

**Fullestop Case Study**

**Volkswagen**

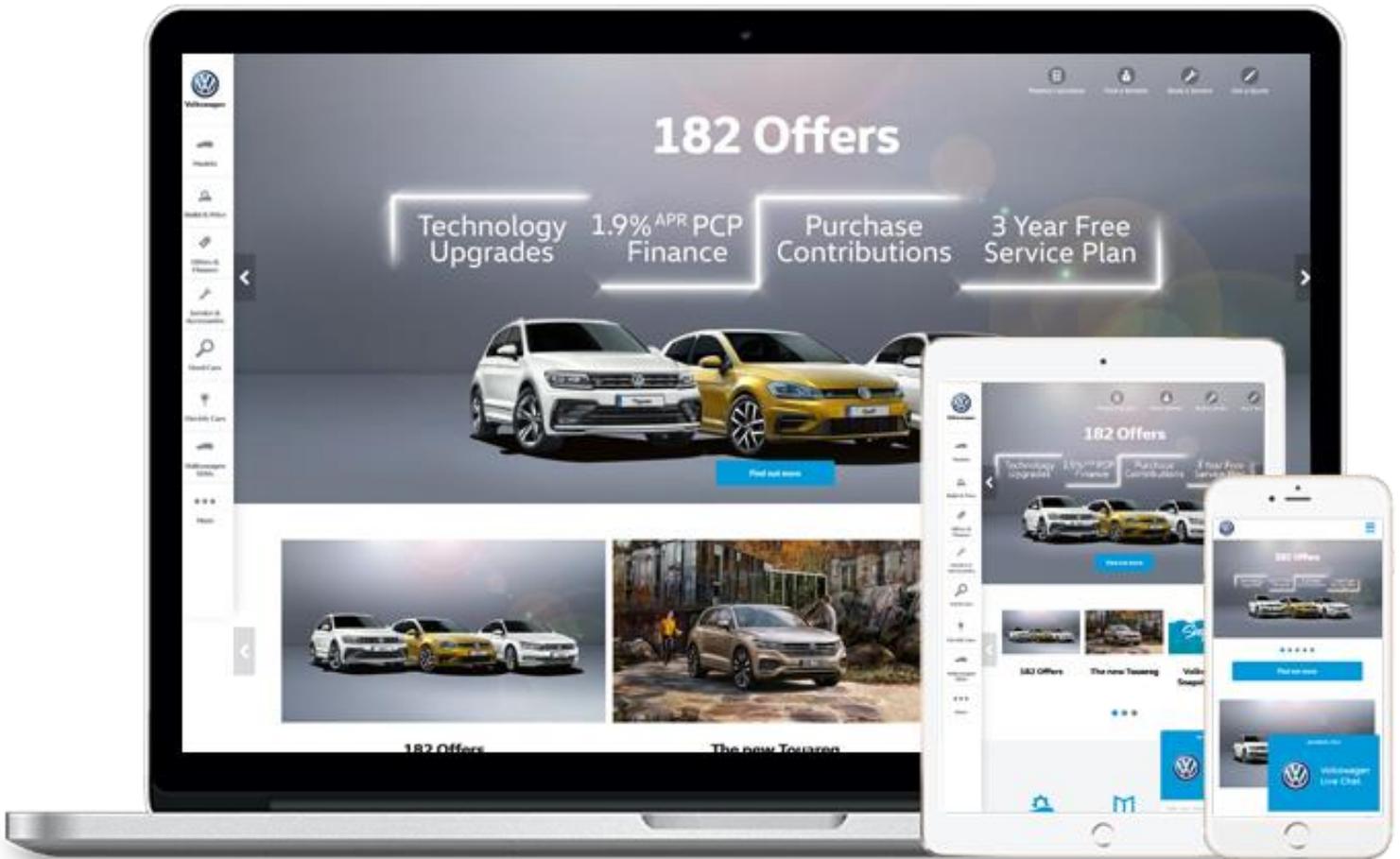


Volkswagen

**FULLeSTOP**  
delivering promises.

# CASE STUDY

## Volkswagen



Project URL: <https://www.volkswagen.ie/en.html>

Category: Branding Website



Volkswagen



## Company background

Volkswagen Group, also called Volkswagen AG, major German automobile manufacturer, founded by the German government in 1937 to mass-produce a low-priced “people’s car.” Volkswagen is the Europe's largest carmaker.

## Objective

Volkswagen wanted an online platform to facilitate the users with an online work-through for all the Models where users can see their monthly car expenses for particular models. Debriefing the requirements, Fullestop developed an online Finance Calculator for Volkswagen based on mathematical formulas that work with Dynamic data.

## Synopsis

Fullestop took on the task and implemented an online finance calculator that helped Skoda’s customers to calculate their monthly finance prices based on the car model, body type, fuel type, transmission, engine and finance option, deposit percentage. Based on the parameter’s selected by the customer, the calculator helps them to know the recommended retail price, deposit percentage, amount financed, period in months, annual mileage, final payment, total cost of credit, APR and monthly payments.

## **Our Solution Highlights**

- The Finance calculator works with dynamic data as per the inputs by customers
- Fullestop provided backend administration, enabling real time control over the prices

## How Fullestop worked with the client

Fullestop took on the task and implemented all the required features in the website. The firm put in the most competent skills and methodologies to deliver a user-friendly finance calculator. All this was achieved by keeping in mind the basic needs and requirements of the users. Thus, Fullestop provided the best by carrying out the task beyond expectations.

- Fullestop had to review the code of Volkswagen’s existing website to develop the calculator with accuracy
- Fullestop provided backend administration, in order to upload the prices easily.
- Successfully integrated the finance calculator to Volkswagen’s existing website



Volkswagen



## Challenges

Fullestop had to look at the website code so as to generate the calculator with accuracy. The challenges faced by Fullestop are listed below:

- Speed and accuracy for the calculations.
- Cross browser compatibility
- Focus on UI
- Quality maintenance as working for the brand
- Accessibility

## Technology Used

- **PHP:** is a server-side scripting language designed for Web development, but also used as a general-purpose programming language.
- **HTML 5:** is a markup language used for structuring and presenting content on the World Wide Web.

## Results

- Online calculation is done with accuracy.
- Reliable operations with precision
- Integration of best technologies
- Consistent user experience
- User-friendliness and ease of operations