Building a mobile solution to capture photos and videos for the largest UK motor house
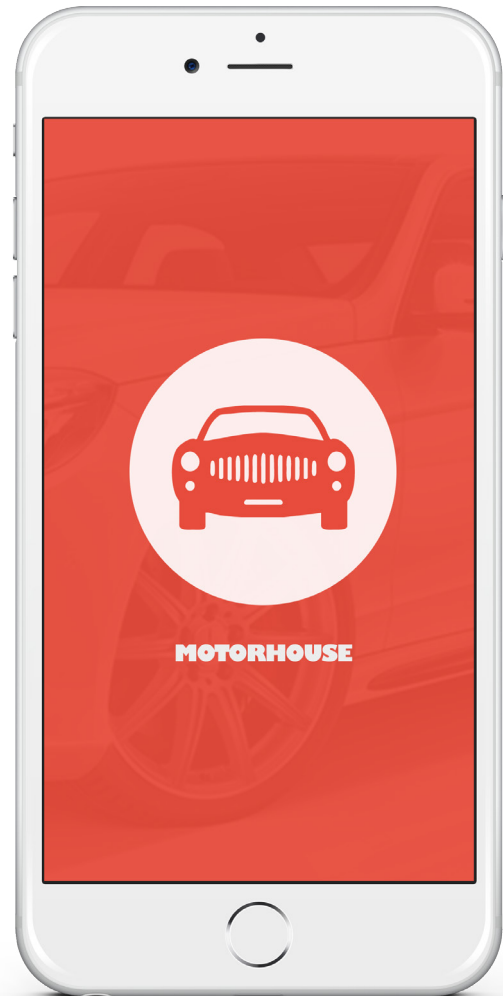
Client

The client is a mobile agency based out of the United Kingdom. They needed to hire a team of developers to create a mobile application for one of the largest UK motor houses that would properly capture videos and photos of automobiles and then securely upload them to a cloud. The client partnered with Digiteum to accomplish this goal.

The challenge

The Motor house handles thousands of vehicle sales each year, and today's online world means that pictures and video need to be captured for every vehicle so that they can be presented on the Web. This leads to significant delays between stock arriving and listings appearing on the website.

The challenge was to find solutions that would improve this workflow through the use of mobile technology and reduce the time from on forecourt to on website.

Challenge:

- Offer a process so that all images and video are captured in a consistent manner;
- Improve the current workflow of the client.

Digiteum's role:

- Created a content capturing app with cloud-based repository;
- Automatically insert images into existing CMS.

Digiteum's Role

Digiteum created a dedicated content capturing app together with a cloud-based content repository. This allows any member of the client's team to capture images and video of incoming vehicles in a consistent manner, and then securely upload them to the cloud. From here, they can be automatically ingested into an existing Web CMS [content management system] and appear instantly on the consumer-facing website.

The overall project lasted approximately four months during which time Digiteum were responsible for the design and development of the iOS app, together with the cloud-based content management system.

The Result

The solution met the expectations of the client with average turnaround times reduced from days to hours.

Digiteum managed to work against a constantly changing set of requirements while maintaining the original schedule and budget. Both the client and Digiteum look for further cooperation.

Find out more

For more information visit us online at:
www.digiteum.com