

smart.com — Launching the joint venture

Client: smart · Role: Senior UX Designer · Year: 2020–2021

Digital-platform strategy and UX for the launch of the smart × Geely joint venture, at Experience One.

Context

smart was a Daimler AG subsidiary that merged into a joint venture with the Chinese carmaker Geely. Since 2021 the "old" smart — now part of Mercedes-Benz AG — has continued to sell its pre-joint-venture all-electric car while the new brand and cars are launched.

smart had been an Experience One client for two years, on the smart.com platform, when they asked us to help position the old company and support the launch of the joint venture on their digital platforms. I worked on this as Senior UX Designer at Experience One.

Approach

The work ran in two parts: a **product-strategy** phase to agree the business goals and the target groups the site had to serve, and a **product-discovery** phase to build a post-merger target picture and a plan for the digital touchpoints along the customer journey.