

New iPad Application for Honda

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Bluegrass Digital teamed up with creative ad agency DDB to develop an iPad application for Honda in South Africa. The app was launched at the Johannesburg Motor Show in October 2011. This partnership saw Bluegrass working on the app's programming, including developing the user experience and usability analysis. DDB used these blueprints to create a slick design interface.

The app showcases Honda's entire car range, including some brand new models that have yet to be revealed. In addition, the app will allow users to find out about Honda's work outside the world of cars, including their ASIMO robot and their work on the environment in South Africa.

The highlight of the application, apart from the brochure and video content, will be a car configurator tool which will enable users to select their model and configure the vehicle trims and accessories." In addition, the robust structure of the app will allow users to book a test drive at a Honda dealer of their choice. The app polls to a remote database when there is connectivity and sends off the contact data to dealers. There is also reporting function built into the application to provide valuable marketing feedback on user statistics across the devices.

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