JTC JANSTRADING

Jan's Trading Company is an existing portal for buyers of used cars from Japan

CLIENT
Jan's Trading

INDUSTRY
Automotive

TECHNOLOGIES
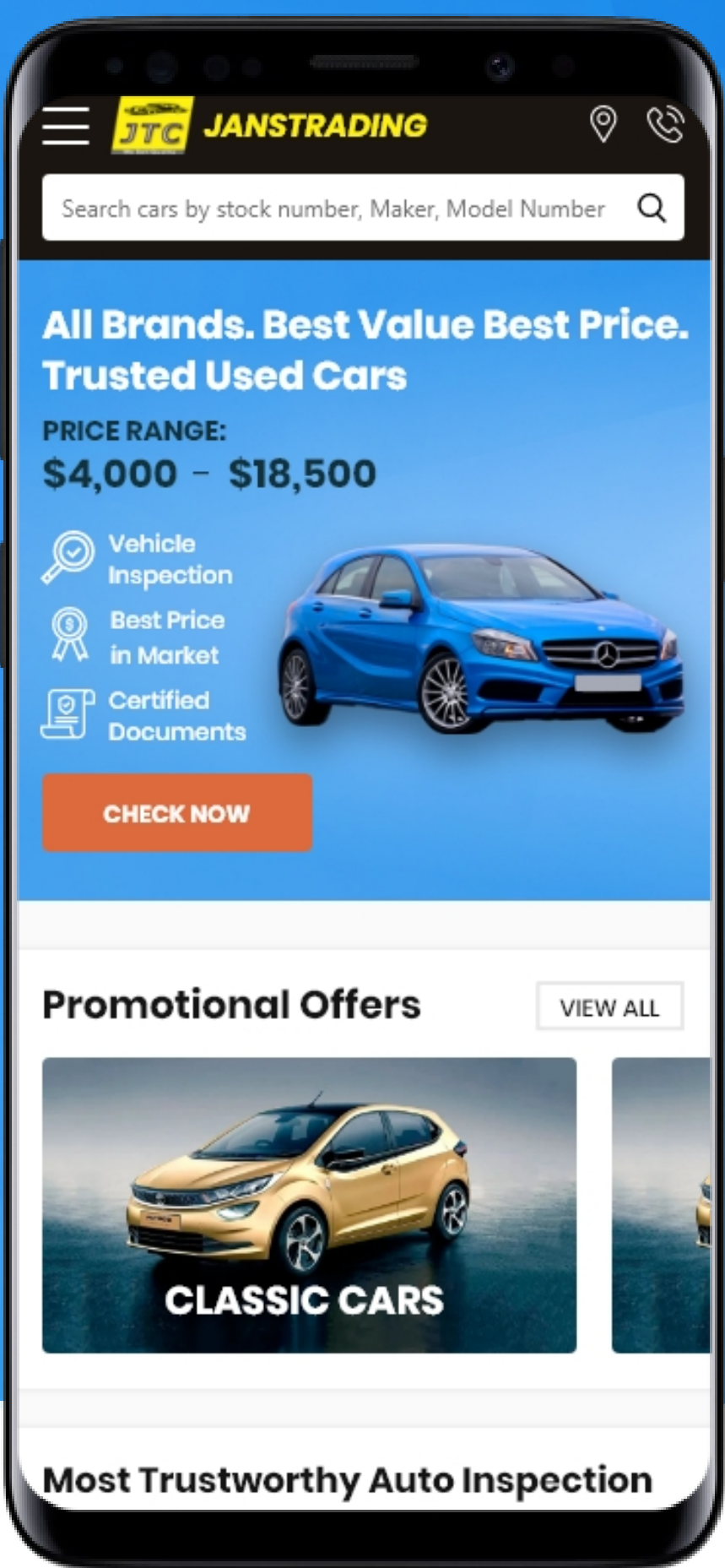Bootstrap   jQuery   PHP   Bootstrap   jQuery   PHP

OUR ROLE
Branding   User interface   User Experience

The Background

Jan's Trading Company is an existing portal for buyers of used cars from Japan. The portal allows the buyer to browse through hundreds of used and verified cars in Japan and can buy these cars and get them imported to their country and even to their doorstep. JTC has been serving its clients across the globe for more than a decade now with a 500% increase in customers over the past seven years.
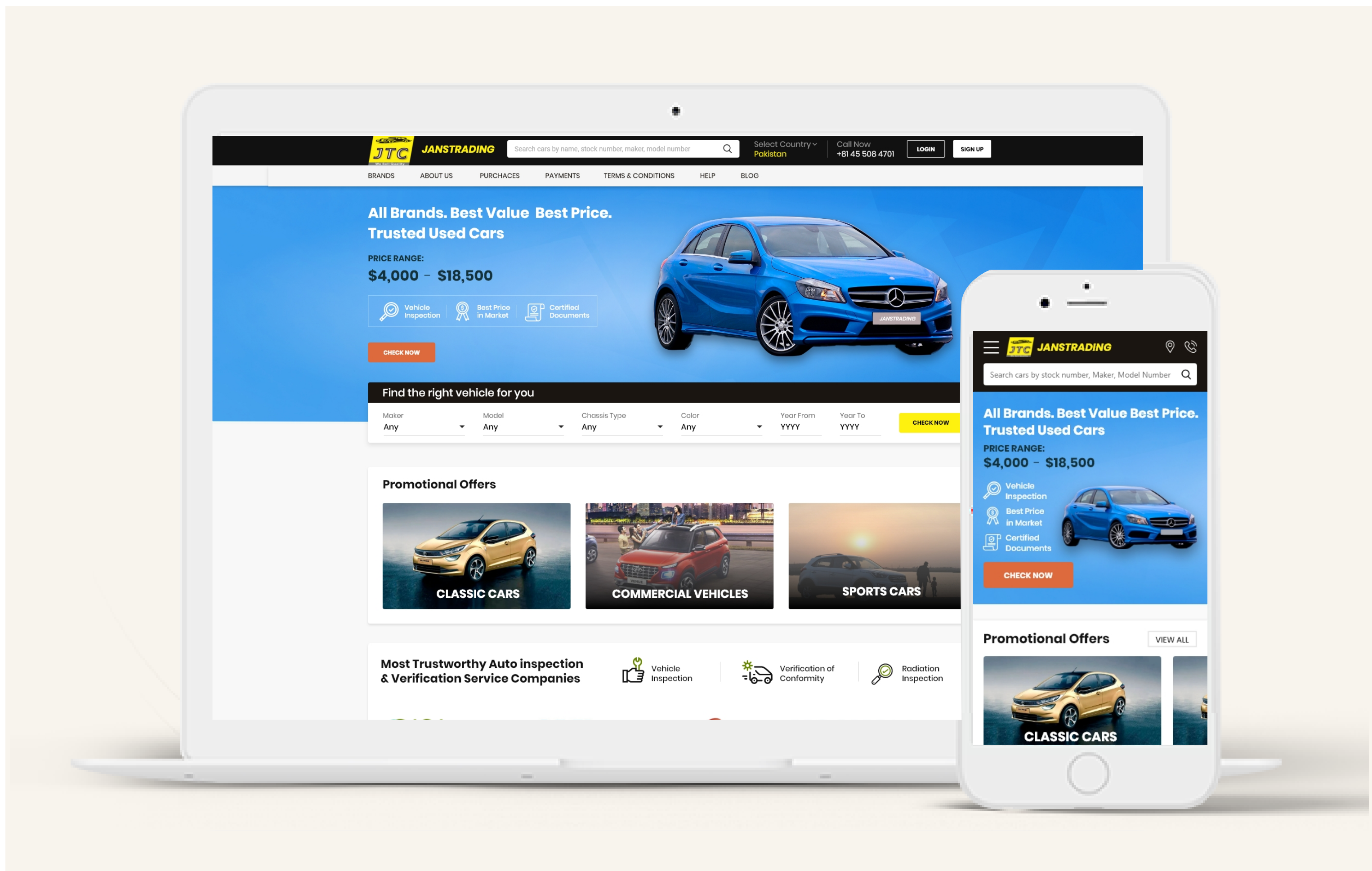
Jan's Trading Company is a member of the best and the biggest auto auction groups in Japan, including Used Car System Solutions Auction Group, Toyota Auto Auction auction Group, Challenge Advance Assist Auction Group, Japan Used Car Association Auction Group, ARAI Auction Group, Honda Auto Auction Group, Isuzu UMAX Auction Group, to name only a few.

The aim of Jan's Trading is to make used car purchase and import ever easier for global buyers outside Japan. The vision, nevertheless is to take used car sale to another level and eventually turn it into a dynamic marketplace for buyers as well as

The Expectations

The existing portal for Jan's Trading Company was also created by our team close to ten years ago. And we had delivered successfully what the client had been looking for in their website.

However, as time moved forward, the client was keen on moving with it. So, to immediate effect, we needed to revamp the existing portal in the verticals that included website migration & development (backend and frontend), UI/UX design, digital marketing as well as maintenance.

The Problem

There's Only One of a Kind

Call it a good thing or a bad, but to start with, Jans Trading Company was a unique used car selling platform for sale of cars internationally. So, the most competitors had the same model thereafter.

So, revamping the website came with its own challenges in terms of ideas. It had to be everything that buyers would be comfortable with. Yet, there had to a number of functionalities that had to be taken care of.

Migration to a New Framework

The existing website was developed in ASP.NET. As a better choice was needed for better performance and ease of maintenance of the web portal. We had to look into all aspects of the website including backend and frontend to be able to decide what frameworks will be the best for all these functionalities. We needed it to make the website light and stable.

New User Experience and UI Design

The user experience of the existing website was not bad but user experience trends change with time. With the addition of devices and operating systems every few years and the change in customer behavior and journeys made the improvements in UI/UX design necessary.

Optimizing the Site for Digital Marketing

When the website would be revamped, it would be imperative for us to promote the desired pages on Google and other spaces to ramp up the digital marketing endeavors. The website also had to be optimized for search engines.

So, we were required to craft a digital marketing strategy that helped our client push traffic and business to their website.

The Solution

- The Right Mix of Digital Marketing Elements
- Simpler UI/UX Design
- Choosing .NET over ASP.NET