

Virgin Holidays website optimised for smartphones

Business need

To provide Virgin Holidays customers with the ability to browse destinations on their mobile



The solution

A transcoded mobile site, allowing users to browse and research all holiday destinations through their smartphone.

Incentivated use their expertise to provide all desktop destination content through a web design catered specifically to mobile screens. All listings can be accessed by one or two clicks, drop down menus and easy search navigation.

Customers can access latest deals and most popular searches/hotels. Once a resort has been selected, users can view pictures and video through their mobile, and see their location through an online map.

The Virgin Holidays mobile website can be accessed at m.virginholidays.co.uk

Functions

- Mobile Internet
- Design and UX

