

Grubbs Infiniti Case Study | Create not just an app, but an experience

WHO IS GRUBBS INFINITI

Grubbs Infiniti is the World's Largest Infiniti dealership. We sell and service Infiniti vehicles as well as all makes of pre-owned vehicles. We are centrally located between Dallas and Fort Worth, at the north end of DFW Airport in Grapevine, Tx. We also serve the entire State of Texas as well as the entire nation and make the buying and owning experiences as fun as it should be.



www.thectdesign.com

THE ASK

Build an application that can replicate the in person Grubbs Infiniti experience.

The app must incorporate each department. Each department in the application should have the ability for clients to engage in customer support functions and or services.

The four primary actions to drive customer engagement are buy, sell, search, and schedule. Depending on the department, further actions may need to be added.



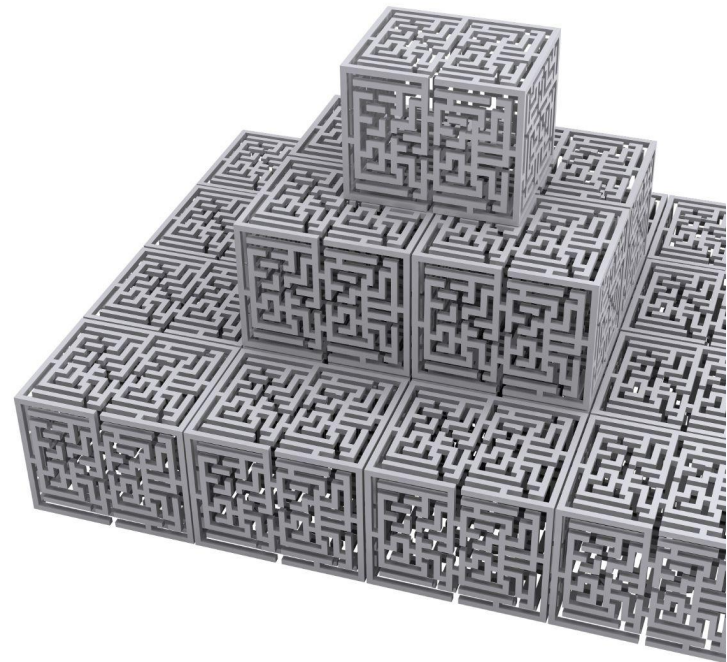
THE ROADBLOCKS

The first roadblock was clear very on. The scale of this project could get big, and fast. Creating something that is modeled after an in person experience was something relatively new at the time.

Another forecasted roadblock involved the stakeholders. Because of the multitude of departments being included, we knew stakeholder feedback could become an issue.

This was an interesting project to tackle. One we had to make sure to measure twice and cut once. The last roadblock we could encounter was overpromising yet under delivering.

As far as the fully immersive experience, spoiler alert I'm still trying to figure out how to add the ability to drink coffee and eat doughnuts through an app!



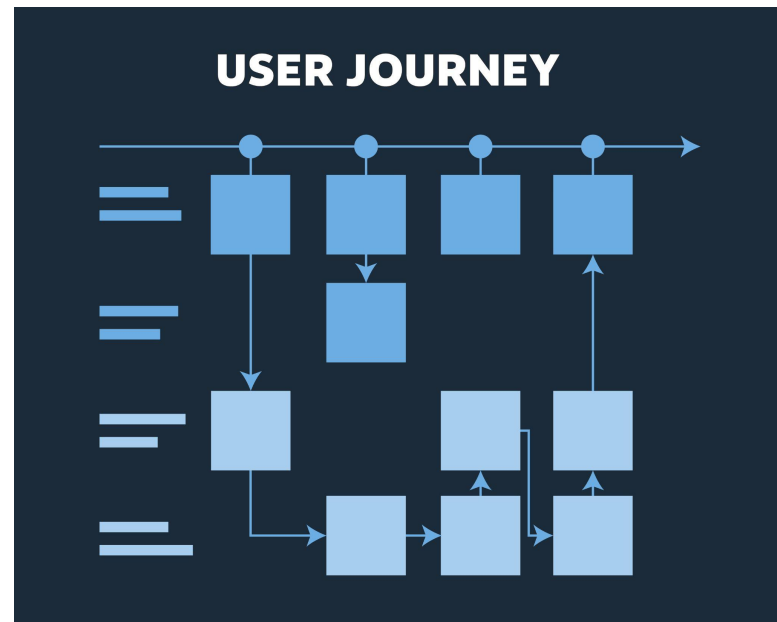
THE RESEARCH AND SOLUTION IMPLEMENTATION

1ST ROADBLOCK

The functionality, and user journey on the application.

ACTION

There were two action items we addressed right after kick off. Begin our research (technically prior research had been done to get an idea of scope). We then created personas to roughly lockdown who would be using the application. We researched how similar companies with multiple departments handled the experience both good and bad. With this information we could now lay the foundation. Through wireframes, it was now time to map the rest of the user(s) journey.



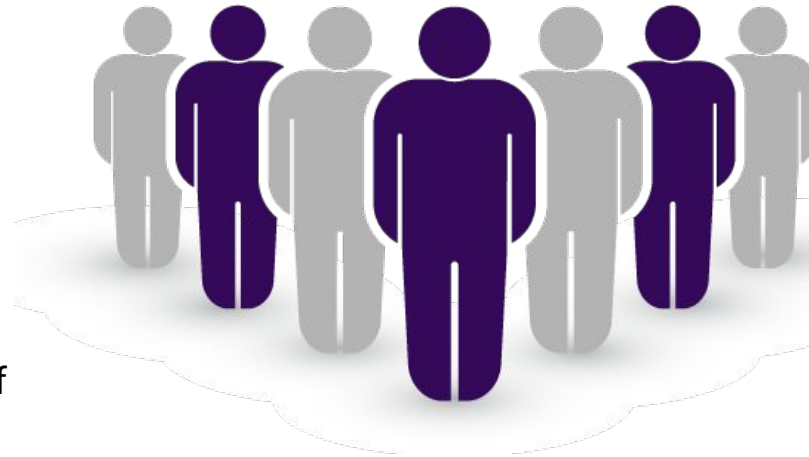
THE RESEARCH AND SOLUTION IMPLEMENTATION

2ND ROADBLOCK

Quick communication and feedback from those that hold all of the power. We think a lot of times it should be only one!

ACTION

The stakeholders in this situation here are the department managers. Their feedback could be crucial in the overall develop and success or failure of the application. Luckily for us, we were able to negotiate the stakeholders down to a quarter of the original department managers. By trimming the size of sign offs and feedback, it allowed us to work quickly and more efficiently. Lesson learned - Narrow down the key decision makers. Sometimes it only needs to be one or two people.



Grubbs Infiniti Case Study

THE RESEARCH AND SOLUTION IMPLEMENTATION

3RD ROADBLOCK

We sell you a mansion, yet build you a shack.

ACTION

This fear should be a reality for any project. It's what keeps you on your toes, and this project was a special case. Extremely close attention to detail, and constant communication with both the team and stakeholders help establish a great foundation for Grubbs Infiniti's new home. The user journeys and wireframes created the interior makeup of our newly created digital mansion. Now it was time to apply the fixtures, bring in the furniture, and hang the wall art.

THE PROMISE



THE END RESULT



Grubbs Infiniti Case Study



THE RESEARCH AND SOLUTION IMPLEMENTATION

4TH ACTION - continued

Applying the design was the last critical step needed in getting this project close to launch. We used Grubbs Infiniti showroom as inspiration. Like a work of art the showroom spoke to us, helping provide the color palette, fonts, design elements, and overall look and feel of the app. We created the app with luxury in mind. From the first arrival to the final transaction, we wanted the design to breath elegance and exclusivity. If we could pull it off we wanted to invoke the smell of fresh leather and smooth silky stainless steel.

After countless hours and late nights, the design was complete, extremely well received.



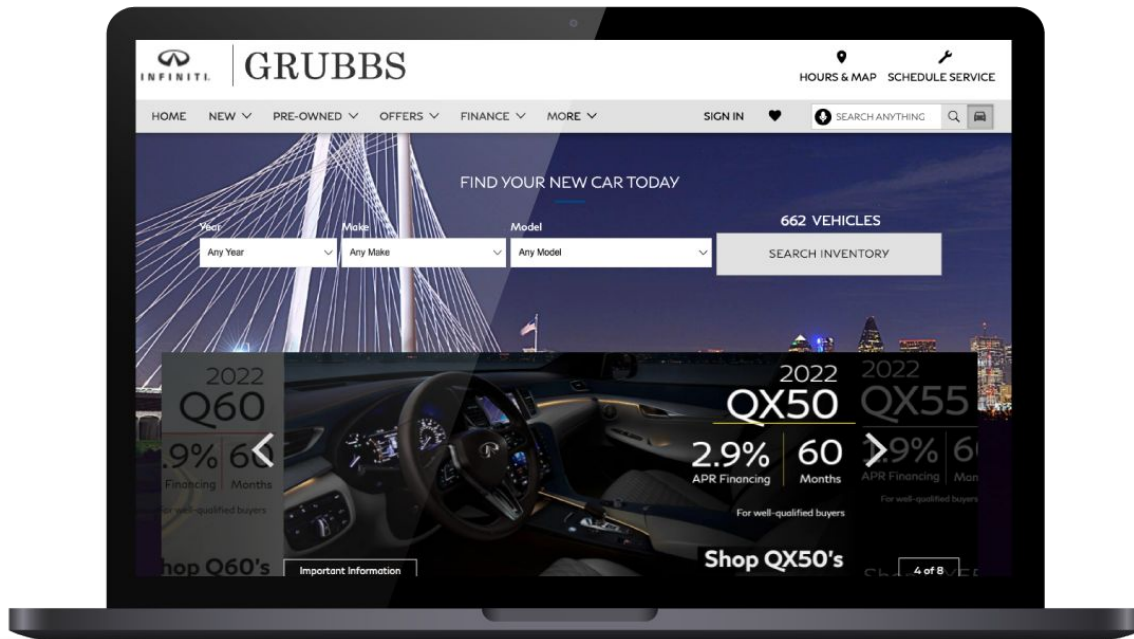
Grubbs Infiniti Case Study



RESULTS

The final product evolved in to more than we could envisioned. We created an app that gave Grubbs Infiniti users a valuable tool to conduct business, something at the time reserved for in person visits. The app also became a platform to upsell it's services by periodically having sales/coupons pushed directly to their users.

Because of the success of this project, Grubbs Infiniti would later re skinned their website to visually align with our app.



Thank you

CT DESIGN

www.thectdesign.com

