

Showcasing Toyota Yaris Through an iPad App

Customer Profile

Established in 1979, Ignition is a leading provider of innovative learning solutions specialising in eLearning, training, high-impact launch programs and intelligent communications. With its highly focused, multi-lingual team, the company delivers a powerful mix of practical and effective learning experiences across a range of distribution channels be it online, face-to-face or print.

Business Needs

For one of its automotive clients, Toyota, Ignition decided to adopt an innovative approach in launching Toyota's new car.

Ignition wanted to develop an iPad app showcasing Toyota Yaris - Toyota's newly launched car. The idea was to distribute iPads, with the Toyota Yaris app installed, amongst attendees at the launch event of this new car. The multi-layered audience of 2000 was to include dealer staff, management, and Toyota HQ staff at Millbrook Proving Ground in Bedfordshire, UK. This app was specifically designed to work as a blended solution and to support interactive sessions held during the event.

The Solution

Based on Ignition's requirements and its creative team's design, content and direction, Upside Learning developed a native app for the iPad highlighting various features of Toyota Yaris.

The app was developed using the Software Development Kit (SDK) for iOS. The SDK allows developers running Mac OS X 10.5.4 or higher on an Intel Mac to create applications using Xcode that will natively run on the iPad. Along with iOS SDK, Objective C was also used in the development.

Some of the key screens included a complete 360-degree walkthrough of the car, a video and image gallery, a quick comparison against competition, detailed specifications and information about Toyota's 5-year warranty scheme.



CASE STUDY

The walkthrough screen was developed to have a wide range of functionalities including slide up/down, hot spot, car spin, fade in/ fade out, navigation, help, popup, scroll bars and progress bar. The competitor comparison allowed the viewer to compare Toyota Yaris with other cars. This comparison was done on the basis of the design and technical specifications of a number of competitors' cars.

Image gallery and video enabled the viewer to get a thorough look at the car in static and dynamic style respectively. The specifications screen with 3 hot spots; namely Engine, Lineup and Dimensions, revealed detailed information on each, while Toyota's 5 year warranty scheme was highlighted under a separate screen.

Touch and reveal features made the exploration easy for the viewers and at the same time communicated the details of the car effectively. Help was provided at every step to ensure a smooth discovery process.

This innovative launch strategy was well received and appreciated by Toyota and all the attendees at the launch event.

Benefits

- Higher engagement amongst attendees
- Higher understanding of the product, its features, specifications and other nuances
- Enables self-paced exploration

Highlights

- Compatible with iPad
- 360-degree view of the car with finger swipe
- Ability to compare the car with other cars
- Touch and reveal features
- Help available wherever required