

iOS and Android 'product experience app' for a Fortune 100 automotive company

Client is a leading automotive manufacturer and a Fortune 100 company. Their motor sales division in USA was looking to launch a digital tool that supports their physical kiosk in the dealer outlets that allows sales associates and prospective customers to establish a conversation about the features and story of their vehicle – a full size pick-up truck manufactured in USA. This application was built for their unit based in USA.

Situation analysis

The client manually uploaded all the vehicle related videos on to the kiosk, which was time consuming, increasing the operational costs. The client was looking for a digital solution that supplements their physical kiosk in a way that gives on-the-fly real time updates about their vehicle on the mobile devices of their prospects and consumers. They needed a solution that has all the features of high-utility eLearning application and also is fun-to-use. With this challenge in mind, they turned to e-Zest

The Vision

The primary objective of the tool is to not only educate the company's customers about the vehicle, but also excite them with interesting pieces of information that nudges them towards the positive purchase decision.

Challenges

The bottom line was to build a highly interactive 360 degree mobile application to minimize the dependency on the physical kiosk. The real challenge was to gradually migrate the customers' focus from using the kiosk to mobile app for a better product and brand experience.

Our Solution

e-Zest's app development team deeply understood the client's vision statement. The IT team came out with an application that is designed to engage the prospective consumers through visually rich videos and 360o comparisons. The application acted as a supplementary tool that further engages the users by the way of quick facts, and real time updates of new variants of the vehicle and brand messages.

Solution Architecture

e-Zest also made the app available to the smart phone community where users were given the ability to explore the exterior and interior view of the vehicle, compare it with other competitors, retrieve interesting quick facts, and watch videos that support the content on the physical kiosk through a QR code visible on the kiosk. The application also helped the user and sales team member to jump directly on the highlighted features and videos they want to show.

In order to reach wider audience, the application was made available in two languages – English and Spanish – popular languages spoken in that region.

Technology Stack

- Android SDK
- iOS SDK
- HTML 5/CSS 3/JS
- JQuery
- ReelJS
- Backbone.js
- Pano 2VR and KR Pano

Highlights:

- Supports Android 2.3.3 till 4.3
- Supports iOS 5.0 till iOS 7.0.2
- iOS 7 optimised
- Android latest OS compatible with Android 4.4 kitkat

Project Breakthroughs

e-Zest technology and UX teams have seamlessly collaborated with the client to give shape to their perceptions and bring their ideas to reality using technologies such as – cloud, mobile, and UI/UX. After many years' of experience using technology to communicate business value, we have discovered and addressed the secrets of developing great apps.

Business Benefits

- The app drastically reduced the operational expenses of manually uploading of videos
- The app reflects the updates/changes on a real time giving the customers access to latest information on the vehicle
- Customers can scan QR codes on their smart phones to watch latest videos of the vehicle that reinforces brand value of the vehicle
- The content is externalized and hosted on cloud for easy and real time changes

Bottom Line

This e-Learning app has empowered the sales associates by giving access to the 'right information at the right time' and helping their end customers towards 'positive purchase decision'. The concept of e-Learning app proposed by e-Zest addresses the business needs of the client relating to mobility by simplifying the learning of a complex product ecosystem, by accommodating different learning styles that reinforces brand value.

