Enhancing TATA motors Omni-Channel

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& BRAND OBJECTIVE MAP (AS-IS)

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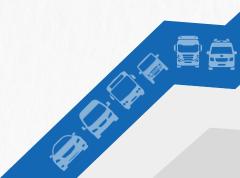
RESEARCH DESIGN DESIGN
INSIGHTS IDEATION SOLUTION



Project brief

- Select a brand and analyze its business model, customer touchpoints, and current user experience across various channels.
- Conduct research to identify pain points or gaps in the customer journey.
- Based on the findings, develop both "As-Is" and "To-Be" journey maps, along with ecosystem maps that visualize the broader customer experience.
- Propose actionable strategies to improve crosschannel connectivity and enhance user satisfaction.





Chosen Industry

Automotive



Chosen brand



Reason for choosing

The Industry

- The automotive industry is dynamic, undergoing rapid transformations with digitalization and EV advancements.
- Offers opportunities to explore customer journeys and omnichannel integration.
- High relevance for designing innovative, customer-centric experiences.

The Brand

- Leading automotive brand in India with a diverse portfolio (passenger, commercial, and EVs).
- Strong brand value and extensive digital presence.
- Vast dealership and service center network.
- Significant potential for enhancing its omnichannel experience.



Introduction

Tata Motors, a part of the **prestigious Tata Group**, is one of India's largest and most trusted automotive companies. **Founded in 1945**, it has grown into a global brand, producing a **wide range of vehicles**, including **passenger cars**, **commercial vehicles**, and **electric vehicles** (**EVs**).

The company is recognized for its innovative approach and high-quality vehicles. It operates in over 125 countries, with a network of more than 9,400 customer touchpoints and 25 manufacturing facilities worldwide.



Key Achievements

Market Leadership

#1 commercial vehicle (CV) manufacturer.

Sustainability Milestones

- Net zero emissions by 2045.
- First hydrogen fuel cell-powered buses (10 EV models planned by FY26).

Technological Innovations

- Invested ₹29,398 crore in R&D in FY24.
- 670 patents registered.

Global Recognition

Company operates in over 125+ countries.

Revenue and Financial Growth

- All-time high revenue of ₹4,37,928
 crore in FY24.
- Highest profit after tax of ₹31,807 crore.

EV sales

73,844 units sold in FY24 (growth of **47.5%** over FY23).

Annual Report (2024)















ACROSS

125

North America

81,629

VEHICLES SOLD

₹54,766

CFOFE

revenue

1

R&D sites

Europe

74,349

VEHICLES SOLD

₹42,731

CFOFE
revenue

2

Manufacturing sites

1

R&D sites

UK 62,142 **VEHICLES SOLD** ₹33,141 сгоге revenue 5 Manufacturing sites 3 **R&D** sites

9,32,695
VEHICLES SOLD

₹1,14,091
CFOFE
revenue

15
Manufacturing sites

3
R&D sites

India

China

95,773

VEHICLES SOLD
(INCL. CJLR)

₹47,368

Crore
revenue

1

JOINT Manufacturing sites

Market Leadership of Tata Motors

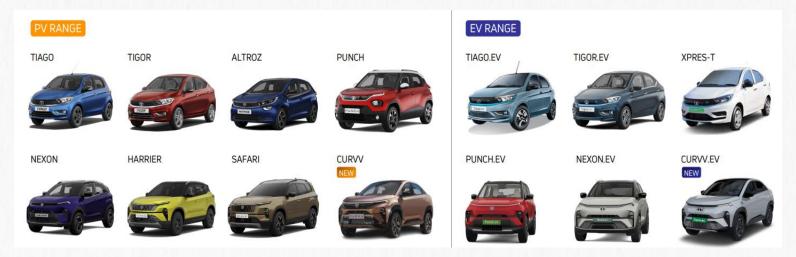
- Largest manufacturer of commercial vehicles in India.
- Leader in the electric vehicle (EV) market in India, with over 70% market share in 4wheeler Evs.
- Ranks third in passenger vehicles in India.
- Notable passenger models: Tata Safari and Tata Nexon EV.
- Known for producing safe, reliable, and technologically advanced vehicles.
- Enjoys strong customer trust.





Tata Motors' Portfolio

Passenger cars





Tata Motors' Portfolio

Commercial vehicles



SIGNA

PRIMA



PRIMA 3530.K P



PRIMA 5530.S LNG



BUSES AND VANS

STARBUS

MAGIC AMBULANCE



WINGER ULTRA EV





SCV AND PICKUP

ACE EV

NEW INTRA

ACE

YODHA 2.0

INTRA V20 GOLD

NEW



[ILCV]

ULTRA

TATA 407



INTERNATIONAL

XENON X2

PRIMA EURO 5 RANGE







Research Objective and more

Research Objective

- 1. Explore Tata Motors' omni-channel experience, focusing on:
 - Customer engagement
 - Ease of transition between online and offline channels
 - Satisfaction across digital touchpoints and in-person interactions.
- Identify areas of inconsistency, opportunities for personalized engagement, and integration gaps.
- Recommend strategies to improve customer journeys and create a more cohesive, enriched experience.

Research Method

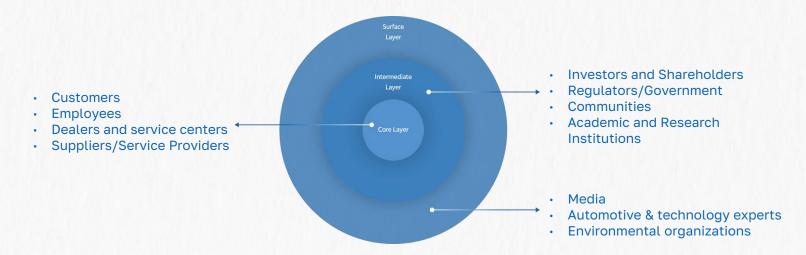
- 1. Online survey (quantitative research).
- 2. Personal Interview (qualitative research).



Target audience

- 1. First-Time Car Buyers.
- 2. Car Upgraders.
- 3. Car Enthusiasts.

Stakeholders mapping





Tata Motors Business Model

★ Key Partners

- Suppliers
- · Dealership Network
- Government
- · Finance Institutions
- · Third-Party Platforms
- · Logistics company

X Key Activities

- · Vehicle Manufacturing
- Marketing & Sales
- · Research & Development
- Customer Service
- · Supply Chain Management

Key Resources

- · Manufacturing Plants
- · Supply Chain & Dealers
- · Brand Reputation
- Technology
- · Human Resources

> Value Proposition

- · Affordable & Reliable Vehicles
- · Innovative Technology
- Sustainability
- · After-Sales Services
- Customization

& Customer Relationships

- · Personalized Customer Support
- · Loyalty Programs
- Community Building
- · Customer Feedback

℃ Channels

- Website
- Application
- · social media
- · email marketing
- Dealerships
- · Service centers

- Individuals
- Businesses
- Dealers
- · Government & Public Sector

QQ Customer Segment

Cost Structure

- · Manufacturing Costs
- · Research & Development
- · After-Sales Service

- · Marketing & Advertising
- · Distribution & Logistics

Revenue Structure

- Vehicle Sales
- Fleet Sales
- · After-Sales Services
- · Finance & Insurance

· Third-Party **Platforms**

· Events and

· Print media

exhibitions

(CarDekho, OLX)

· Customer Support

Competitor analysis



Mahindra & Mahindra



Maruti Suzuki



Hyundai Motors



Toyota



Honda



Citroen



SWOT (Mahindra & Mahindra)



S

Strengths

- · Strong Presence.
- Diverse Product Portfolio.
- Personalized In-Store Experience.
- Wide Dealer Network.
- Focus on Sustainability.
- Customer Support Systems.

W

Weaknesses

- Dependence on the automotive sector.
- Quality Consistency Challenges.
- Slow Digital Transformation for EV Sales.

O

Opportunities

- Expansion of Electric Vehicle (EV) Market.
- Expansion into international markets.
- Leveraging AI and Data Analytics.
- Improving Service Experience.

Threats

- Intense Competition.
- Technological Disruptions.
- Economic Downturn.
- Regulatory Changes.
- Rising Raw Material Costs.

SWOT (Maruti Suzuki)



Strengths

- Strong brand reputation.
- Market Share.
- Strong Advertising.
- Wide Range of Products.
- Cost-Effective Manufacturing.



Weaknesses

- Limited International Presence.
- Inconsistence Safety Ratings.
- Limited Focus on Electric and Hybrid Vehicle.
- Weak Interior Quality.

0

Opportunities

- Transport Industry.
- Increasing Adoption of Electric and hybrid Vehicles.
- Expanding the Product Portfolio.



Threats

- Intense Competition.
- Technological Disruptions.
- Economic Downturn.
- Potential Supply Chain.
- Rising Raw Material Costs.

SWOT (TATA MOTORS)



S

Strengths

- Strong Brand Presence.
- Seamless Online and Offline Integration.
- Diverse Product Portfolio.
- Focus on Electric Vehicles (EVs).
- Customer-Centric Services.
- Expansive Dealership Network.

W

Weaknesses

- High Dependence in the Commercial Vehicle Segment.
- Regulatory Issues.
- Underdeveloped Online Service Booking System.

O

Opportunities

- Expanding Electric Vehicle (EV) Ecosystem.
- Improved
 Personalization Using Al
 and Data Analytics.
- Technological Upgrades and Innovations.

Τ

Threats

- Intense Competition.
- Technological Disruptions.
- Economic and Regulatory Challenges.
- Fluctuations in Raw Material Prices.

Case Study Analysis (AR/VR in Automotive Industry)

AR/VR technologies have transformed the automotive industry by providing immersive experiences that enhance customer engagement and simplify the car-buying process.

Key Examples

- Jaguar: AR app lets users interact with life-sized vehicle models on smartphones/tablets, visualize configurations, and explore features in real-time.
- BMW: Mixed-reality showroom, powered by VR, allows customers to explore and customize vehicle models virtually.
- Audi: Virtual reality helps customers configure cars and view them in 3D, offering a detailed and engaging experience before purchase.

Impact on Customer Experience

- Increased Engagement: Customers can explore vehicles in a more interactive, fun, and personalized manner.
- Reduced Dependency on Physical Showrooms:
 Virtual showrooms provide the same experience as an in-store visit.
- Convenience & Accessibility: Users can browse, configure, and purchase vehicles from anywhere.



Problems Identified

Current Issues with Tata Motors' Website

- The website allows users to browse vehicles but doesn't facilitate online ordering or purchasing.
- Users miss the tactile and exploratory aspects of in-store showrooms, making it less engaging.
- Compared to competitors, Tata Motors lags in integrating immersive digital tools like AR/VR.

Impact on User Experience

- **Limited Interaction:** Users can't visualize or customize vehicles virtually, leading to a less informed decision-making process.
- Lost Opportunities: Customers who avoid visiting physical showrooms may drop
 off, impacting sales.
- **Competitive Disadvantage:** Rival brands offering virtual showrooms & online purchasing options gain a competitive edge.



CJM (as-is)

Interested

Confused,

Annoyed

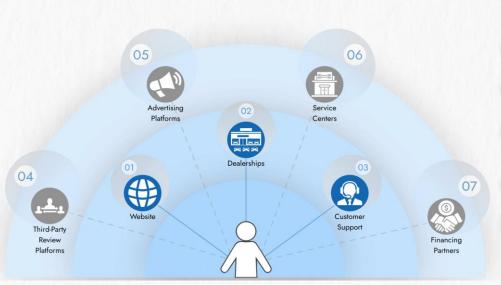
Scenario: A user wants to purchase or book a car online but finds no option available on Tata Motors' current website.

AWARENESS	CONSIDERATION	DECISION	BOOKING	POST-BOOKING
Browses online for car options and lands on Tata Motors' website.	Attempts to explore cars on the website but finds static information. Tries to compare models but finds limited tools or customization options.	Contacts a dealership directly via phone or visits in person.	Completes booking at the dealership after multiple visits or phone calls. Receives confirmation and details in person or via email.	Waits for updates on delive via dealership communication. Visits the dealership again for delivery and documentation.
Social media ads (Instagram, Facebook, etc.). Tata Motors' official website. Online reviews and recommendations from influencers.	Tata Motors' website for static information. Social media or third-party platforms for additional insights. Dealership.	Dealership phone or physical visit. Static content on the website for initial research.	Dealership interactions. Email for booking confirmation.	Phone or email updates from the dealership. Physical visit to collect the car.
Limited guidance on how to proceed digitally. Frustration from navigating an incomplete digital journey.	Inability to customize or visualize cars online. No clear path to book or purchase a car digitally.	Lack of convenience for users preferring digital solutions. Time-consuming to gather necessary details in person.	No online option for booking or payments. Dependency on dealership staff for every step.	Limited transparency or tracking of booking status. No digital follow-up or sell service options.

Frustrated

Relieved

Ecosystem map (as-is)



- Provides static information about car models, specifications, and pricing.
 - No option for online booking or test drive scheduling.
- Primary point of contact for exploring cars, test drives, and purchases.
 - Inconsistent information across different dealerships.
- Phone and email support for inquiries.
- Users rely on platforms like YouTube, forums, and car review websites for insights.
- Social media ads, TV commercials, and print ads drive awareness.
- Post-purchase interaction for car servicing and maintenance.
- Loans and EMI options provided through external banking or financing institutions.
 - Separate touchpoint, not integrated into the online journey.

Direct Interactions

Primary Research Insights (survey)

- Most people are excited about using a virtual showroom to check out and customize cars.
- People prefer booking cars online because it saves time and means they
 don't have to visit the dealership.
- They want tools to help them compare prices and manage financing online.
- Many users feel it's hard to make decisions because websites don't offer enough interactive features.
- Many believe that AR/VR technology can give them a similar experience to visiting a showroom.
- Users want to track their booking status and receive updates after they buy a car.



Primary Research Insights (personal interview)

- Users want hands-on showroom experiences replicated digitally via AR/VR.
- Real-time options for colors, trims, and 360-degree views are essential.
- Time-saving tools like online comparisons and virtual test drives are crucial.
- Side-by-side feature and price comparisons are highly needed.
- Live chat or video consultations can enhance the digital experience.
- Integrated financing, payment calculators, and online booking.
- Immersive tech builds user confidence and replicates in-store interactions.



Persona



Name - Rahul Mehta

Age - 35 yrs

Nationality - Indian

Tech Proficiency - High

Bio

Rahul is a tech-savvy IT professional who stays updated on gadgets and trends. He's seeking an efficient, interactive online tool to explore car options for his growing family.

· Goals 🕝



- 1. To explore and customize vehicles in detail before making a purchase.
- 2. To use technology to simplify and enhance the car-buying experience.
- 3. To ensure his chosen car fits his family's needs and lifestyle.

Challenges 🏂



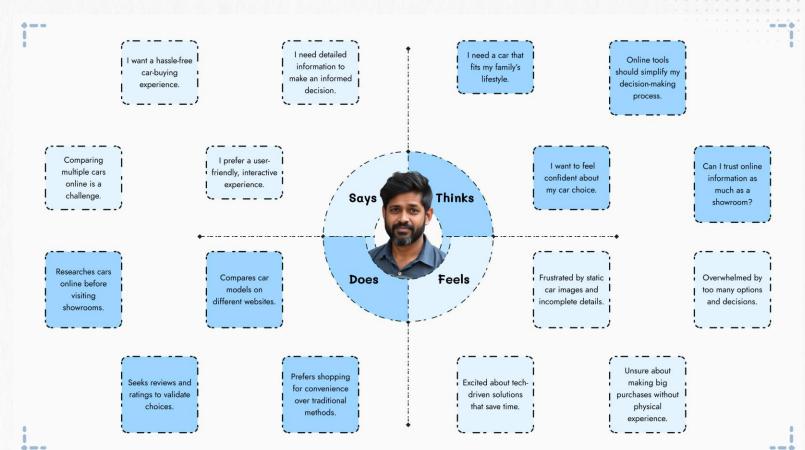
- 1. Finding it difficult to explore the car's features beyond static images and basic descriptions on most websites.
- 2. Struggles to compare different vehicles effectively, especially in terms of features, pricing, and performance.

· Needs 🏖



- 1. An immersive, interactive platform that allows him to explore and customize cars from home.
- 2. An easy way to compare multiple cars side-by-side with detailed specs, features, and pricing.

Empathy map



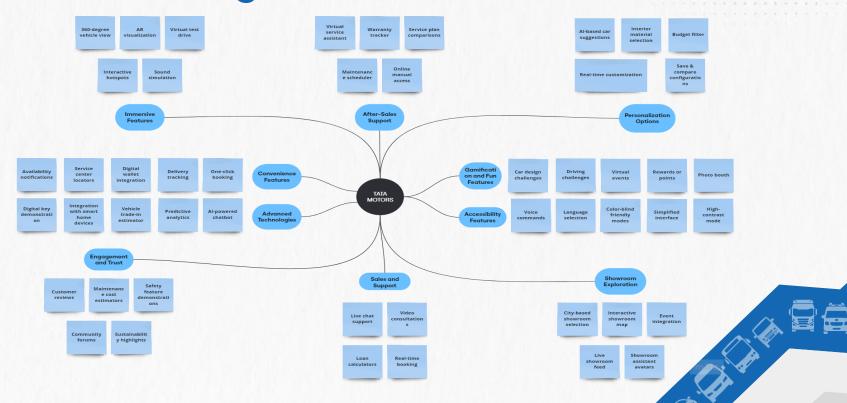
Problem statement

Tata Motors' current **website** allows users to **browse vehicles** but lacks the functionality to offer an **immersive**, **interactive**, and **seamless online car-buying experience**. This gap results in:

- Limited user engagement.
- Difficulty in decision-making due to the absence of hands-on or realistic digital tools.
- A lack of features like customization, virtual test drives and online purchase options.

This creates a **disconnect** for users seeking a **digital alternative** to in-store showrooms, impacting both **user satisfaction** and **potential sales**.

Brainstorming (Features)



Design Solution (Tata Motors Virtual Showroom) Virtual Showroom Testimonials and Virtual Test **Experience Reviews Drives** 360° Interactive **AR Integration** Customer reviews AR/VR experiences Real-Time Personalized **Seamless Purchase Comparison Tools** Customization **Assistance** Integration Real-time 3D Live Chat/Video Comparisons of User-friendly Al-driven Modify car Online Booking EMI calculators Call features, pricing, dashboards and performance metrics

Low-Fidelity wireframes





https://bit.ly/Tata-Motors-Low-Fi

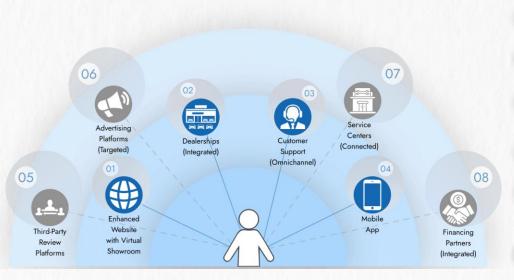


CJM (to-be)

Scenario: A user wants to purchase or book a car online through Tata Motors' proposed virtual showroom platform.

AWARENESS	CONSIDERATION	DECISION	BOOKING	POST-BOOKING
Browses online for car options and discovers Tata Motors' enhanced website with the virtual showroom feature.	Enters the virtual showroom to explore cars interactively. Uses tools like 360-degree views, AFVR customization, and side-by-side comparisons.	Finalizes the car model and configuration using the customization tools. Reviews pricing and financing options & proceeds to book the car.	Confirms booking by making an online payment or deposit. Receives instant booking confirmation with details via email and app notification.	Tracks booking status and delivery timeline through the website/app. Receives proactive updates and reminders about documentation and deliver.
Social media ads. Tata Motors' official website with a prominent virtual showroom link. Influencers.	Virtual showroom interface with immersive features. AR/VR-enabled tools for vehicle customization. FAQ section and live chat support for quick assistance.	Payment calculators and financing tools. Test drive booking feature within the showroom interface. Real-time video consultation.	Secure online payment gateway. Booking confirmation page and email.	Booking tracker in the user account. Notifications via app, email or SMS.
None at this stage due to clear communication about features.	Minimal, as the experience is designed to be intuitive and informative	None, as live assistance addresses any lingering doubts.	None, as the process is streamlined and transparent.	None, as the system ensures transparency and user satisfaction.

Ecosystem map (to-be)



Direct Interactions

Indirect Interactions

- Interactive tools like 360-degree car views, AR/VR customization, and virtual test drives.
 - Integrated booking system for cars and test drives.
- Connected with the online platform for synchronized information.
 - User preferences saved online are accessible at dealerships.
- Available via chat, call, and video consultation.
- Mirrors website functionalities for a seamless experience.
 - Real-time updates on booking and delivery status.
- Active engagement on forums and collaboration with influencers for honest reviews.
- Personalized ads based on user behavior and preferences.
- Post-purchase interaction connected with user profiles for seamless servicing.
 - Integration of service history into user accounts.
- Loans and EMI options integrated into the online platform.
 - Real-time approval and customization of financing plans.

Conclusion

The proposed omnichannel experience for Tata Motors ensures a seamless, interconnected ecosystem where users can explore, book, and finance cars through an integrated platform. By leveraging AR/VR technology, targeted ads, and connected service centers, this solution eliminates existing gaps and enhances customer convenience and engagement. The addition of online booking and real-time support further establishes Tata Motors as a pioneer in digital transformation, delivering a consistent, user-centric journey across all channels.

Thank You