



CASE STUDY

INDUSTRY AUTOMOTIVE MOBILITY & LOGISTICS

ONE DIGITAL EXPERIENCE FOR TWO BUSINESSES

How DropCar aligned a consumer parking marketplace with a national OEM logistics business.

Jams redesigned the booking journey, brand system and digital story for DropCar's consumer and enterprise audiences.

DROPCAR

- 1 ONE BRAND**
Two business models
- 2 TWO JOURNEYS**
Parking and OEM logistics
- 3 SHIP-READY**
Designs for engineering

THE CHALLENGE

The digital presence could not serve both sides of the business.

- ✓ **Split identity**
B2C and B2B needed distinct stories.
- ✓ **Booking friction**
The map-to-booking flow lost clarity.
- ✓ **Missing B2B narrative**
OEM strategy lacked a visual story.
- ✓ **Complex handoff**
Engineers needed final designs.

THE SOLUTION

Jams treated design as product strategy, from discovery through engineering handoff.

- 1 DISCOVER**
- 2 MAP**
- 3 UNIFY**
- 4 TEST**
- 5 HAND OFF**

ONE BRAND, TWO PURPOSE-BUILT EXPERIENCES

A clearer booking path for drivers and a credible logistics story for automotive OEMs.

THE DESIGN SYSTEM AT THE CORE

One shared identity connects two different customer journeys without blurring their needs.

CONSUMER DISCOVERY

Garage search / booking

UNIFIED SYSTEM

Brand / interaction

OEM LOGISTICS

Strategy / story

STACK: FIGMA, WEBFLOW, DROPCAR ENGINEERING

VALUE DELIVERED

- 1 Clearer booking journey**
Interactive mapping supports garage discovery.
- 2 Unified market story**
One brand speaks to consumers and OEMs.
- 3 Implementation-ready**
Figma files accelerated engineering.
- 4 Strategic clarity**
One story explains both businesses.

"They took the time to really understand our business."

Spencer Richardson, CEO, DropCar

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