

Mercedes-Benz Vans — The sales organisation of the future

Client: Mercedes-Benz Vans · Role: Senior UX Designer · Year: 2021

A research-based prototype and vision for how Mercedes-Benz Vans could sell, support and retain commercial-van customers in the future, at Experience One.

Context

Mercedes-Benz Vans is the Mercedes-Benz business unit that manufactures commercial and passenger vans. It faced the question of how to sell vans in the future, how to support customers in using the vehicles after purchase, and how to keep customers coming back when they need to replace a van.

To create a vision for the sales organisation of the future, we developed a prototype grounded in fundamental user research. I worked on this as Senior UX Designer at Experience One; it built on the earlier smart.com work.

Approach

A **product-strategy** phase turned an initial idea for a digital sales process into a shared product vision; a **product-discovery** phase tested that vision with fleet managers and turned it into a prototype covering the end-to-end experience.

Outcome

The prototype validated the idea and the story — both held up — and the results were applied and refined across several follow-up projects, one of which deepened the visionary approach further.