



**Company Name:** EDM Enterdetainment Ltd

**Project Title:** EDM Enterdetainment

**Funding:** Enterprise Ireland Innovation Voucher

EDM Enterdetainment under the Local Dublin brand offer a service to hotels where it provides a mobile responsive page to guests after they login to the WIFI network. This page provides information about services and activities in the area.

#### PROBLEM TO BE SOLVED



Overview of best practise in mobile responsive website UI, in particular how UI and the WiFi login process affects click through rate for the local dublin service. Investigate A/B testing solutions for measuring the effectiveness of a given solution. Where appropriate provide sample code that demonstrates best practise.

#### HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY



Documented recognised best practise in the industry for mobile responsive UI. Provided a review of the existing local dublin site, highlighting potential weaknesses in regards to established best practise. Suggested strategies for A/B testing suggested implementation of best practise solutions for mobile responsive UI. Examined the WiFi login process, in particular dependence on third party providers.

#### IMPACT FOR THE COMPANY



The project provided an outline to understand best practise in mobile responsive UI and a strategy to test the effectiveness of proposed solutions and their impact on click through rates.