



National Caravan Council

A digital industry guide for new leisure vehicles

Services

Consultation. **Design. Development. Maintenance.**

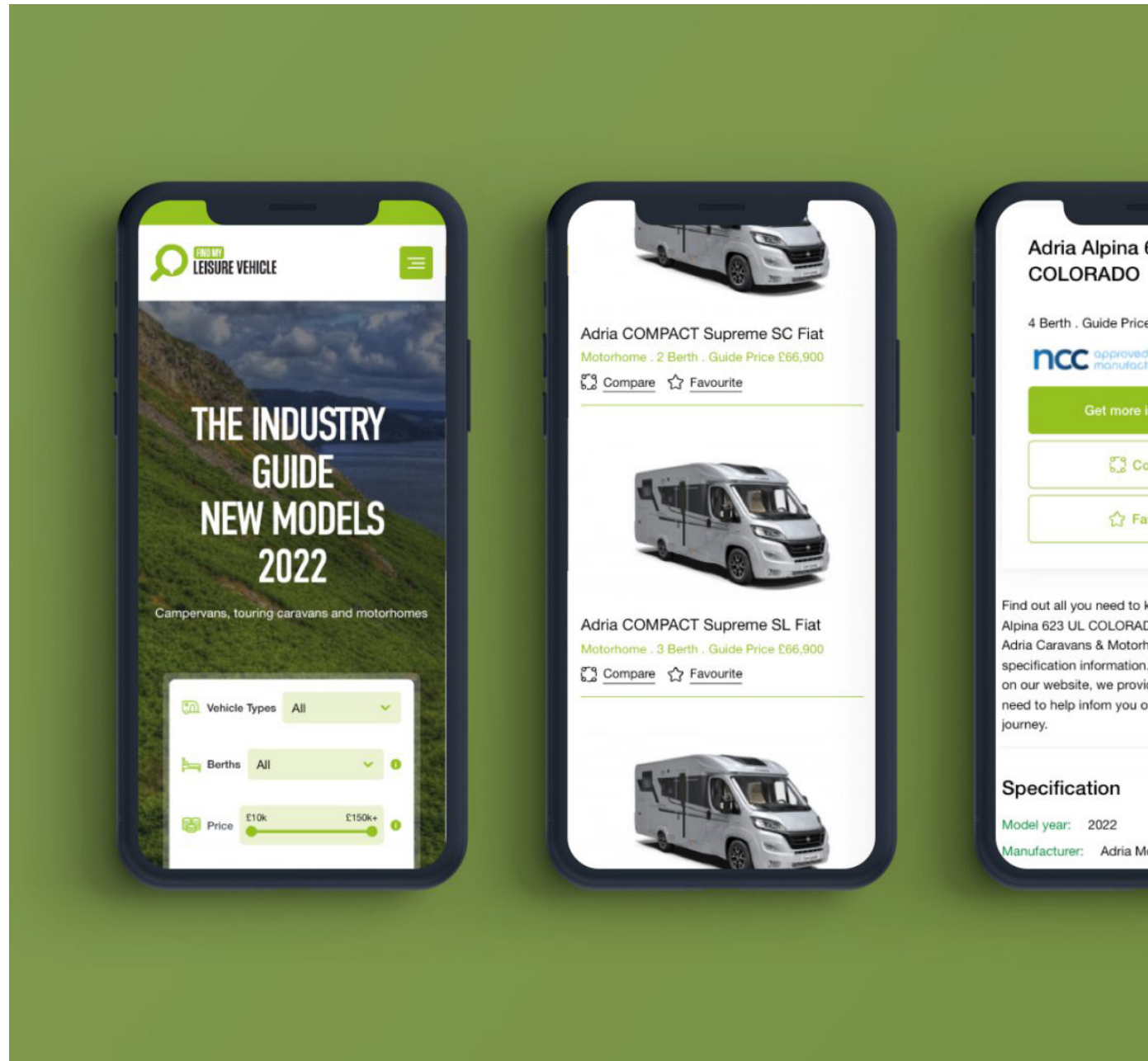
Overview

The National Caravan Council was founded in 1939 as a UK trade body, representing the collective interests of a £6 billion per year industry.

With their vision in mind, the NCC appointed Steadfast Collective to create a digital industry guide for new leisure vehicles.

Goals

- To design and build a new industry standard for vehicle enthusiasts to research and find further information about new models of caravans, motorhomes and campervans.





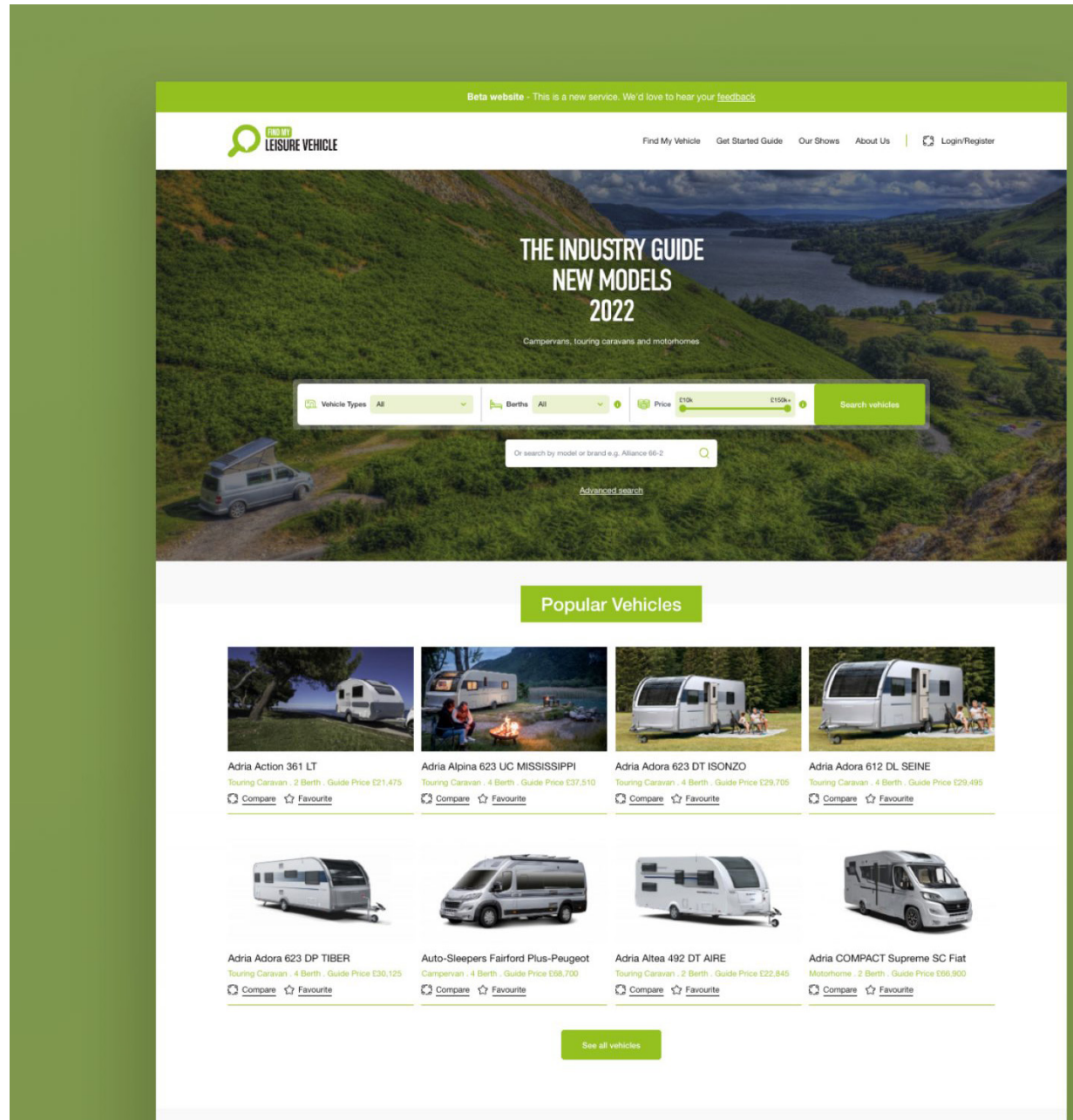
- Find My Leisure Vehicle collates and displays data from various manufacturers and brands across the UK and allows enthusiasts to search and filter through 1000s of data points until they find their ideal vehicle.

Results

- Find My Leisure Vehicle collates, sorts and filters complex vehicle data behind the scenes to create a simple-to-use, quick to navigate and traffic-driving platform for the leisure vehicle demographic.
- Our custom-created product management system allows the team at the NCC to bulk upload vehicle data, add product images, and tweak specifications on an ad-hoc basis.
- Once launched, The NCC collated feedback from a pool of users. Find My Leisure Vehicle has received very-high customer satisfaction feedback, with nearly all users agreeing they would recommend it to other enthusiasts.

Technical

Laravel, Statamic, Vue.JS and Inertia





Crafting community driven digital applications

If you would like to discuss our
previous work or a project idea,
don't hesitate to reach out.

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