

Delivering an improved online experience for discerning car owners.

The Motorist is a specialist automotive venue comprising of different key areas such as a classic and modern vehicle garage, a classic car showroom and a vehicle-themed restaurant, meetings and event space. It is owned by luxury bed manufacturer, Harrison Spinks.



The Challenge

The Motorist was already an established garage and event space, but recently expanded to more of a destination for car enthusiasts.

The incumbent website was built at an early stage of the company's growth and subsequent analysis showed that the user experience was at times confused and missed many opportunities to convert interest into action.

The expansion of The Motorist identified clear consumer propositions which gave greater need to create a better online experience.

Our Approach

To align with client requirements, a new website was planned in the current CMS Squarespace. We assessed that we could deliver the functionality required of the new website, without the need for renewed staff training – meaning The Motorist could be in full control of all content.

Using analytic tools, we worked with the client to understand the customer journey and key decision areas. The aim was to give the site better structure leading to improved performance across both desktop and mobile applications – with the latter being a key area of visitor growth.



SOFTWARE
DEVELOPMENT



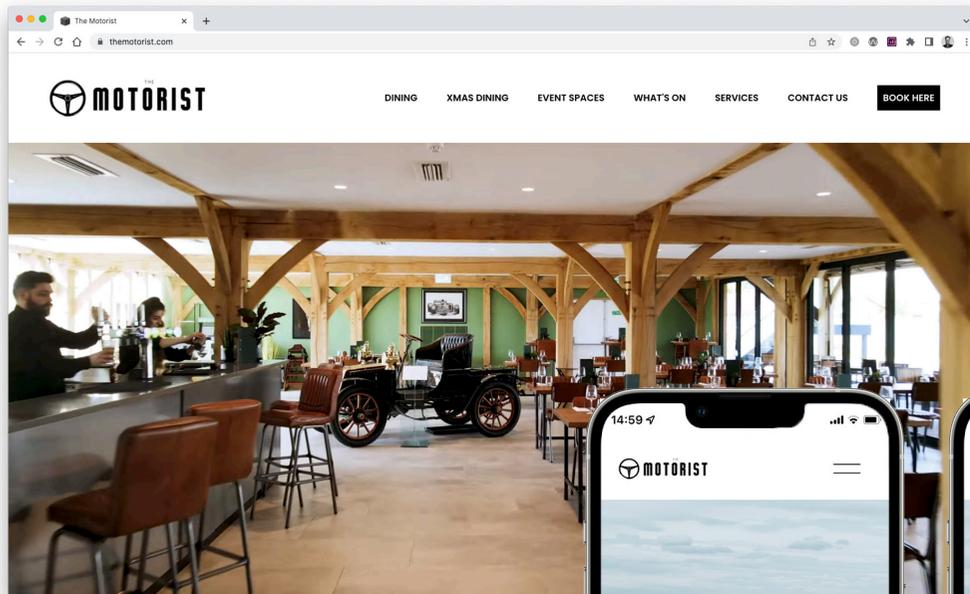
MOBILE
APPS



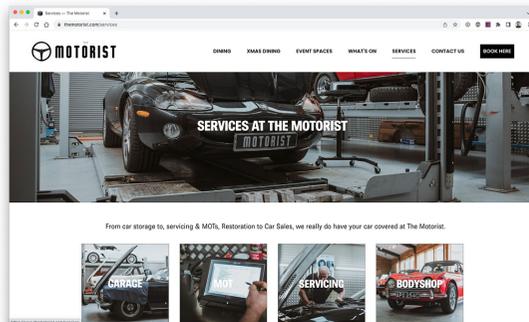
SYSTEMS
INTEGRATION



WEBSITES &
E-COMMERCE



www.themotorist.com mobile app version with clear menu structure for simplified use.



www.themotorist.com desktop version, built in Squarespace at client's request. Securely hosted on Merisis' servers.



The Outcome

The resulting website, www.themotorist.com, delivered a better focused and performing website for the client.

Website analytics and user decisions have been monitored and demonstrated a simplified customer journey meaning end-customers are not just finding the information they are looking for quicker – but they are also acting on it. For example calendar events, garage bookings or restaurant reservations.

A more dynamic visual approach utilising video walk-throughs give the user a great perspective of the available space and the company brand – which flows throughout the whole destination.

“Working with Merisis on our new website was a pleasure. We really felt they understood the challenge we faced and worked alongside us to achieve this – adding an extra level of technical expertise without confusing us with jargon.”

Brand Manager , Harrison Spinks Events



SOFTWARE DEVELOPMENT



MOBILE APPS



SYSTEMS INTEGRATION



WEBSITES & E-COMMERCE