



NATHAN ANDREWS

UX DESIGNER & PIXEL PUSHER

Branding



LOGO'S FROM LEFT TO RIGHT

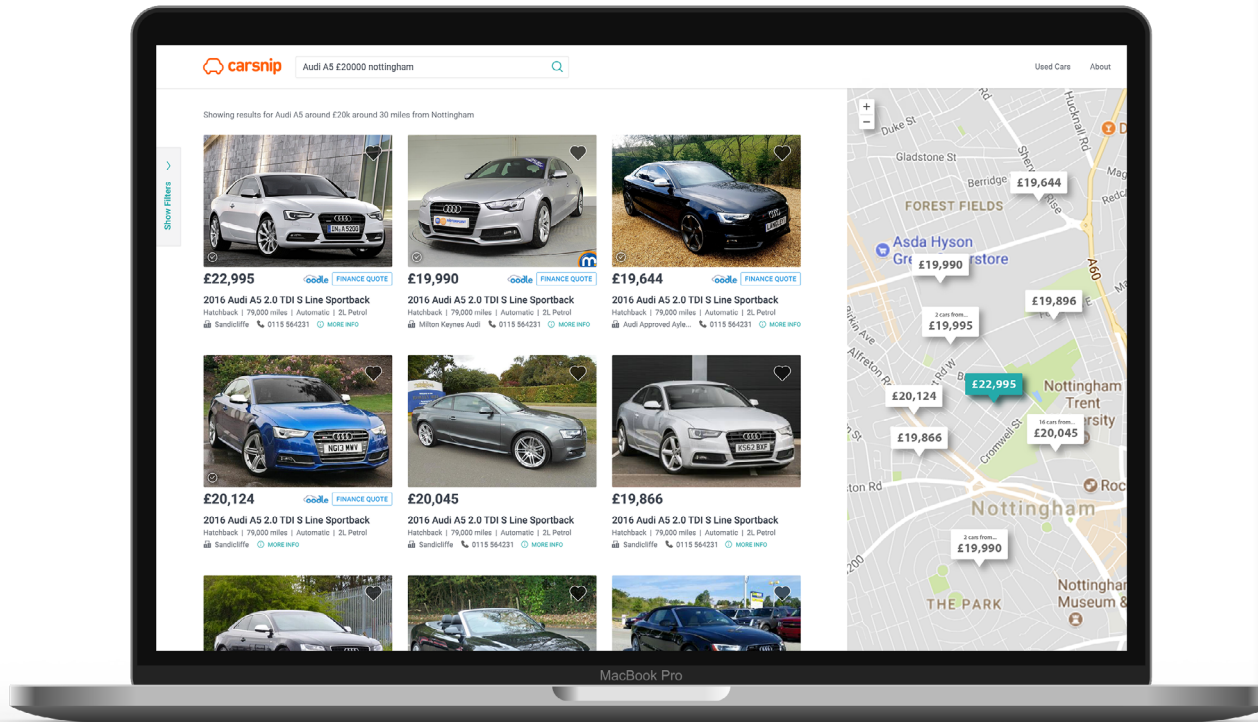
Carsnip

Digital Leaders

Tech Marketing

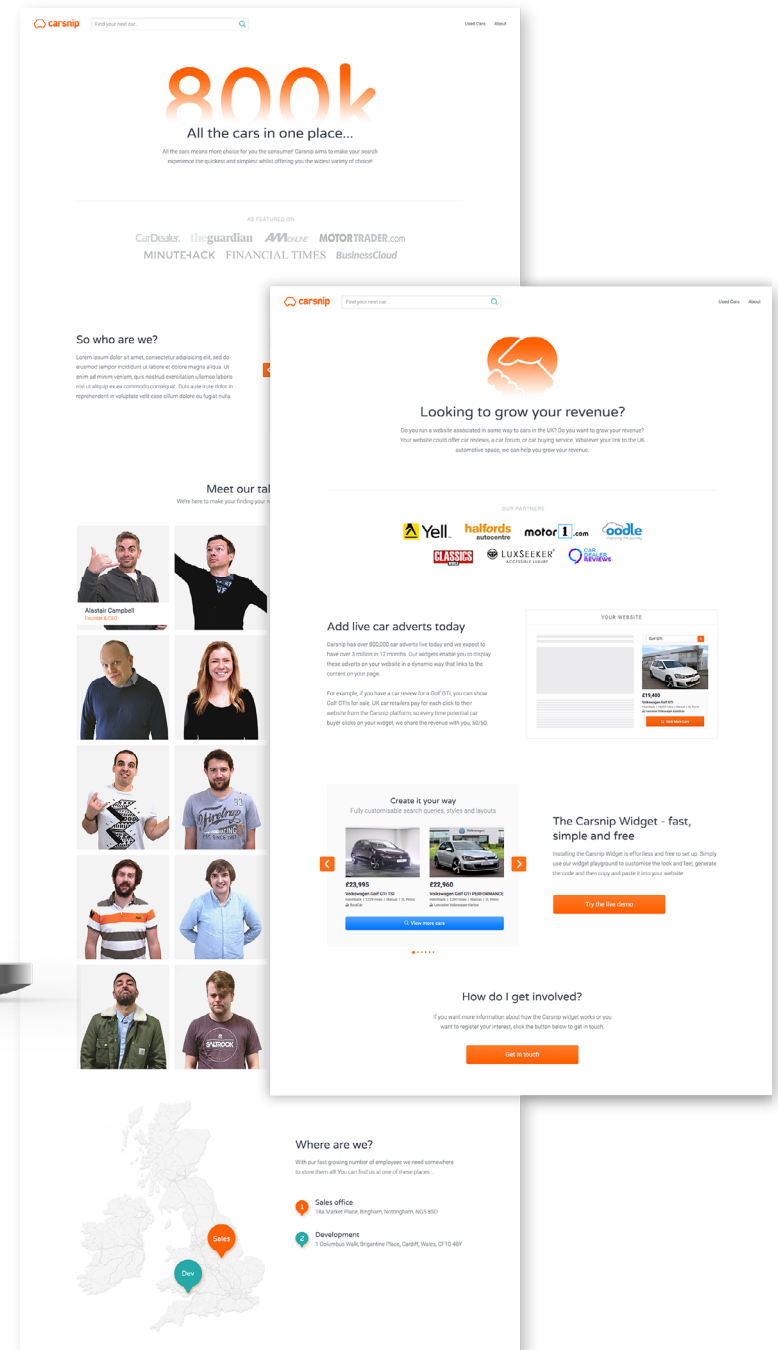
Refyn

Digital



Carsnip / Branding & Website Design

Carsnip is a website that offers a unique experience when helping car buyers choose their next car. The brief was to create a cutting edge user interface to take advantage of the amazing technologies at work behind the scenes. It was important to educate the user on the best methods of car search making it easier and faster for them to find their ideal car.



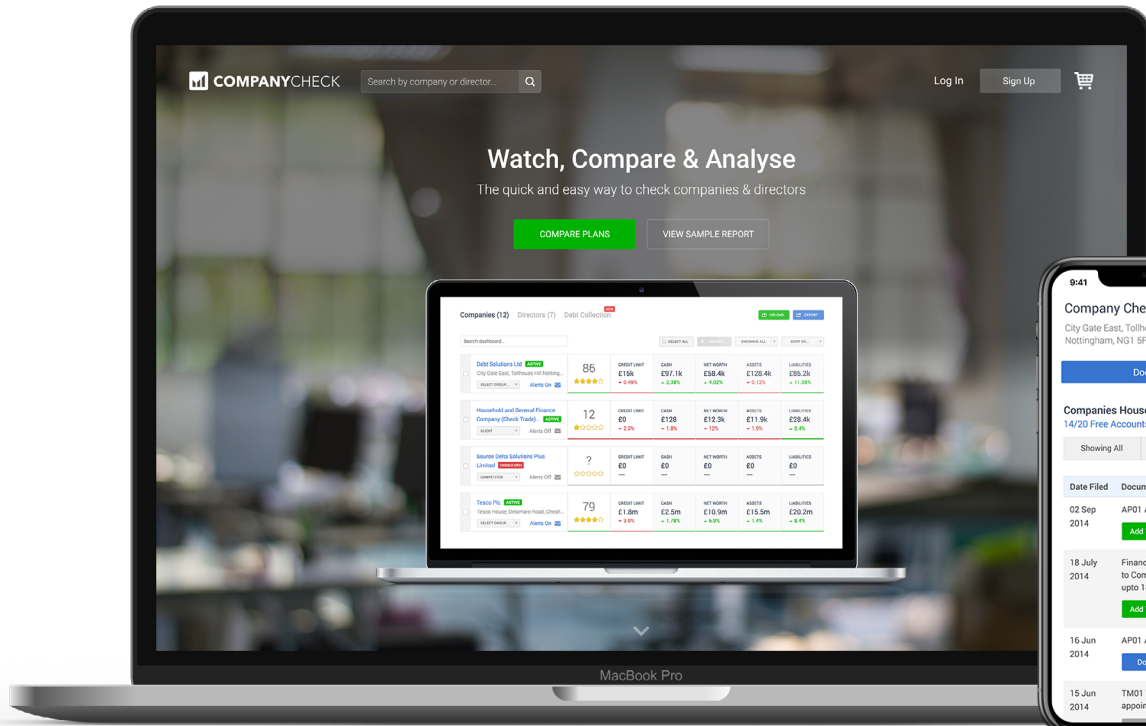
Digital



SJT Preparation / Website User Interface

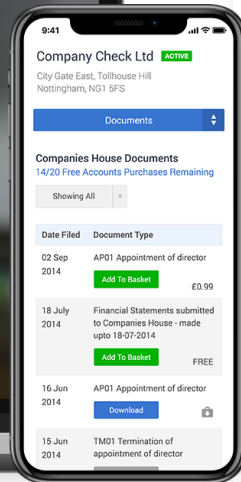
SJT is an examination preparation service for medical students which runs various group seminars throughout the year. The brief was to re-design the website to give it a much more contemporary feel and streamline the checkout process to increase the number of conversions.

Digital



Companies (13) Directors (7) Debt Collection

Company Name	Debt Collection	Score	Directors	Debt Collection	Score	Directors	Debt Collection	Score	Directors
Debt Solutions Ltd	86	Very Good Credit Worthiness	5	City Gate East, Tollhouse Hill, Nottingham, NG1 5FS	12	Household and General Finance Company (Check Trade)	79	Trade Plus	



Society Of Builders Ltd

Credit Score

86
Very Good Credit Worthiness

Date	Score	Advice
24 Sep 2014	86	Very Good Credit Worthiness
18 Aug 2014	7	Financial Statements too old Credit at your own discretion
01 Aug 2014	96	Very Good Credit Worthiness
18 Jul 2014	95	Credit Worlthy
14 Jun 2014	96	Very Good Credit Worthiness

Credit Limit

£100m

24 Sep 2014
18 Aug 2014
01 Aug 2014
18 Jul 2014
14 Jun 2014

SAVE £100

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Resubscribe

Enter coupon code **PRO100** to claim this exclusive offer

County Court Judgements

Exact CCJS

Date	Court	Amount
24 Sep 2014	COUNTY COURT MONEY CLAIMS CENTRE	£3,000
02 Apr 2014	COUNTY COURT MONEY CLAIMS CENTRE	£460
25 Dec 2013	COUNTY COURT BUSINESS CENTRE	£1,200
12 Dec 2013	NORTHAMPTON CCJC	£2,200
23 Mar 2012	NORTHAMPTON CCJC	£400

86
Very Good Credit Worthiness

£100m

£100 Exclusive Offer

Credit Reports 200/month
Companies House Accounts Downloads 500/month
Accounts Exports 500/month
Companies House Documents £0.99/document

Possible CCJS

Date	Court	Amount
24 Sep 2014	COUNTY COURT MONEY CLAIMS CENTRE	£3,000
02 Apr 2014	COUNTY COURT MONEY CLAIMS CENTRE	£460
25 Dec 2013	COUNTY COURT BUSINESS CENTRE	£1,200
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Company Check is trusted by thousands of businesses

Features Breakdown

- Company Credit Reports
- Director Credit Reports
- Annual Accounts
- Companies House Documents

Shareholders & Ownership

Shareholders Equity Figure: 12.3m
Issued Share Capital: 403k

Shareholder	No. of Shares (of Value)	Share Type	Ownership
Clare Horwood Ltd	403,000 (100%)	Ordinary	0.2%
Bank Of New York (Domestic) Ltd	403,000 (100%)	Ordinary	0.4%
Other	-	-	99.9%

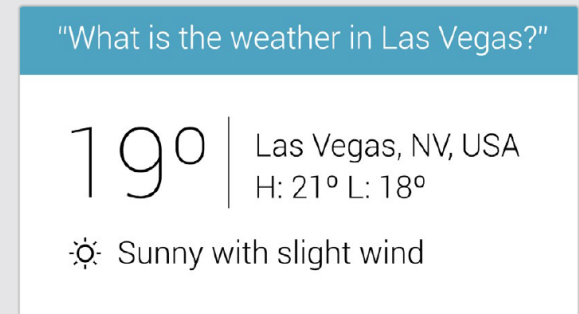
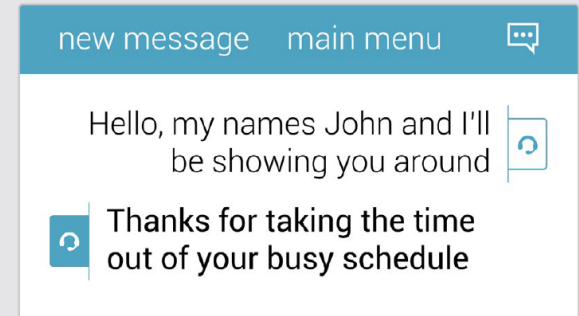
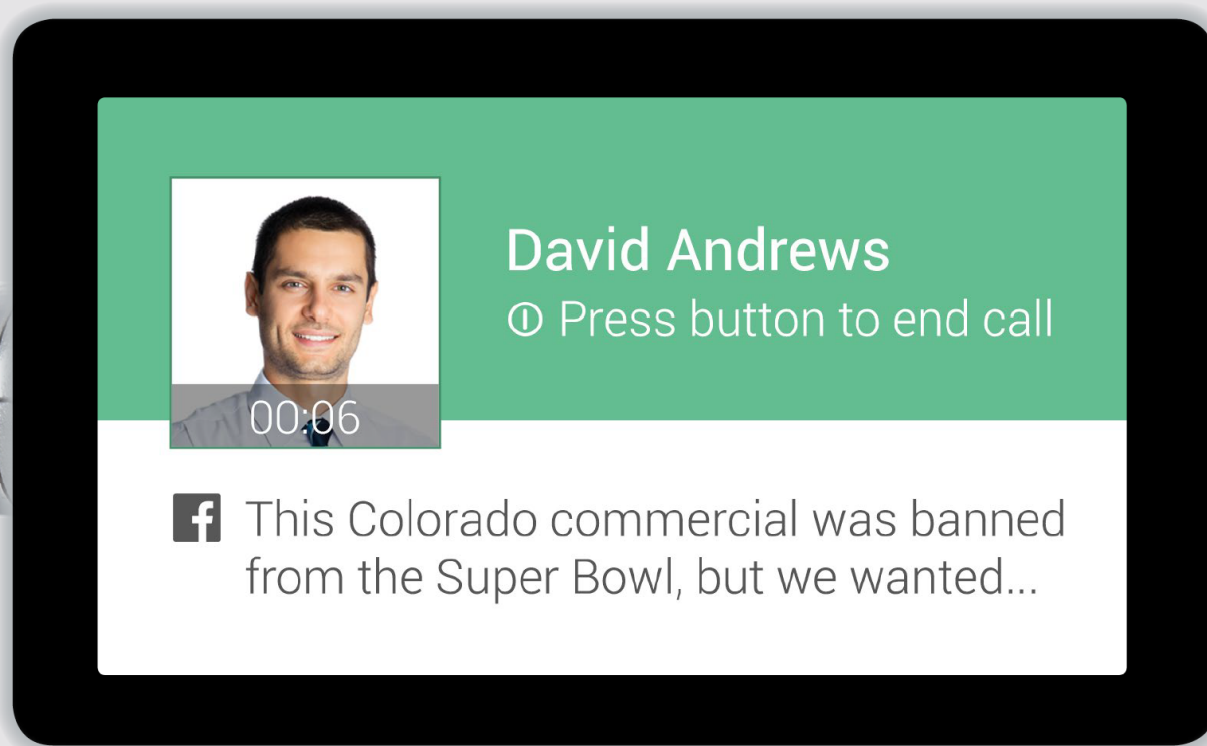
Group Structure

Ultimate Parent Company: Company Check Ltd
Company Number: 0985417

Company Check / Branding & Website Design

Company Check is a website that boasts over 2M visits per month and is one of the UK's top 250 websites. The brief was to re-brand the website and give it a much needed UX overhaul to increase conversions across the board, sign up new customers and funnel existing customers into the new annual subscription plans.

Wearable Tech



Intoware / Pupil Optics Software

Pupil optics is voice driven headset (similar to Google Glass) which can be worn to access various information from a users phone. The brief was to design a user interface that would be intuitive and legible for its 1.5cm² screen. It was important to craft a UI that didn't overwhelm the user and instead offered up snippets of information at relevant points; such as when receiving a text message or an email.

Exhibition Stand



Carsnip / Car Dealer Exhibition

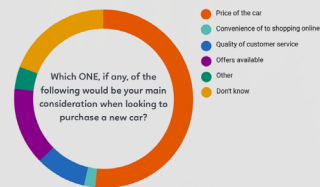
For the past 3 years Carsnip has attended the UK's biggest car dealership expo. The brief was to create a stand that truly stood out from the rest. This meant designing a stand layout to maximise footfall, creating videos for both the internal and external parts of the stand to attract dealers inside and designing print materials to be sent out before the show and handed out on the day.

Print



Online sales remains the untapped resource

One of the more surprising figures was the fact that just 2% of drivers said being able to shop online was a main consideration when they look to buy a car. It's no secret that online shopping has yet to impact the used car industry in a meaningful way as in other sectors.



The question to consider is why this figure is so low for cars when other big-ticket items like holidays and white goods have been transformed by online sales. You wouldn't visit a hotel in person to check it out before buying a two-week trip, and yet people still visit dealers in person to buy a car.

Either the appetite for shopping simply isn't there with cars and customers will always prefer to test-drive before they buy, or the marketplace is prime for digital disruption. Given how many people now carry out car research online, that second possibility is a real threat to the existing used car market.

The current status quo cannot be taken for granted. Dealers need to be testing how their customers want to buy. Is it purely online, do they just want home delivery or are they happy with the current dealership model and how does age and location of customers affect this? In reality it is probably a mix of all three and the ratios will change over time.

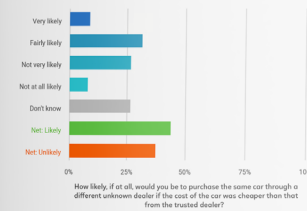
Just 2% say convenience of shopping online is important

"It's no longer enough to simply build a website and set up some social channels. The car industry is fertile ground for the next big digital shake-up and the way people buy cars won't always be the same as it is today."

Alan Crane, managing director, BlueSky Interactive

So trust is important to customers, but what does that trust mean in terms of sales? To find out, we asked those same people how likely they would be to leave a dealer that they trusted to go and buy the same make and model of car from somewhere else if they found it on sale for less money.

Just 10% said they would be 'very likely' to do so



That leaves as many as 90% of used car customers indicating that, to some degree, they would prefer to be loyal to a dealer they trusted. And more than that, they would be prepared to pay more for that trust. This is extremely significant as it suggests a clear link between trust, loyalty and repeat sales.

"For a long time we've realised that trying to engage earlier in the buying process is important. As such we invest heavily in our website and online customer experience which also means engaging with early stage buyers by driving visitors to our website through sites such as Google, Facebook and Carsnip."

Hamish Livingston, digital manager, Peter Vardy

"We've been saying for years that trust is as important as price, if not more important."

Jim Reid, director, Jim Reid Vehicle Sales

"Trust is a vital component in customer retention. Our data shows that a retained customer generates more vehicle margin and purchases more F&I product thus making them more valuable than new customers. We have also found that reviews, ratings, rich customer content and transparency on matters relating to vehicles go a long way towards earning a new customer's trust."

Garry Moxham, managing director, Click Dealer Ltd

YouGov / 2017 Car Buyers Census

YouGov is an international Internet-based market research and data analytics firm. The brief was to turn the findings from their latest study about car buying habits into an easy to view PDF which was available online and as a printed booklet.