smart
Website and
WeChat mini-program

Two core, scope-aligned tools for brand marketing, fans community building, vehicle sales and handover support.

The Challenge

Working in a **multi-continent stakeholder scenario** to provide CMS editors with a **flexible design system**, made of reusable components and equipped with the related variants, with the aim of building the whole company website in a way that meets the latest released website functions and **seamlessly integrates** with the other marketing operational needs.

The Approach

We adopted a **lean UX approach,** doing activities such as CX consulting, UX/UI design, waterfall development in all streams and cross-channel customer journey solutions.
The design system we realized is cross-channel as well and covers **multiple marketing operation scenarios**.

The Result

The design system we realized is **currently being used** to manage marketing campaigns both on the website and on the WeChat mini-program. More than 10 campaigns were already run relying on it, and are helping smart **build user communities** and **boosting car sales and visibility.**

20+
realised components

80+
variants

10+
marketing campaigns

NTT DaTa