance its high streets. On the Map has developed from one of Retail Commission's ideas and forms part of the Council's preparations for the Olympics.

About Incentivated

Incentivated (www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.



(No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone).