# **Case Study**



## **Carolina Rides**

Carolina Rides is a competitive electric vehicle (EV) dealership that specializes in offering a wide range of eco-friendly transportation options, from high-performance EVs to smaller electric vehicles. Their focus on speed, quality, and customer service sets them apart in the rapidly growing EV market.

# **Business Challenge**

Carolina Rides faced significant challenges with their existing website, which had become slow, cumbersome to edit, and outdated in functionality. As a competitive player in the EV market, they needed a fast, visually appealing website that could deliver a premium browsing experience for customers exploring their inventory. The demand for frequent updates and the complexity of the site's growth highlighted the need for a scalable solution that could keep pace with their business.

# **Our Solution**

Imagi-tech rebuilt Carolina Rides' website from the ground up, streamlining its backend by removing unnecessary plugins and legacy components that slowed it down. We engineered a custom dealershipstyle browsing experience for their EV inventory, blending it seamlessly

### Budget



### Services

- UI/UX Design
- Website Development
- E-commerce
- Custom Web Styling
- Content Changes and QA

## About Imagi-tech

At Imagi-tech, we're a team of passionate developers and designers dedicated to helping businesses grow. From smart web apps to custom software, we solve real challenges with solutions that make a difference. With years of experience in creating user-friendly designs, building websites, and driving e-commerce success, we focus on what works best for you. Let's build something extraordinary together.

with a standard e-commerce platform for their smaller vehicles. The backend was thoughtfully structured to ensure ease of updates and scalability, leveraging built-in functionality and design styles to avoid reliance on hard-coded elements. A short-order version of the site was deployed to accommodate holiday sales while the full rebuild was finalized, ensuring no business opportunities were lost during development.

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## Results

The revamped Carolina Rides website delivered meaningful improvements:

Meticulous Design Implementation

Imagi-tech expertly developed the Carolina Rides marketing layouts, ensuring the site matched the original vision while maintaining usability and scalability.

### New Page Designs

We designed and built dealership listings and EV detail pages, enhancing the customer experience and supporting sales.

• **Faster Performance** Significant improvements in load times provided a smooth, competitive browsing experience.

### Streamlined Management

By leveraging existing tools and minimizing custom coding, we ensured the site was easy to update and maintain.

### Seamless Deployment

A temporary holiday-focused site ensured sales continuity, while the full build launched on schedule in January.

### • Ongoing Support

We continued to provide updates and maintenance with quick turnarounds, often delivering changes day of and new layouts within 1 week.

Through a collaborative partnership, Carolina Rides achieved a high-performance website that met their designer's vision while providing a competitive edge in the EV market.

## **Tailored Dealership Experience**

A standout feature of the revamped website is the dealership inventory experience, designed to mirror the familiar feel of browsing for a new car. Careful collaboration and feedback guided the display of key information, ensuring an intuitive, user-friendly layout. The backend attributes for each vehicle were refactored to serve multiple purposes: powering effective customer filters, integrating seamlessly into the dealership listings, and remaining easy to update and maintain. This attention to detail ensured a professional, scalable solution that meets both user expectations and the demands of a competitive market.

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