

## PRESS RELEASE

# London Luton Airport launches mobile website in time for Summer hols

London, 6<sup>th</sup> August, 2013

[London Luton Airport](#), has launched a mobile optimised version of its website, [m.london-luton.co.uk](#), recognising the increased desire of customers to view the site on their smart and feature phones.

Designed and built by leading UK [mobile marketing company, Incentivated](#), the mobile website takes a live XML feed of flight data from air traffic control and provides users with a real time flight information source while they're on the go. Using Incentivated's phone detection API, users accessing the main website URL on their phones will be automatically re-directed to the mobile version of the site.

**Oliver Jaycock, General Manager, Marketing for London Luton**, said "We are delighted with this great-looking mobile website. We are thrilled that it is now live, and will be able to help the thousands of passengers transiting through our airport this summer."

The mobile website has been designed to maintain brand coherence with the desktop site and provides access to similar content as the desktop site: although the user journey on mobile has been fully redeveloped and designed via a comprehensive UX and UI planning and testing phase to ensure the differences in customer needs of the site between the small and large screens are fully understood and accounted for.

Delivered using the latest responsive coding techniques, both on the device and server-side, the site content, imagery and navigation scales perfectly depending upon the screen size of the customer's phone.



Top level navigation uses ‘concertina’ functionality to provide access to nested sub-menus enabling faster access to the detail of the site. Live flight information is a couple of ‘taps’ from the home page, and the use of tabbed browsing pages means switching to different content can be done with one touch – negating the need to navigate through top level menu options, and providing a quicker and smoother customer browsing experience.

Site and content search functionality is included and content can be re-organised (by a single tap) within displays to meet visitors needs. For example, flights can be arranged by arrival/departure time, current status or by flight number and the search tab allows quick keyboard entry of flight number or destination airport.

The site also provides access to third party resources to help users find their way to and from the Airport by linking the journey planner mode with Google maps for customers driving to the Airport, and to National Rail for those using the train. Again, using tabbed secondary navigation; customers can quickly and easily switch between travel options.

Amongst other important functions is the ability to book car parking in advance, a dynamic news alert banner activated under the masthead giving headline access to important operational information and, on supported Android handsets, an “Indoor Mapping” function. This new feature from Google allows passengers to display a map of the Airport terminal to help navigate their way around and see where various facilities, shops and restaurants are located.

**Jonathan Bass, Managing Director at Incentivated** “We are pleased to be able to deliver this innovative mobile website for London Luton. Delivering interesting new ways of displaying and ordering content within a mobile environment has been a real challenge, as we have sought to create a differentiated mobile travel site that gives customers access to the critical information they need as quickly and efficiently as possible.”

/ENDS/

## For further information:

\*\*\*\* FOR IMAGES OF PHONE SCREENS, PLEASE CONTACT INCENTIVATED \*\*\*\*

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### About London Luton Airport

London Luton Airport is one of the UK's largest airports and carried 9.6 million passengers in 2012. The Airport directly and indirectly employs over 500 and 8,000 staff respectively, is a key economic driver for the region and a major base for 'low cost' or 'no frills' air travel. easyJet, Wizz Air, Ryanair, Monarch, Thomson, EL AL, Blue Air, and Flybe operate from the Airport, departing to over 100 destinations including services to Europe, Africa, and Asia.

### About Incentivated

[Incentivated \(www.incentivated.com\)](http://www.incentivated.com) is an independent mobile marketing company with 10 years' experience.

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 [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, as well as other [managed services](#).