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**Project Info Sheet**  
**vdf - vdf.com.tr**

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#### CLIENT NAME

Volkswagen Doğuş  
Tüketici Finansmanı A.Ş.

#### PROJECT NAME

vdf.com.tr

#### SERVICE TYPE

Interactive - Web Site

#### CREW

Evren Inanc, Project Manager  
Aydincan Ataberk, Creative  
Director  
Emre Erkmen, Flash Developer  
Ahmet Firat, Coder

#### PROJECT DURATION

90 days

#### LIVE SINCE

01.03.2009

#### TECHNOLOGIES

ASP .NET, Flash

## Client Background

Volkswagen Dogus Tüketici Finansmanı A.S. (vdf), is a finance company specialized in providing loan to its clients especially in vehicle finance.

With the knowhow of Volkswagen Financial Services A.G. and Dogus Group's automotive and finance sector experience in Turkey vdf is providing tailored services and alternatives to Turkish market for many years.

Besides loan from vehicle sales point service, vdf is providing a variety of services with the benefits like fast results, competitive rates, optimized bureaucracy...

## What they wanted?

Basically they wanted a new web site. Their previous site was launched years ago and the need of renovation was based on performance problems, troubles fulfilling modern browser standards, and lack of user oriented information design.

The renovation would also allow the implementation of newly developed Online User Operations and Online Credit Application services.

Another requirement was a very sophisticated CMS controlling almost every pixel within the site.

## What we did?

We started by preparing a detailed questionnaire to understand and determine consumer's paths and channels, decision factors and vdf brand awareness. The questionnaire ran on a fairly big mass selected from different consumer profiles. After the questionnaire we ran face to face meetings with vdf selling points' crew in order to understand the service procedures and to see the problematic points.

The results showed that the consumers didn't know vdf brand and were not aware of every aspect of their perfectly designed dedicated credit services. We decided to build a site map from scratch and change the information design in order to underline vdf services.

We changed the content and the communication tone of the site from vdf's technical terminology into a popular and more common content.

The graphic design dimmed by using pastel color schemes based on vdf's corporate identity to highlight information, services, tools and messages.

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Although vdf seems operating in a highly technical business area using concepts like money, credit, vehicles; in fact they were making people's dreams come true.

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We have chosen the visuals from images putting vehicles behind and highlighting human feelings and people.

Another novelty we have added to the site was to make it a service point by developing tools detached from vdf specific services to let users planning to use a credit or to buy a new car be able to use the site in their everyday life. Those tools are developed with the concern of being very simple and basic tasks oriented.

For example the Currency Converter Tool is working without even clicking a button, just type your currency and the tool will convert it into most commonly used currencies.

Another useful tool is the Credit Calculator. Again detached from vdf specific credit rates and products, it is designed to help users to calculate any kind of credit plans depending on users basic concerns.

The information design of the site is made by regrouping content concerning user tasks. For example a user who is planning to get a loan would find answers to every question in a step by step process and will be able to apply at any step.

## **The Kitchen**

The site is developed with ASP .NET. From the menu to the content; from the cross reference visuals used in every page to the main page campaign banners; from the interest rates used in calculators to the different content templates every pixel in the site can be managed by a CMS.

The tools like Currency Converter and Credit Calculator are developed with Adobe Flash and enabled by a refined integration of .NET and XML.

vdf Sales Points' address information is served by using Google Maps. Every sales point's exact location is fine tuned by vdf. This was another physical accessibility example we have provided to users.

After detailed user and security tests ran many times this extensive project is launched in 3 months.