

# Transforming the web interface to redefine customer experience

For a multinational tyre manufacturer



## Objectives

As the organizations are innovating new customer experiences, there are gaps and challenges in the handshake process between UX design and development teams. These gaps result in technical deficiency, rework, increased collaboration time, and overall build time. Another major shortcoming is the repetitive development cycles to consume the design changes in code.

Design to DevOps is a harmonized and streamlined methodology, process, and design platform that aligns product and development teams together to bring value, consistency, efficiency, and productivity.

## Client description

The client is an American multinational company that manufactures tyres for automobiles, commercial trucks, light trucks, motorcycles, SUVs, race cars, airplanes, farm equipment, and heavy earth-moving machinery.

# Business challenges



## Non-compliant website

Corporate website was not compliant as per brand guidelines.

## No preference to configurations

Most of the pages and configurations were hardcoded, which involved a lot of IT team activities for any changes.

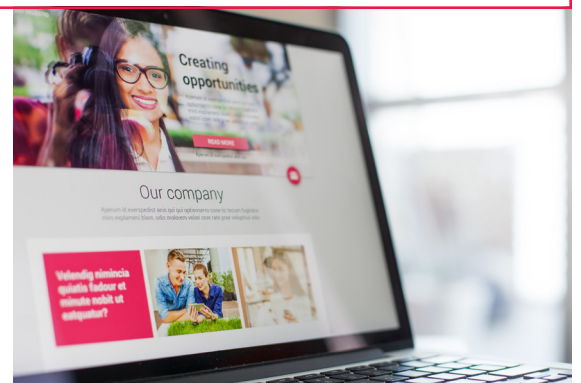


## No approval workflow

There was no content publishing approval workflow, which made it dependent on a few business team members.

## Multi-site configuration

MSM was not set up for the existing website due to which multi-country/language rollout was not possible.

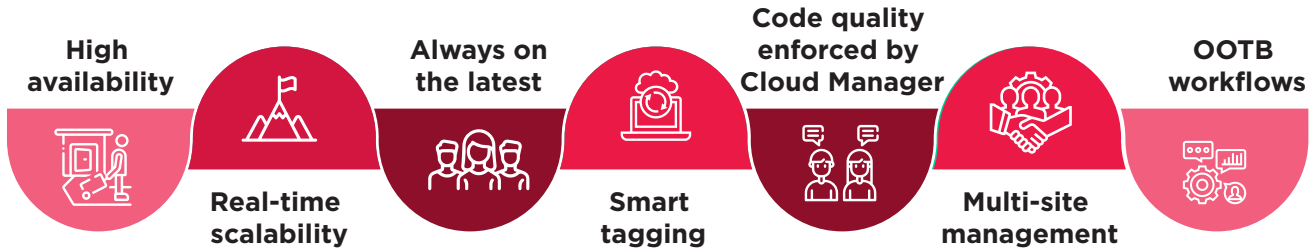


## Caching and page performance

Lack of caching impacted the page performance and extended the website response time.

# Our solution

- Used Advantage Experience tool to speed up the website migration using migration scripts for news, articles, and other content items
- Implemented the corporate website on AEM as a cloud service with the below key design considerations:



- Completed website redesign to make it more responsive for mobile, tablet and web with cross-platform capabilities
- Built the website with enhanced authoring capabilities with modular components and templates, which were editor-driven and configurable
- Implemented high-performance websites using dispatcher caching and enhanced accessibility using WCAG guidelines

## Business impact



### Reduced time to market-

Easy and flexible control for business to manage changes with less involvement from the IT team resulted in a reduced cost of changes.



### State-of-the-art-

Maximized the use of AEM features such as core components, editable templates, Touch UI to reduce redevelopment effort.



### Multi-channel / multi-device enabled-

Followed Fluid Experience concept to provide optimized experience across different channels and devices.



**Chose and integrated content management system** and made it ready for the future



**10-15% increase in application performance**



**99.99% uptime**



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