



Case Study

“VW Think” Technician Site Architecture and Maintenance



Situation:

VWOA needed to recruit new technicians to its brand and dealership franchises.

Objective:

The objective was to build a site that links with the Federal Governments placement and recruiting exchange to solicit technicians leaving the services.

The site must be made available to dealers to select registrants to interview and maintain records for national VWOA management reporting.

Solution:

VW's agency for the new VW Think site called on White Associates to manage and maintain their new site and build a back end data base for all incentivized technicians to join VWOA. Links to the recruiting exchange, dealer body and field were also maintained and developed. White Associate's digital division, Deft Web, was responsible for the;

- Development of the VWthink.com site architecture;
- Set-up of web site design and application development and database creation,
- Development of front-end to query database,
- Manage updates which included adding new questions and modifying database and query tool modification and,
- Site registration.

White Associates site architecture supported the design issues.

The site was developed based upon technician intentions and goals that were merged with VWOA's business requirements to create a mutually positive impact.

White Associates' **layout usability and navigation goals allowed;** exceptional visitor experiences, easy navigation in order to research, improved speed, easy access to the right information, involvement and response generators, lead data base servers and intuitive architecture.