iOS and Android app with a striking 360 degree product experience

Client is an automotive giant and one of the most successful corporations in the world known for its steady product and process innovations. Being a customer focused organization they desired to provide their consumers a digital platform that gives them a great product experience of their new vehicles that are being launched.

Situation analysis

In line with their new product launches (that also include the launches of their new vehicle variants), the client desired for an app that plays a duel role of an 'e-Learning app' and a '360o product experience app' for their consumers. The bottom line was to promote their next generation compact sedans, trucks and SUVs through striking and visually rich product experience in a mobile app.

Challenges

The task at hand was to come out with an app that gives their consumers a feature rich product app that accommodates 360o view of the vehicle's interiors as well as exteriors, which is educating as well as fun-to-use. Taking this concept into reality under an aggressive timeline was a real challenge.

Our Solution

e-Zest provided a 360o feature in an app for a seamless interior and exterior tour of the vehicle with comparison points against the competitors' vehicles. The features that make this app very unique are its bookmarks, notes and real time content updates with the ability to use it even in the offline mode. These were the highly desirable attributes of the app from a utility perspective.

The e-Zest mobile development team developed a framework which externalized all the content. This feature enabled the administrator to change the content even when the application is live, without resubmitting the app on the app store. e-Zest used a highly scalable architecture for the apps that easily accommodates the launch of new vehicles and can be used for various other variants of the cars. The app was deployed on App Store and Google Market for a wider reach and visibility among the smart phone users.

Highlights of the app:

- Hosted on Amazon Cloud – It provided a highly scalable architecture which can take care of large volumes of data without a performance hit. e-Zest implemented auto-scaling in a live application. It is also capable of sending email alerts whenever required
- SCORM 1.2 compliant SABA cloud

Technology Stack

- PHP
- Backbone.JS/HTML5/Jquery/Flash
- DynamoDB
- Pano2VR and KR Pano
- ReelJS 2.0
- The performance testing was done by writing automated test scripts in JMeter

Platforms supported:

- iOS 5.0 onwards (only iPad, iPad2, iPad3)
- Android 2.3 onwards (only Samsung galaxy tab 10.1 inch)
- Desktop OS – Windows XP, 7
- Browsers: IE8,9,10, Mozilla, Chrome, Safari

Conclusion

e-Zest developed a highly scalable architecture that bridges the gap between content and technology on one side, and between narrative and interactive experience on the other. The result was a highly interactive, and a visually rich app.The architecture is crafted in a way to give the app 'a longer shelf-life' with high amount of 'reusability'. The app was instantly successful as it gave the user a virtual experience of vehicles with comparison points with the competitors. Among the smart phone users, the 360o app was used extensively who wished to explore the new vehicles launched by the client. The app nudged the user towards a positive purchase decision and higher brand recall of the various vehicle launches. The app was highly desirable among the buyers of the vehicles and also those who aspired to make a purchase decision.

e-Zest