

KONSTRUKTIV

# Automotive Design System



UX/UI RESEARCH FOR MOBILITY

# Background

## Electric f1rst

Now that electric driving has taken off, the design system is focused on the electric models to show the latest developments and mutual differences.

Pick what you like, view the designs on [automotive-design-system.framer.website](https://automotive-design-system.framer.website), download the Figma file and electrify away.

Feedback, shoutouts are welcome at [@sandr](https://twitter.com/sandr).

## Thx Alexander, Hilda, Tjillie!

[Mobility Service Nederland](#) is the expert in the field of mobility with services in various branches such as electric lease, short lease, financial lease, business lease and replacement transport.

The design system for MS is designed to give shape and color to all 7+ websites under 1 corporate flag and appearance.

## 2007, Clio III Car of the year

In the past 16 years I have designed and built websites for many car companies (8+). Rather low level in the beginning with a simple iframe of the car range and later with complete integration of external stock systems.

In 2022, commissioned by leasing company Mobility Service (6500+ cars on the road), I designed and developed the 3rd redesign for the electric branch [zakelijkelektrischleasen.nl](https://zakelijkelektrischleasen.nl).

## Extract Analyze Synthesize

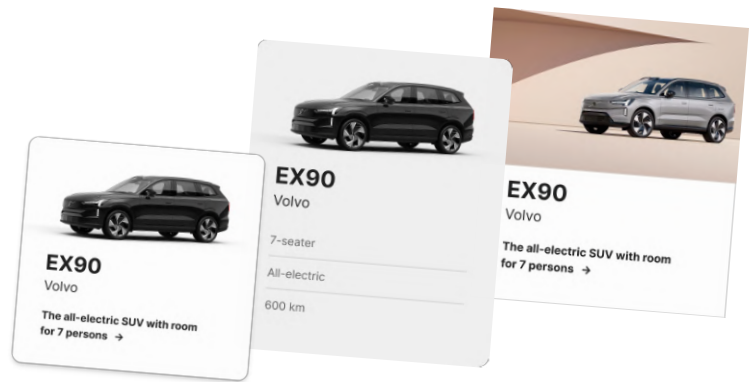
For the latest redesign of I performed an analysis in December to get the best practices of 7 national and international players above [cooling] water in the leasing industry.

The table on the next page shows frequently used functionalities and non-automatic anomalies. Based on the findings, I designed the Automotive Design System.

Enjoy the ride!

*Sander*

# Do's



## Horizontal filters

Apply filters horizontally instead of vertically in a column layout. For the desktop and tablet user there is more space for the auto cards. And on mobile it is also impossible to fit vertically and often present via a fold-out or popup screen.

## Cards Deluxe

Apply variation to the cards of car in the offer. Show labels (new, discount, promotion) and switch using an image that fills the background. This stimulates the visitor and you don't just show 'sterile' cars.

## Configurator with AI

Make your configurator smart, only show the steps that are actually relevant to the car that the user is configuring, so you streamline the flow and only show information that matters.

## Service that you enjoy while seated

We will help you quickly with the warranty and options. Of course in case of bad luck, but also if your wishes change.

- ✓ Always insight into the status of your application via MyCar platform.
- ✓ We will keep you informed of the status of your car.
- ✓ Warranty and after-door service.

[Make an appointment](#) Or view all the benefits of being a customer



Seats with the best view of the road



## Service waar je lekker bij zit

We will help you quickly with the warranty and options. Of course in case of bad luck, but also if your wishes change.

- ✓ Always insight into the status of your application via MyCar platform.
- ✓ We will keep you informed of the status of your car.
- ✓ Warranty and after-door service.

[Make an appointment](#) Or view all the benefits of being a customer with us

# Don'ts

## Avoid the carousel

Carousels are dated, research shows users perceive them as ads and skip the part. It has often been used to push and present slides internally from different interests.

Users' eyes respond to movement, but with all the different messages in the carousel, there are too many stimuli and it backfires.

## Modal if necessary

Ideal for going into depth and explaining a functionality or term, the Modal (Popup). But showing the configurator (the sales tool of every webshop) in a modal is disastrous for 2 reasons: it is more difficult to register statistics and you give users the idea that they have to leave the modal again. A modal has the effect that you intervene and the flow is being interrupted.



# Headers

## The Usual suspects

The foundation for each header is the logo, the menu and a Call-to-action in the form of a button that is present in the main menu. Traditional layout with the logo on the left and the menu on the right, and a centered menu for the more modern/exclusive brands such as Tesla.

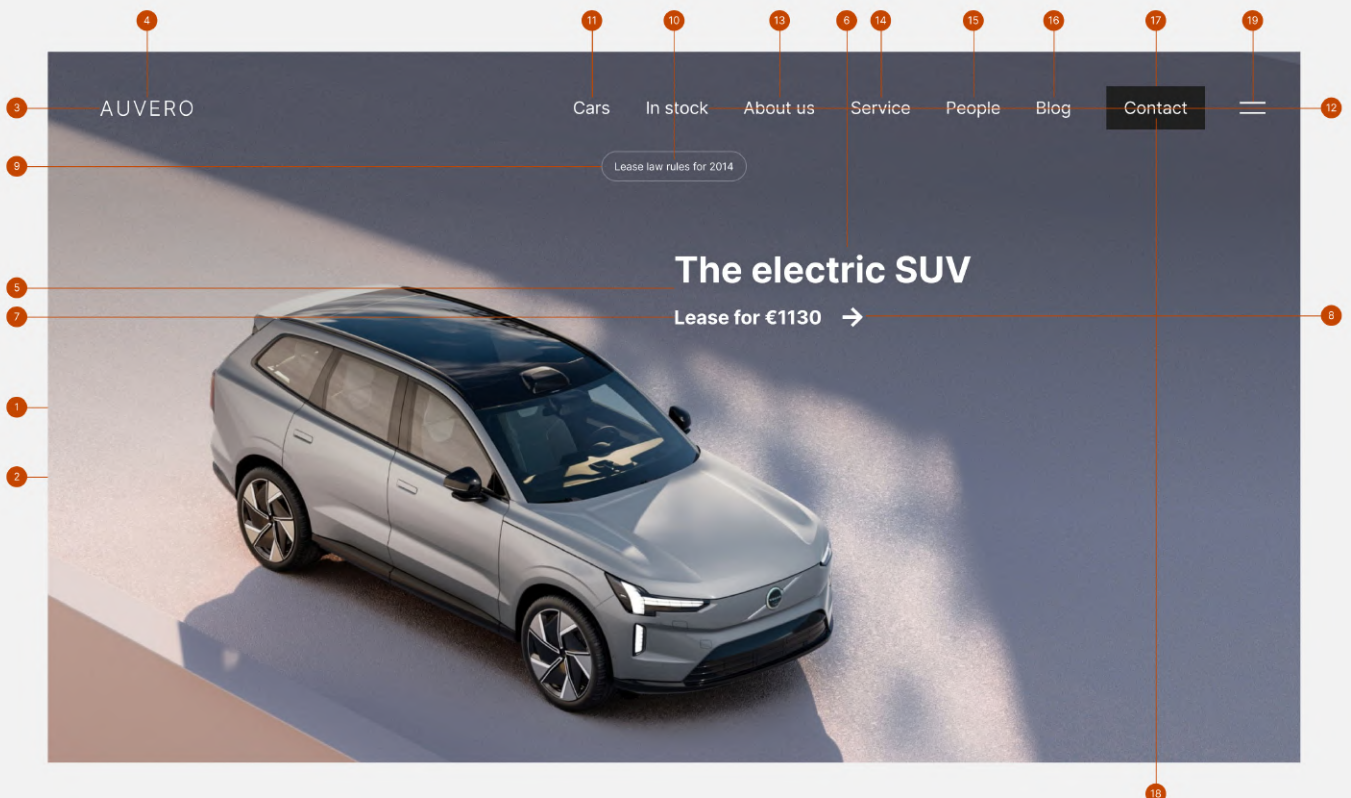
And with more and more platforms that focus on a subscription model, actual purchase is also possible, with a layout that focuses more on e-commerce with shopping (car) vehicles and the well-known conversion techniques.

## More models, more choices

The main menu is kept simple (never more than 7 items), with the choice to move less important items to the submenu or place them under a full screen hamburger menu.

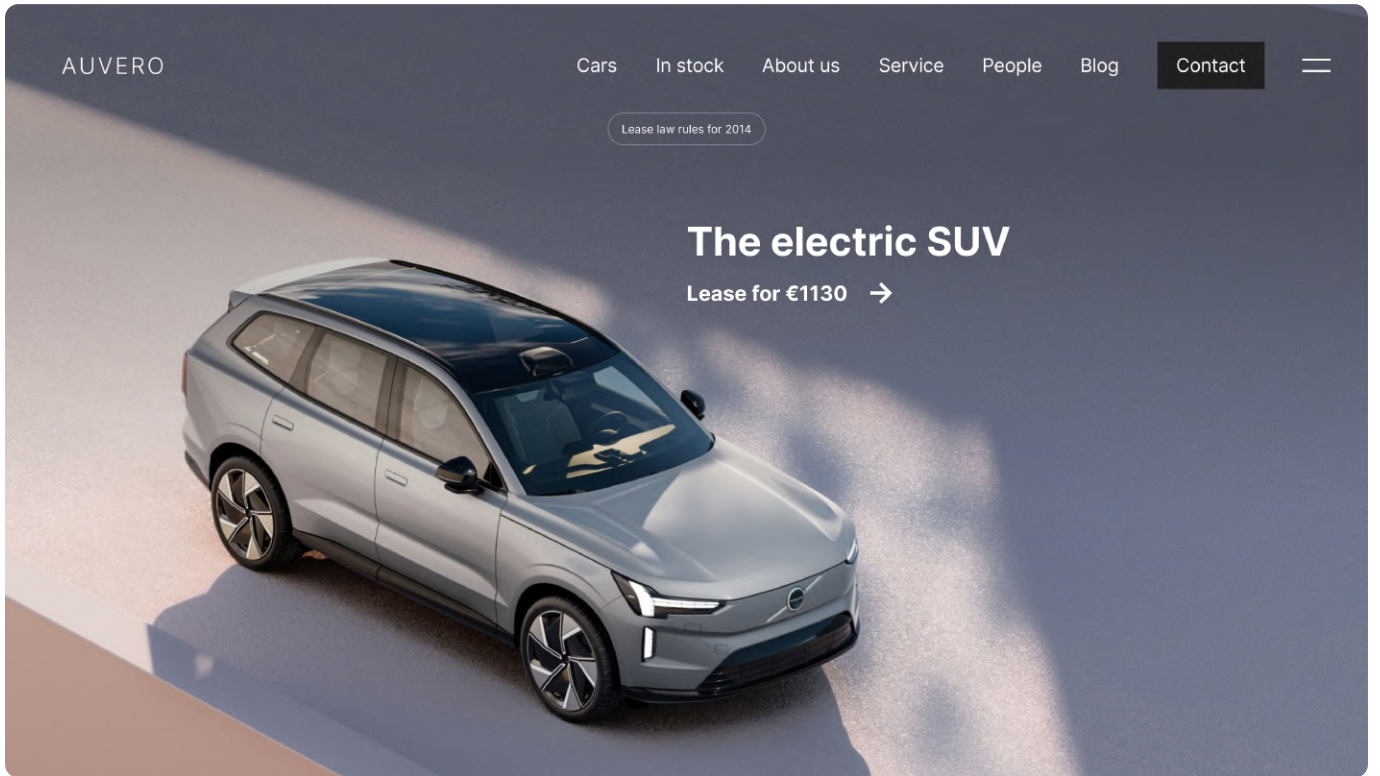
For the automotive industry, this means focusing on the range of cars/models, emphasizing the plus points, service and contact for chatting, e-mailing or calling.

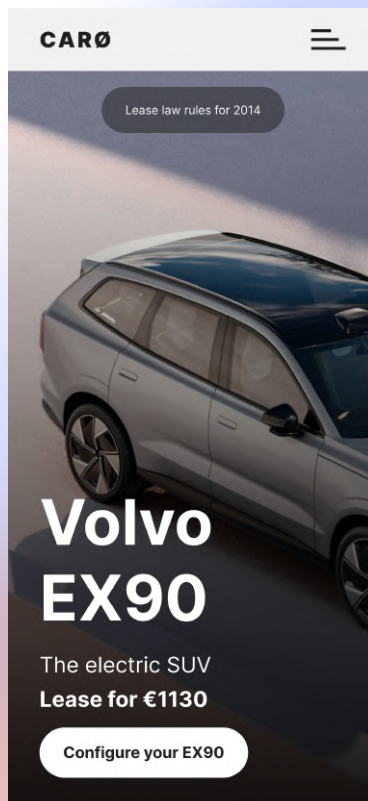
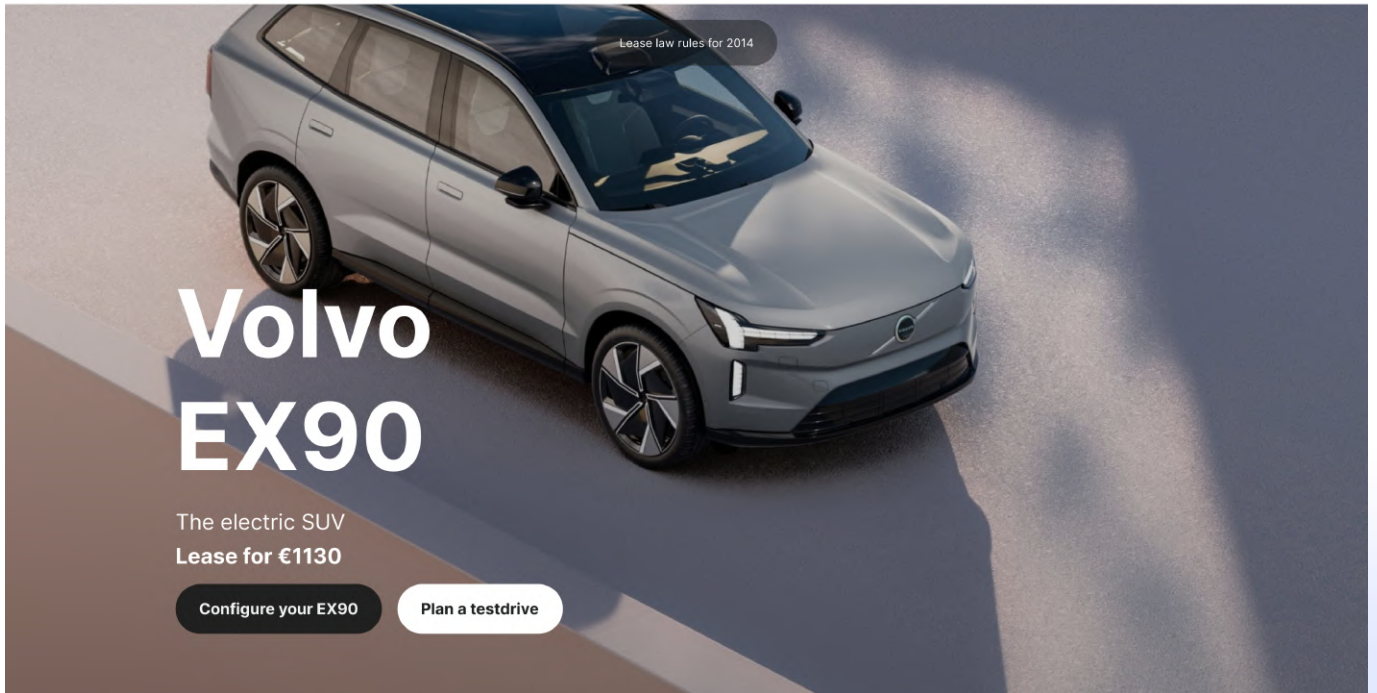
### ANATOMY OF A HEADER



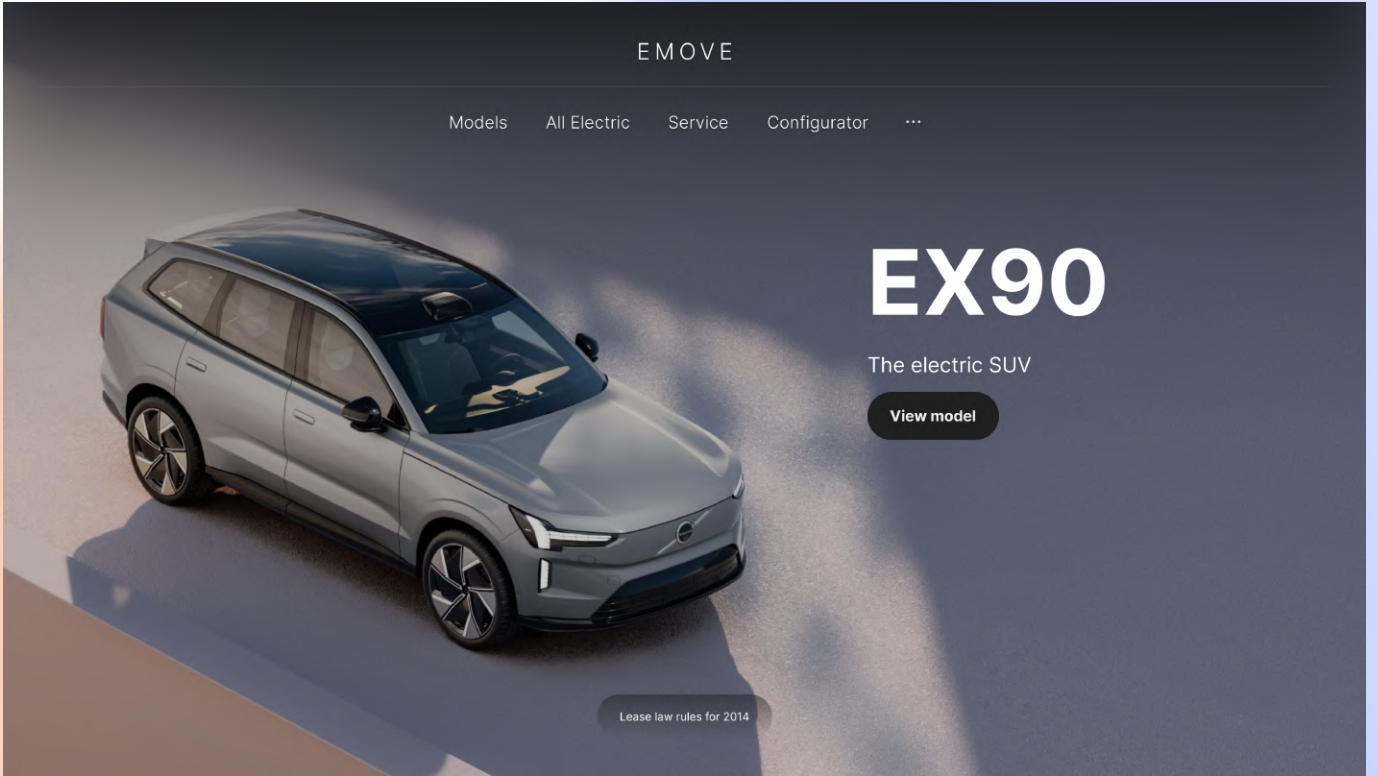


# Auvero





# EMOVE



EMOVE

Models All Electric Service Configurator ...

# EX90

The electric SUV

[View model](#)

Lease law rules for 2014



EMOVE

Lease law rules for 2014

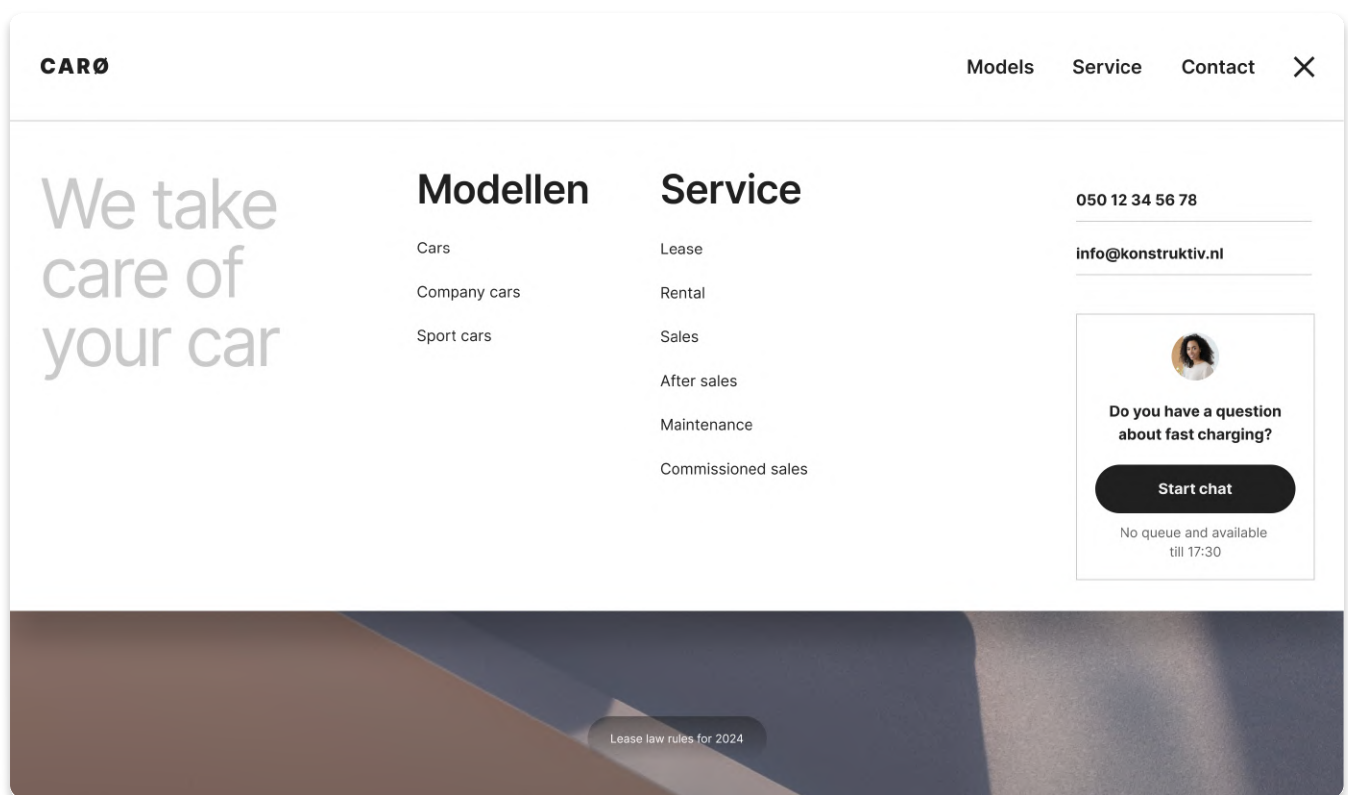
# EX90

The electric SUV

[View model](#)



# Optimized for the best route




The main menu is kept simple (never more than 7 items), with the choice to move less important items to the submenu or place them under a full screen hamburger menu.

For the automotive industry, this means focusing on the range of cars/models, emphasizing the plus points, service and contact for chatting, e-mailing or calling.


# Cards

The new default button, perfect for mobile and plenty of room to elevate cards with additional features.




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90** € 799\*  
Volvo a month

The all-electric SUV with room for 7 persons →



**EX90**  
Volvo

The all-electric SUV with room for 7 persons →



**EX90**  
Volvo


7-seater

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All-electric


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600 km




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →



**EX90** € 799\*  
Volvo a month

The all-electric SUV with room for 7 persons →



**EX90**  
Volvo


7-seater

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All-electric


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600 km




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →

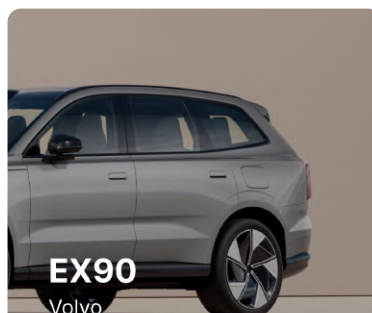


**NEW**




**EX90**  
Volvo

The all-electric SUV with room for 7 persons →



**EX90**  
Volvo

The all-electric SUV with room for 7 persons →



**EX90**  
Volvo

The all-electric SUV with room for 7 persons →

# Need another interactive ride?

[View demo](#)

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