

PROJECT TICKETING SYSTEM



SECTOR

Automotive Aftersales



TASK

The first step was to develop a didactic concept with the aim of developing a Guided Tour that would explain all the essential functional and structural innovations to the target group in the form of videos. Subsequently, several How-to videos were to be produced and integrated into an online framework.



APPROACH

- Realization of two workshops
- Close coordination with the customer
- Durchführung von zwei Workshops
- Development (storyline and scripts) and production of four How-to videos and one marketing video in the form of whiteboard animations
- Creation of additional info documents (PDF)

- Creation of a framework with an indexed search
- Integration of all videos and info documents into the framework
- Reproduction of the Guided Tour in English language



RESULT

With the Video Guided Tour, the new redesign of the ticket system has been successfully introduced.



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