



VST GROUP

WEBSITE REDESIGN & DEVELOPMENT

CASE STUDY

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Project Overview

A complete web transformation system that merges strategic design, intuitive navigation, and responsive development, creating a cohesive digital identity that elevates brand credibility, engagement, and growth.

Client Overview

VST Group is a leading name in South India's automotive retail sector, representing some of the most prestigious automobile brands with a legacy built on trust, service excellence, and customer satisfaction. With decades of industry expertise and a strong offline presence, VST Group aimed to elevate its digital identity through a modern, user-centric website that authentically reflects its reputation, values, and diverse business portfolio.



Automotive Franchises



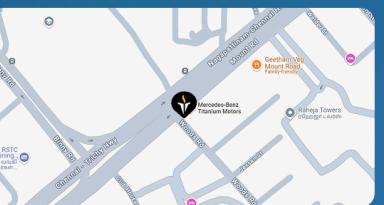
PORSCHE

VST Titanium - Mercedes Benz

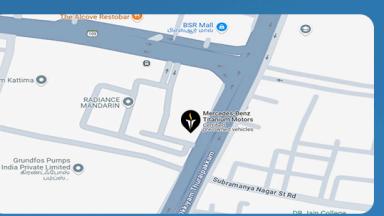
VST Titanium began bringing the legacy of Mercedes-Benz to Chennai and North Tamil Nadu in 2015, with the Mount Road showroom - an iconic heritage property over 105 years old, standing as a landmark of timeless elegance. This historic setting perfectly mirrors the brand's legacy of luxury and engineering excellence. Expanding its footprint, VST Titanium opened a second showroom on OMR, offering a contemporary and dynamic environment to experience the full range of Mercedes-Benz vehicles. A state-of-the-art service center nearby, staffed by MB-trained technicians and equipped with advanced diagnostic tools, ensures expert maintenance, certified body repairs, and round-the-clock support. Dedicated to delivering distinction at every touchpoint, VST Titanium continues to raise the bar in luxury automotive ownership.

[Learn More](#)

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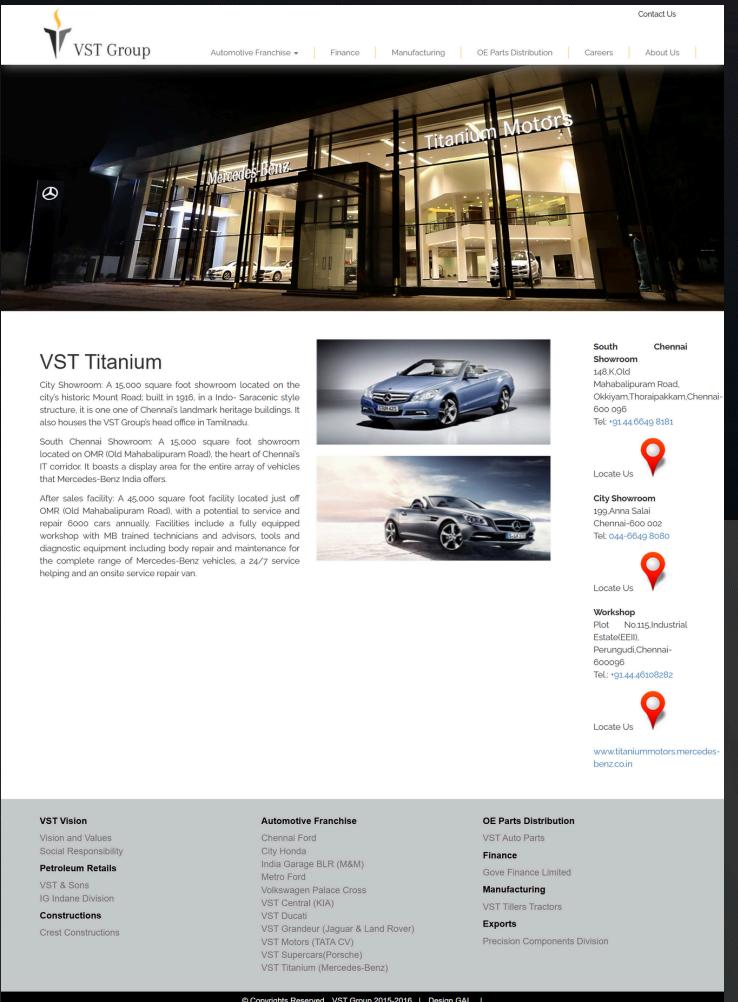


Client Pain Points

01

Weak Digital Credibility

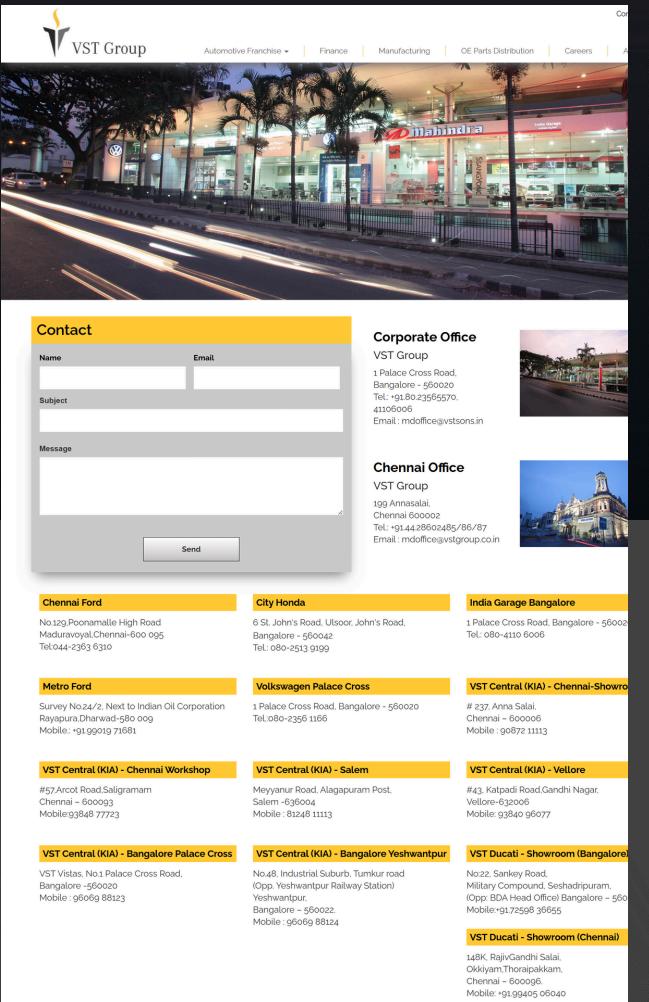
The website's interface failed to mirror the brand's stature, appearing dated and misaligned with its modern market position.



02

Fragmented Brand Perception

Lack of cohesive design language made the overall brand experience fragmented, weakening visual recognition and trust.



Client Pain Points

03

Inefficient User Experience

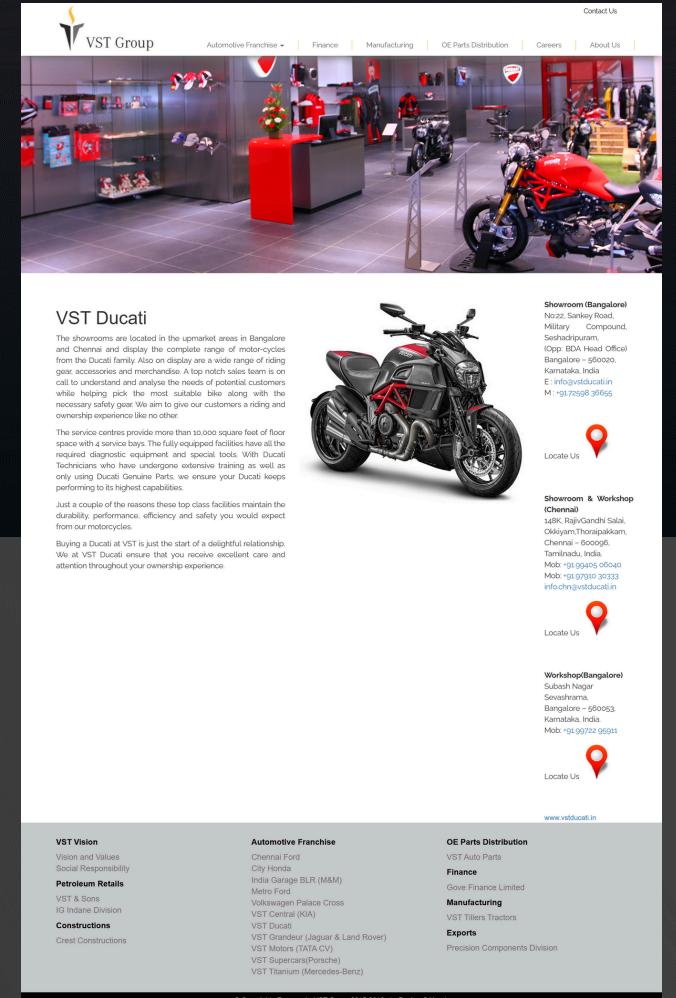
Users faced unclear pathways and disjointed content flow, reducing ease of discovery and engagement.



04

Limited Customer Interaction

Limited responsiveness and poor content hierarchy led to minimal interaction and fewer lead inquiries.



Audit Findings

Focus Area	Observation	Business Impact
Brand Communication	The website lacked a clear visual and messaging hierarchy, weakening storytelling and value articulation.	Reduced brand recall and weaker positioning.
Lead Conversion Pathways	CTAs and inquiry flows were buried or inconsistent across pages.	Drop in lead generation and conversion rates.
Navigation Structure	Unclear pathways disrupted user journeys and increased bounce rates.	Visitors exited before reaching key pages.
Mobile Responsiveness	The experience on mobile devices was inconsistent and slow.	Lower engagement and limited digital reach.
Content Architecture	Information was scattered and lacked alignment with user intent.	Inefficient content discovery and reduced credibility.

Project Objective

To convert the website into a strategic business asset that seamlessly integrates brand storytelling, performance, and conversion.

REINFORCE
BRAND
CREDIBILITY

1

OPTIMIZE
CONVERSION
FLOW

2

UNIFY BRAND
PRESENCE

3

ENHANCE
ACCESSIBILITY &
RESPONSIVENESS

4

Redefine the design and content system to mirror the brand's legacy, scale, and professionalism.

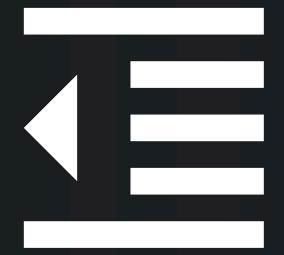
Simplify the user journey and strengthen call-to-action pathways to increase lead generation.

Bring all business divisions under a cohesive digital identity with consistent messaging and tone.

Deliver a frictionless experience across all devices to expand reach and engagement.

Solution Delivered

The redesigned platform was developed as a comprehensive digital upgrade, transforming the brand's online experience into a high-performing, user-centric ecosystem. Every element, from navigation to visual language was restructured to align with the brand's legacy, credibility, and modern aspirations.



Modern Visual Identity

A cohesive and contemporary design system was implemented to reflect the brand's scale and heritage, using consistent typography, color palette, and layout hierarchy.

Streamlined Navigation Flow

A simplified information architecture now guides users effortlessly through the site, improving discoverability and overall engagement.



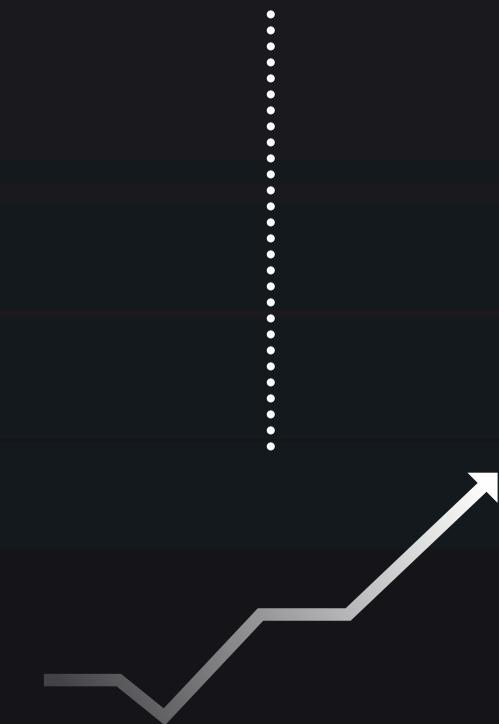
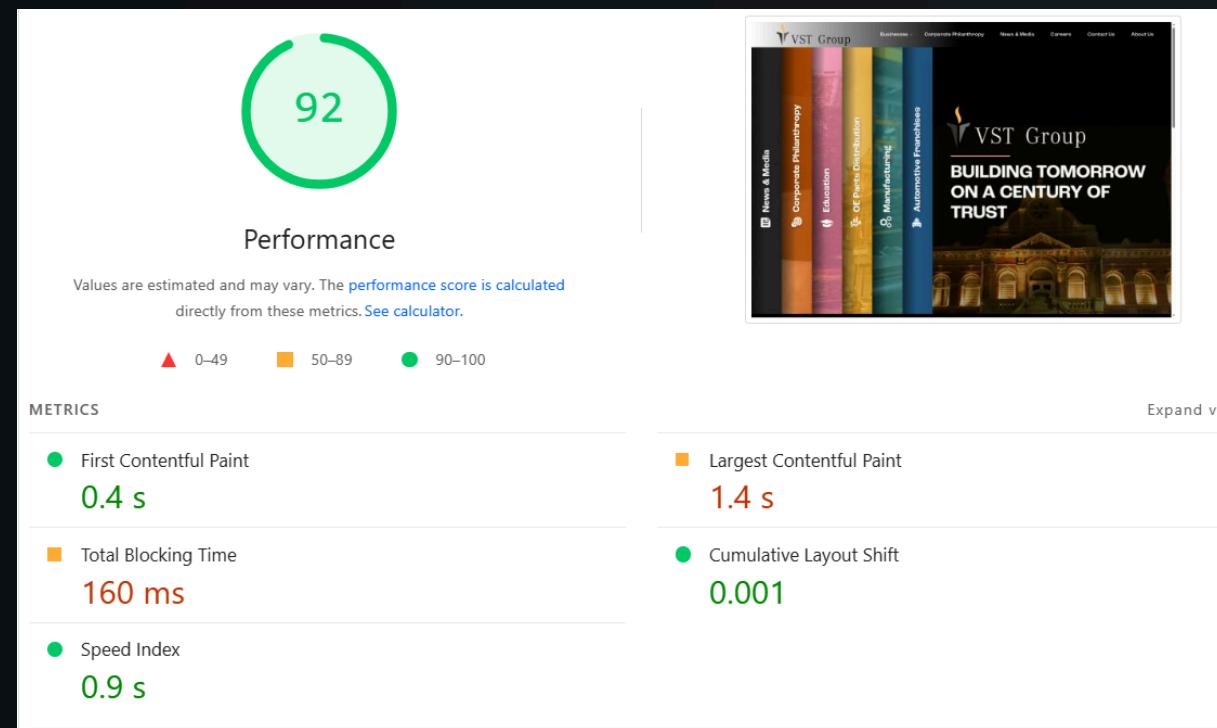
Unified Brand Representation

All business divisions are now presented under one digital umbrella, ensuring visual harmony and strengthening the master brand's presence.



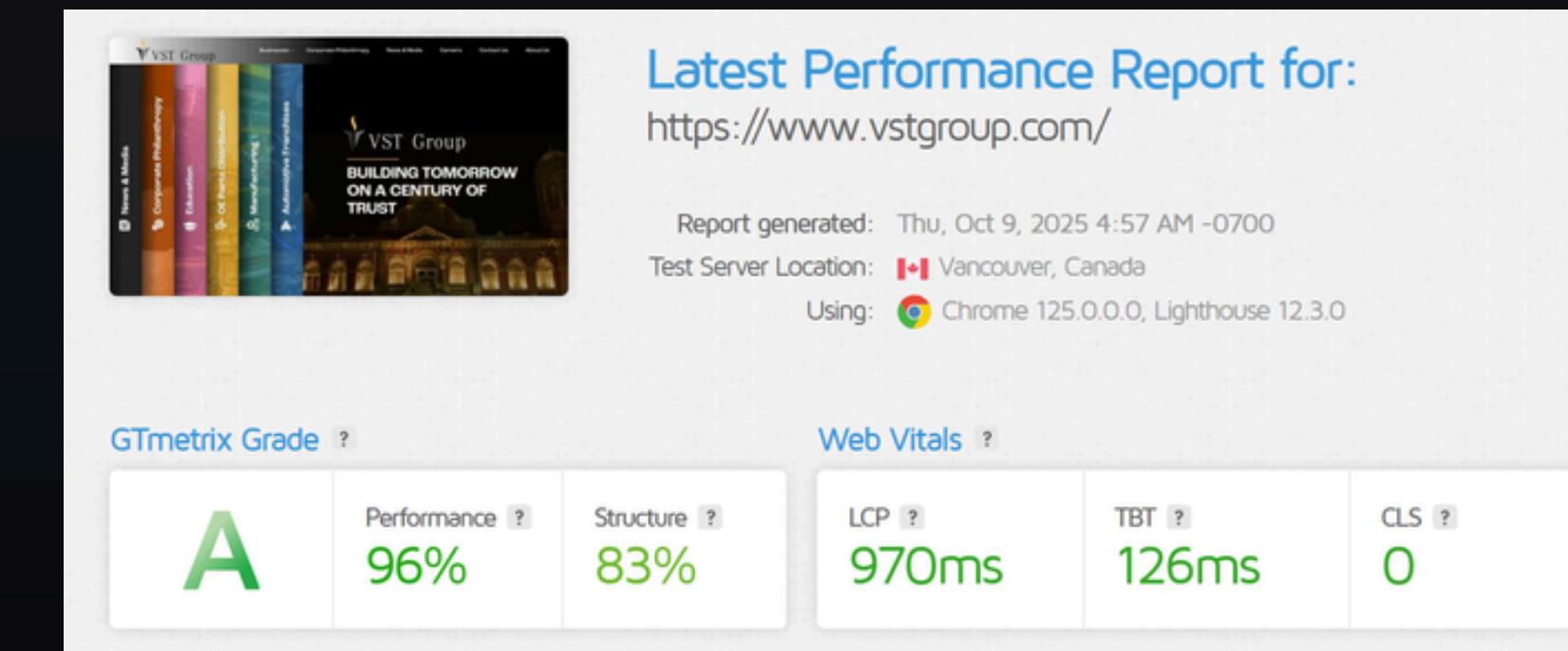
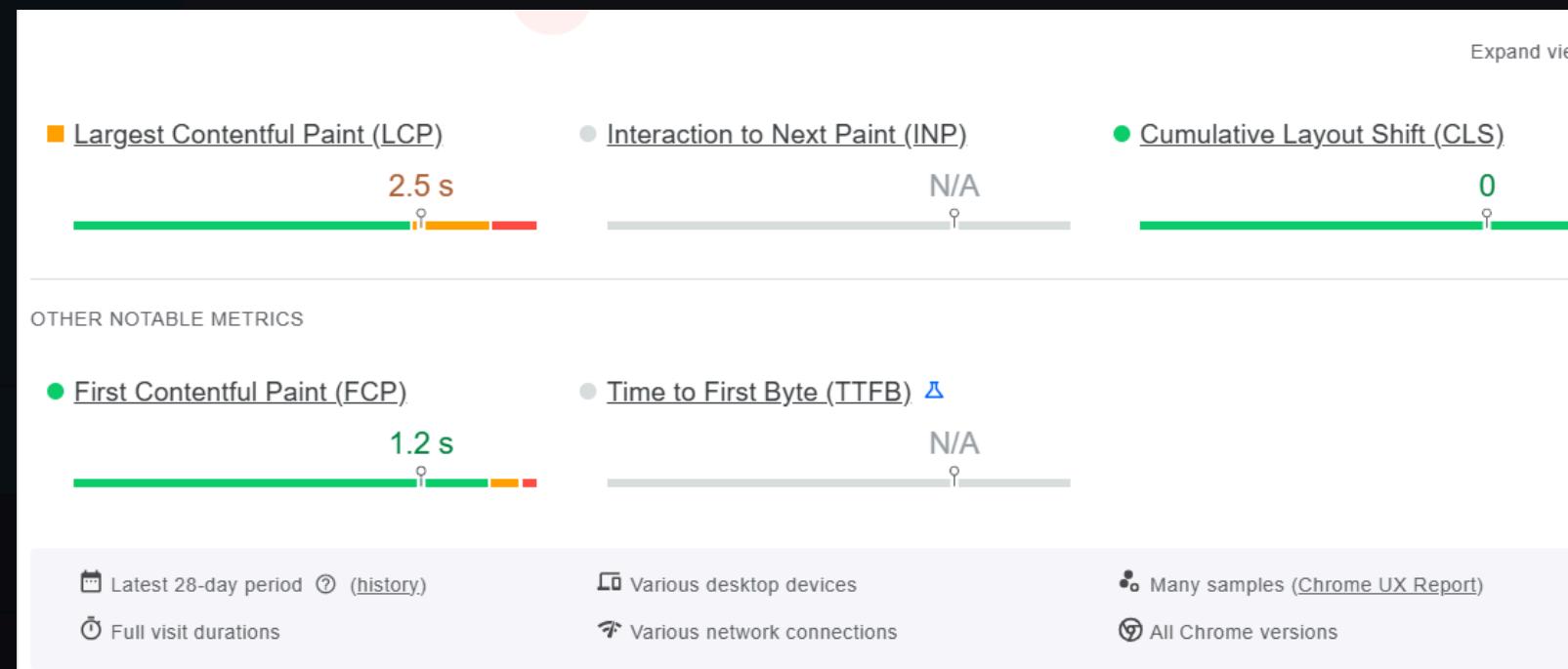
Full Responsiveness & Accessibility

The website was rebuilt to perform seamlessly across desktop, tablet, and mobile devices, maintaining clarity and usability throughout.



Engagement-Driven Content Structure

Client-provided content was reorganized to highlight key offerings, ensure clearer communication, and drive meaningful user engagement and inquiries.



Value to the Client

Enhanced Brand Credibility

Strengthened brand credibility through a modern digital presence

Improved User Engagement

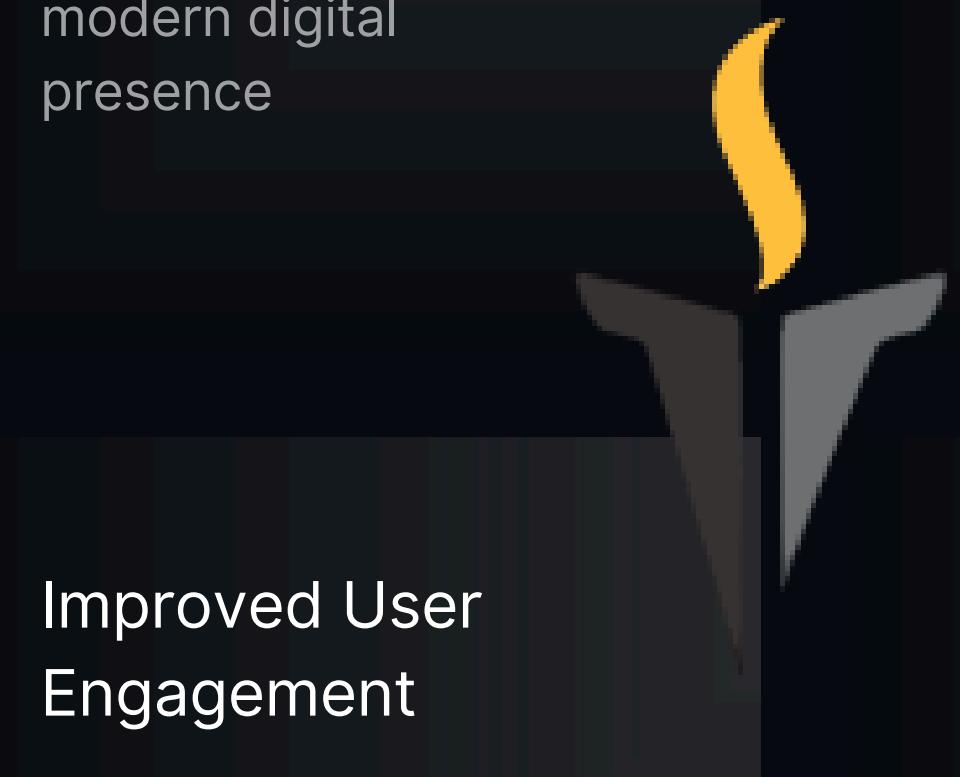
Refined content flow and design encouraged longer visits and higher lead conversions.

Unified Digital Ecosystem

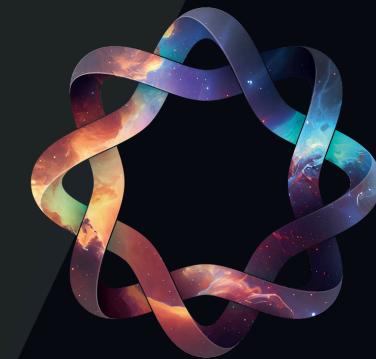
Unified all business divisions under one cohesive platform.

Seamless Multi-Device Experience

Delivered a seamless, responsive experience across all devices.



Website: <https://www.vstgroup.com/>



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