

Case study | Carsup

Project type | Website re-design & development

Date | January 2025

TOOLTIP


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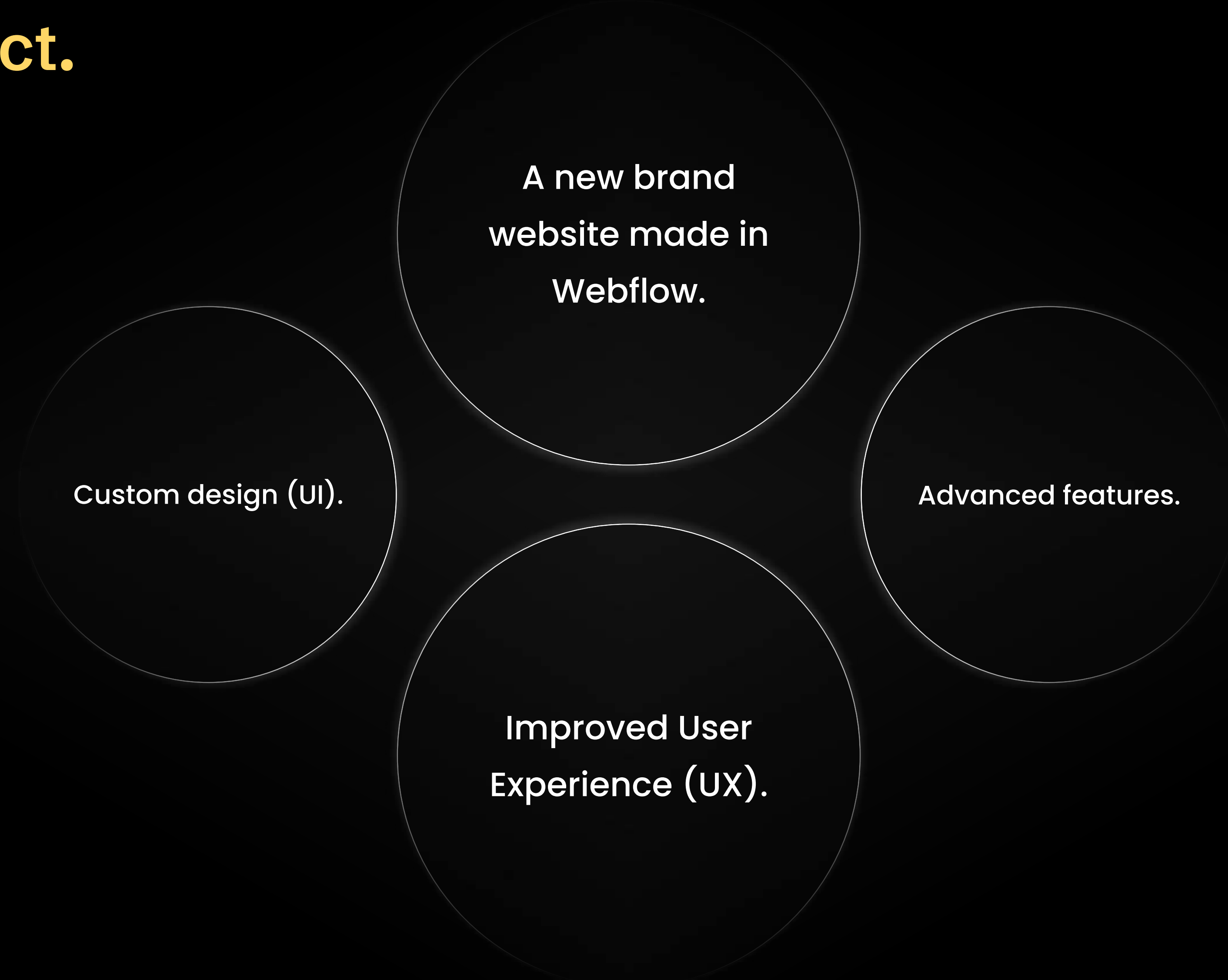
Discover the new Carsup

 Paris, France

 Luxury automobile industry

 Website design & development

The project.



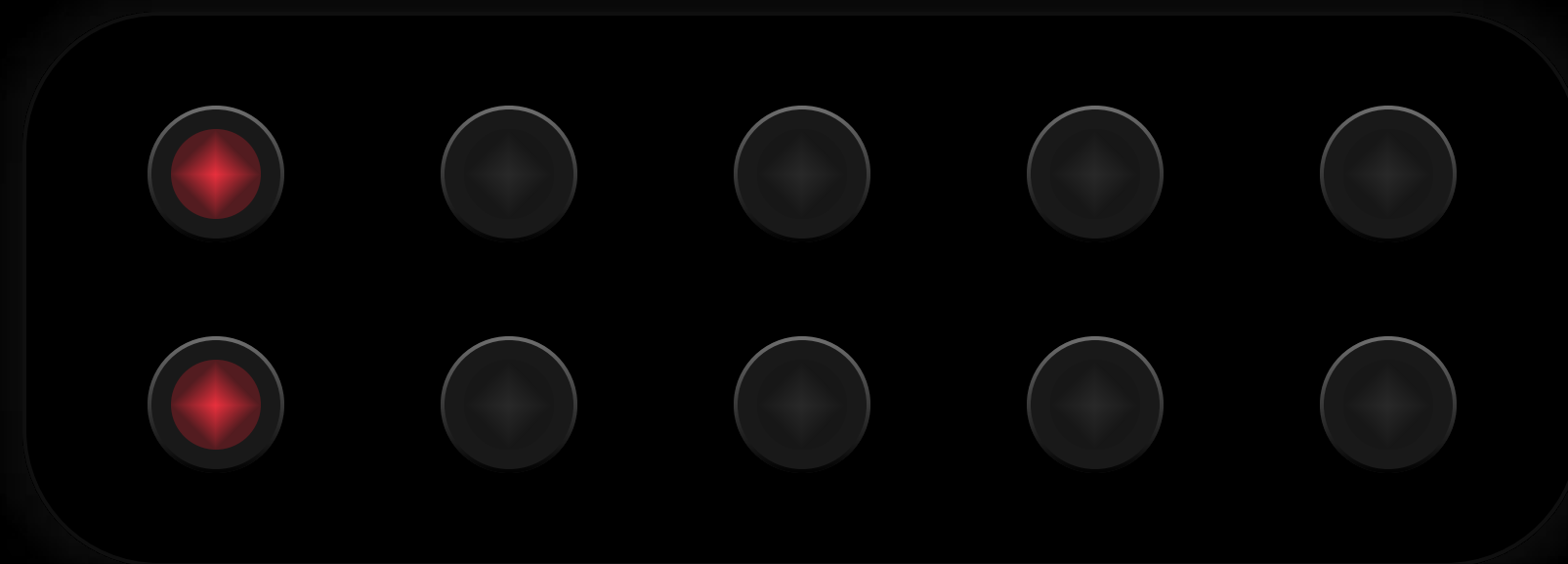
About the company.



The premier club of services dedicated to exceptional automobiles in Europe.

Carsup on LinkedIn : « Carsup raises €1.5M and closes the first part of its fundraising ».

Are you ready ?



Turn on engines

Quick project rundown

Project type

Website design & development



Stack used

Figma



+

Webflow



+

JavaScript



Role

Overview and create 100% of the proejct.



Just because

Fun 5/5



The Story at a Glance.

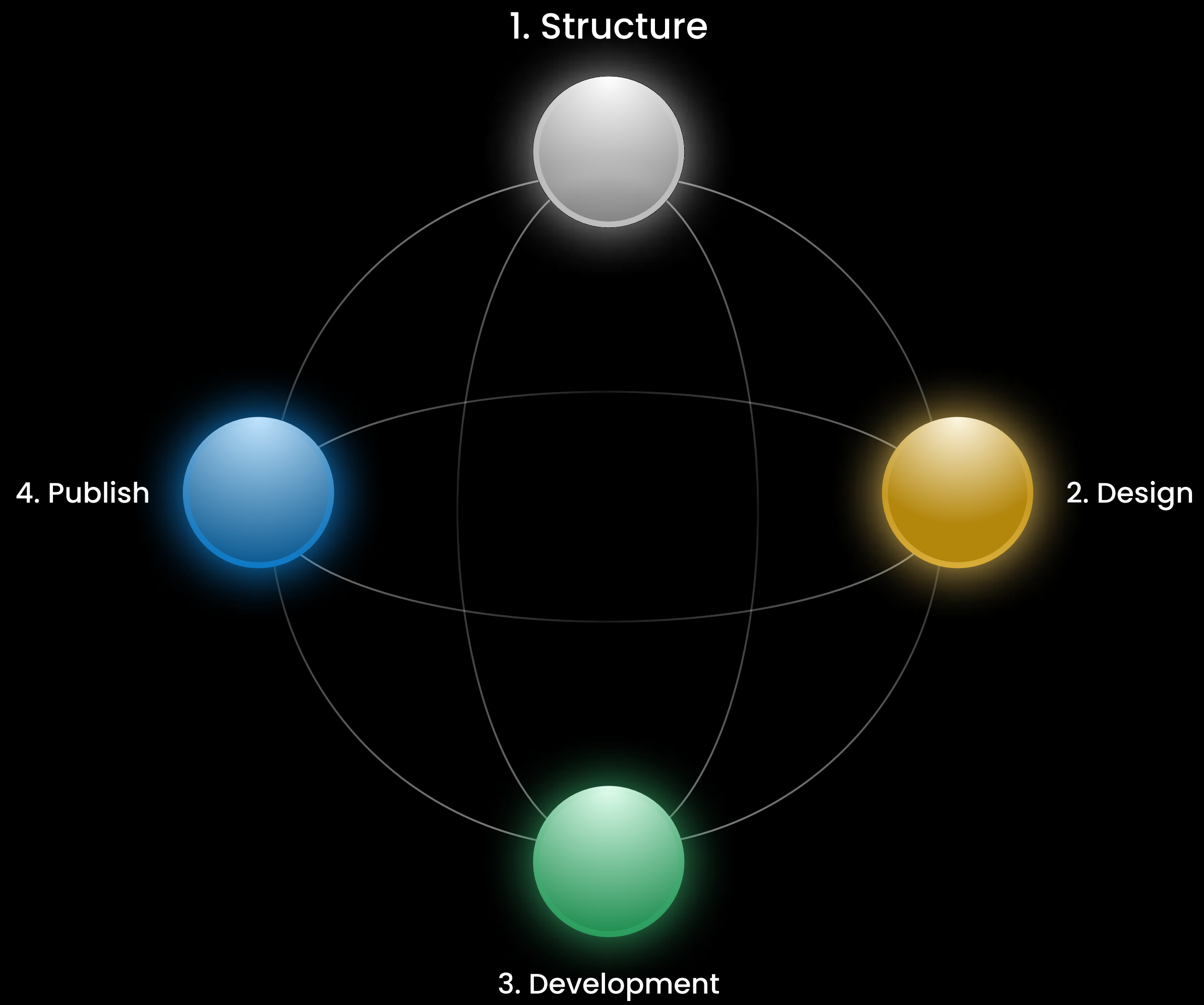
Who do you call for a website that perfectly fits your needs ?

I first met Samuel, the CEO & Founder of Carsup, in 2020 when he built his own website.

Two years later, we completely rebuilt their site.

Now, three years on, Carsup is the European leader in its field and it's time for a website that reflects its new era.

The creative process



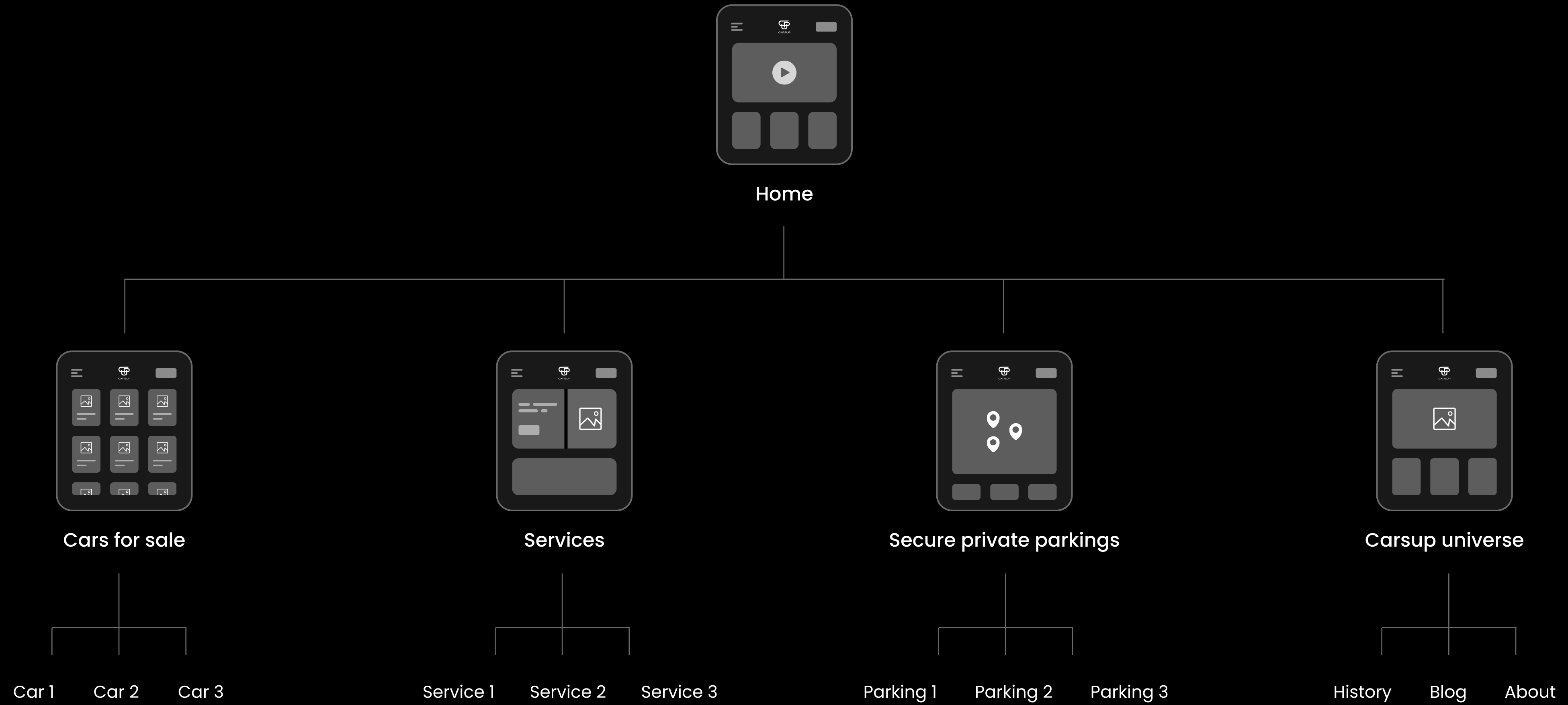
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The User Experience & Website Structure

A user-friendly site with a clear structure is the key to success.

Structure

In this project, the structure was very similar to the old website.



The schema only shows the top level pages.

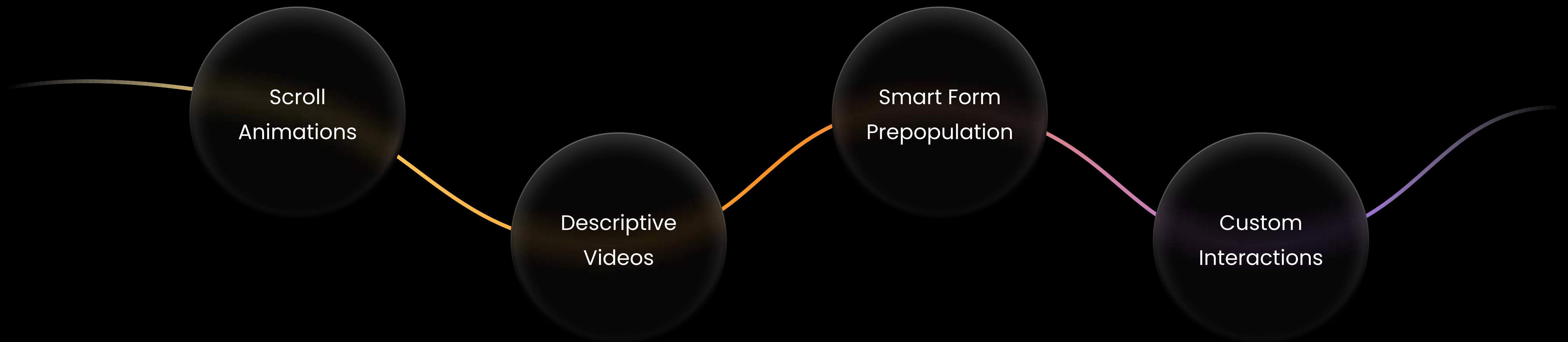
Fonctional pages like "contact", "private policy", "legal" etc. are excluded

The User Experience (UX)

While the old website received great feedback.

We aimed to elevate the experience even more.

We imagined then new types of pages and better interactions.



2 | 4

UI Design

Crafting an interface that drives user engagement.

Overview

An approach based in dark & light pages was proposed.



White

Black

White background reserved for functional pages meant for frequent use.

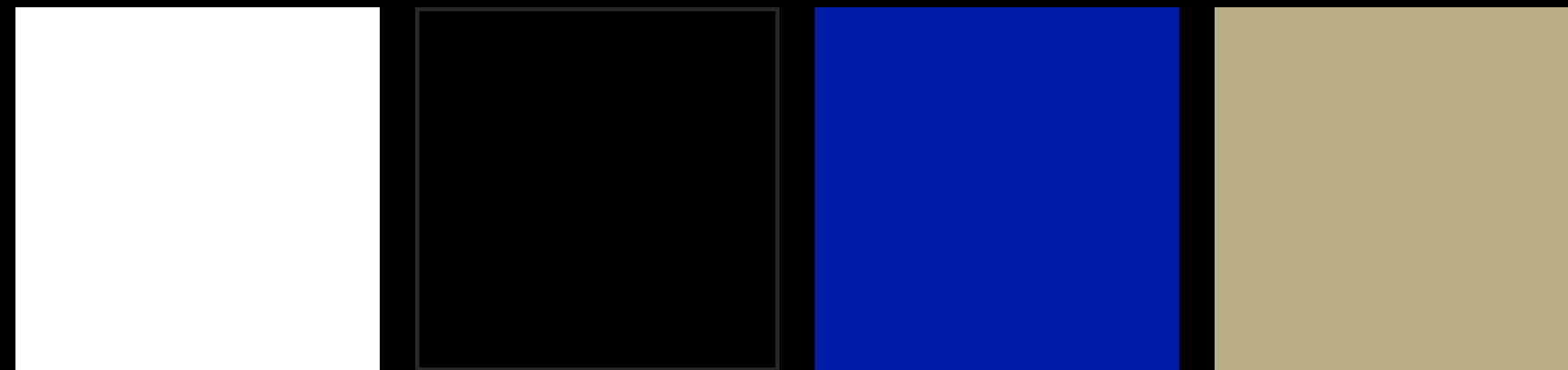
Black background for animated and more immersive pages.

Branding

The branding was already provided by the client.

Colors

We use the branding colors.



Primary

Primary

Secondary

Secondary

Fonts

We use the provided fonts.

Aa

Poppins

AA

Goodtimes

Responsiveness

A design that looks great on any screen



1440px



968px



768px

3 | 4

Integration & Development

Turning vision into reality with seamless
integration and robust development.

The choice of platform

For this project, we choose to use the same technology as the old website: Webflow.

Speed and Efficiency

All-in-One Solution



Easy to use, and maintain

Built-In SEO & Performance

The integration process

Before anything I created a class system that helps for reusability and facilitates evolutions. BEM class naming was used.

Webflow class naming

Fonts

Class order: SIZE - WEIGHT - MODIFIER

```
/* FONT SIZE */
.font-size-3xl { font-size: 38px; }
.font-size-xxl { font-size: 34px; }
.font-size-xl { font-size: 30px; }
.font-size-md-3 { font-size: 26px; }
.font-size-md-2 { font-size: 24px; }
.font-size-md-1 { font-size: 22px; }
.font-size-md { font-size: 20px; }
.font-size-body-large { font-size: 18px; }
.font-size-body { font-size: 16px; }
.font-size-size-xs { font-size: 14px; }
.font-size-xxs { font-size: 12px; }
.font-size-3xs { font-size: 10px; }

/* Modifiers */
.font-size-*.is--reduced-line-height {}

/* FONT WEIGHT */
.font-weight-medium {}
.font-weight-regular {}
.font-weight-light {}
.font-weight-extra-light {}
.font-weight-thin {}

/* FONT FAMILY */
.font-family-goodtimes {}
```

Colors & backgrounds

```
/* Background colors */
.bg-color-dark { background-color: #000000 }
.bg-color-light { background-color: #FFFFFF }
.bg-color-transparent {}

/* Background colors */
.text-color-dark { color: #000000 }
.text-color-light { color: #FFFFFF }
```

Paddings / Margins

► Using

```
/* Section paddings & margins */
.spacing-xs { 32px / 2rem }
.spacing-s { 40px / 2.5rem }
.spacing-default-s { 3rem }
.spacing-default { 64px / 4rem }
.spacing-m { 96px / 6rem }
.spacing-l { 128px / 8rem }
.spacing-xl { 192px / 12rem }
```

Flex / columns / containers styles

```
.flex-center { /* Aligns everything at the center of the div */ }
.flex-start-left { /* Aligns everything at the center of the div */ }

/* Text content */
.text-content { /* Wraps all paragraphs. Default 1.5rem */ }

.text-content.space-text-1 { /* Space 1.5rem */ }
.text-content.space-text-2 { /* Space 1rem */ }
.text-content.space-text-3 { /* Space 8.5rem */ }

.text-content.is--max-width-1 { /* max-width of 520px */ }
.text-content.is--max-width-2 { /* max-width of 545px */ }
.text-content.is--max-width-3 { /* max-width of 700px */ }
.text-content.is--max-width-4 { /* max-width of 800px */ }

/* --- Columns --- */
.columns { /* Display flex and stretch. Default spacing 12rem */ }
.columns.space-none { /* No spacing */ }
.columns.space-columns-xl { /* 14rem */ }
.columns.space-columns-s { /* 10rem */ }
.columns.space-columns-1 { /* 6rem */ }
.columns.space-columns-2 { /* 4rem */ }
.columns.space-columns-3 { /* 3rem */ }
.columns.space-columns-4 { /* 1.75rem */ }

/* Text content */
.max-width-1 { /* 520px */ }
.max-width-2 { /* 610px */ }
.max-width-3 { /* 700px */ }

.text-align-center { /* Align center text */ }
.text-align-start { /* Align text start of div */ }
```

Screenshots from the Notion workspace

Scroll Animations

Scroll animations help the user stay engaged in the page while improving the overall user experience.



Descriptive Videos

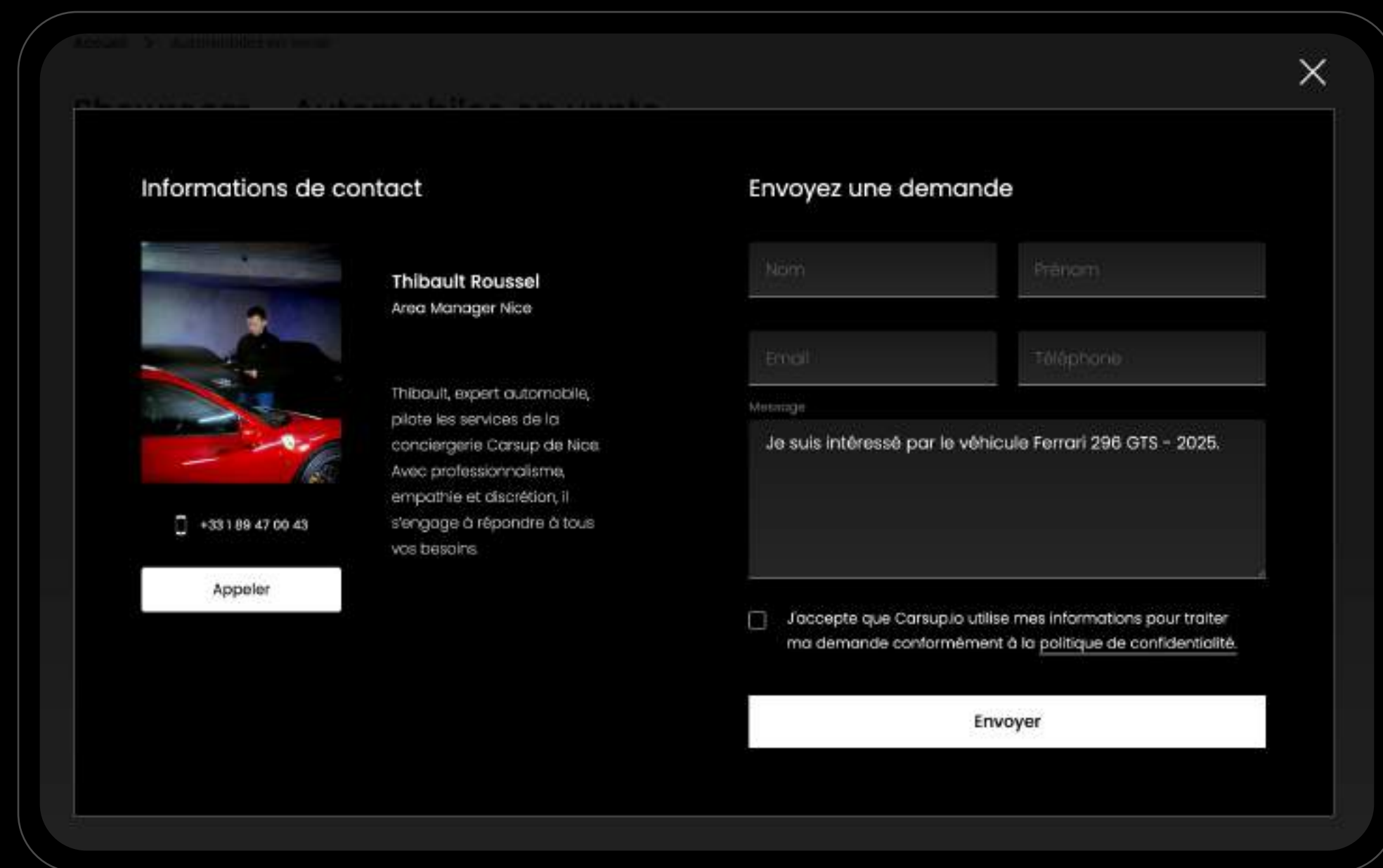
If an image is worth 1,000 words, a video is worth 10,000. Videos clarify the service and also significantly boost engagement.



Smart Form Prepopulation

If manual form-filling is a hassle, then smart form prepopulation is a game-changer.

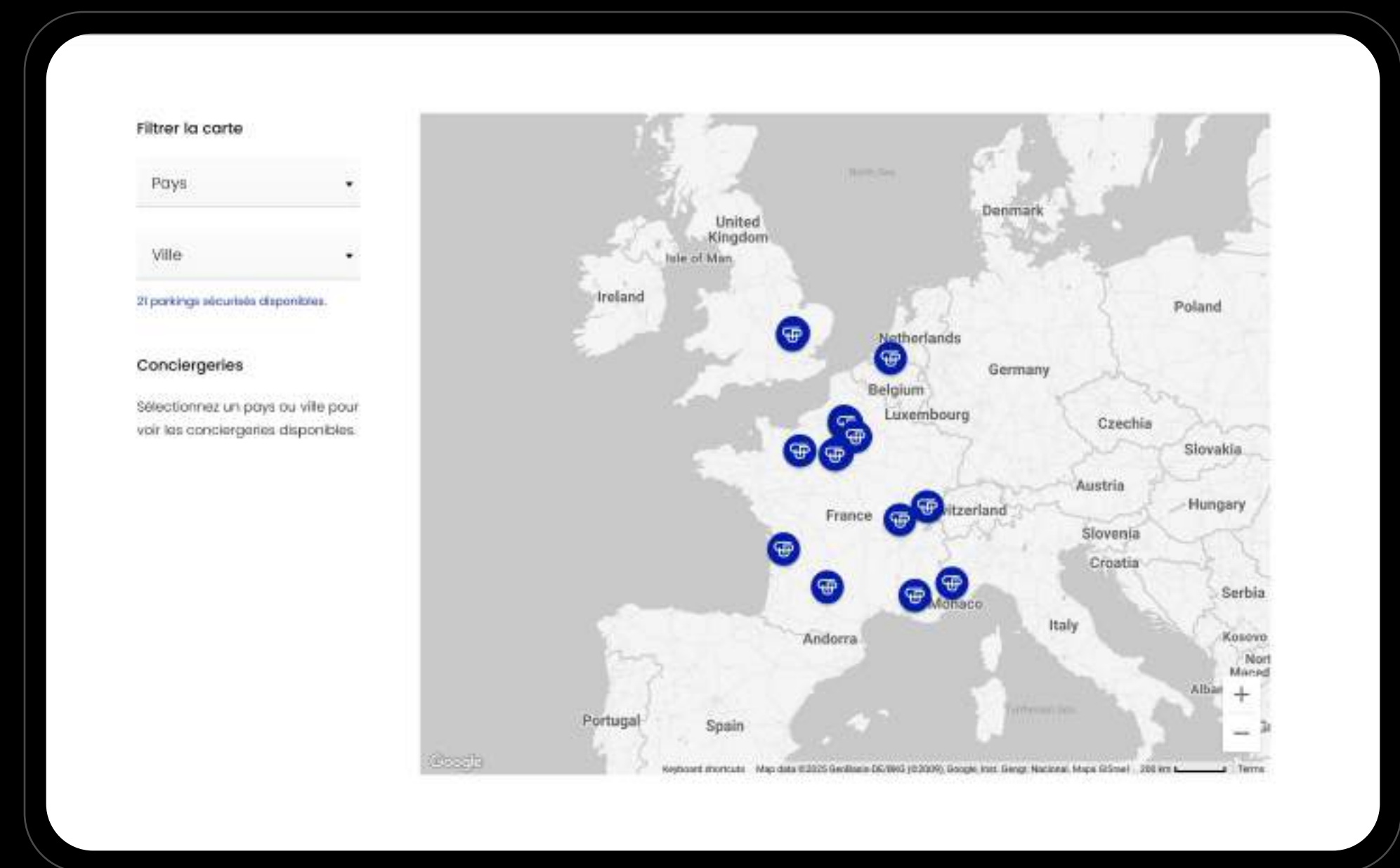
It automatically fills each form based on the user's action.



Custom Interactions

We use custom code to add extra features to Webflow, making the site more user-friendly.

Example : Custom Google Maps with Zoom in JavaScript + CSS.



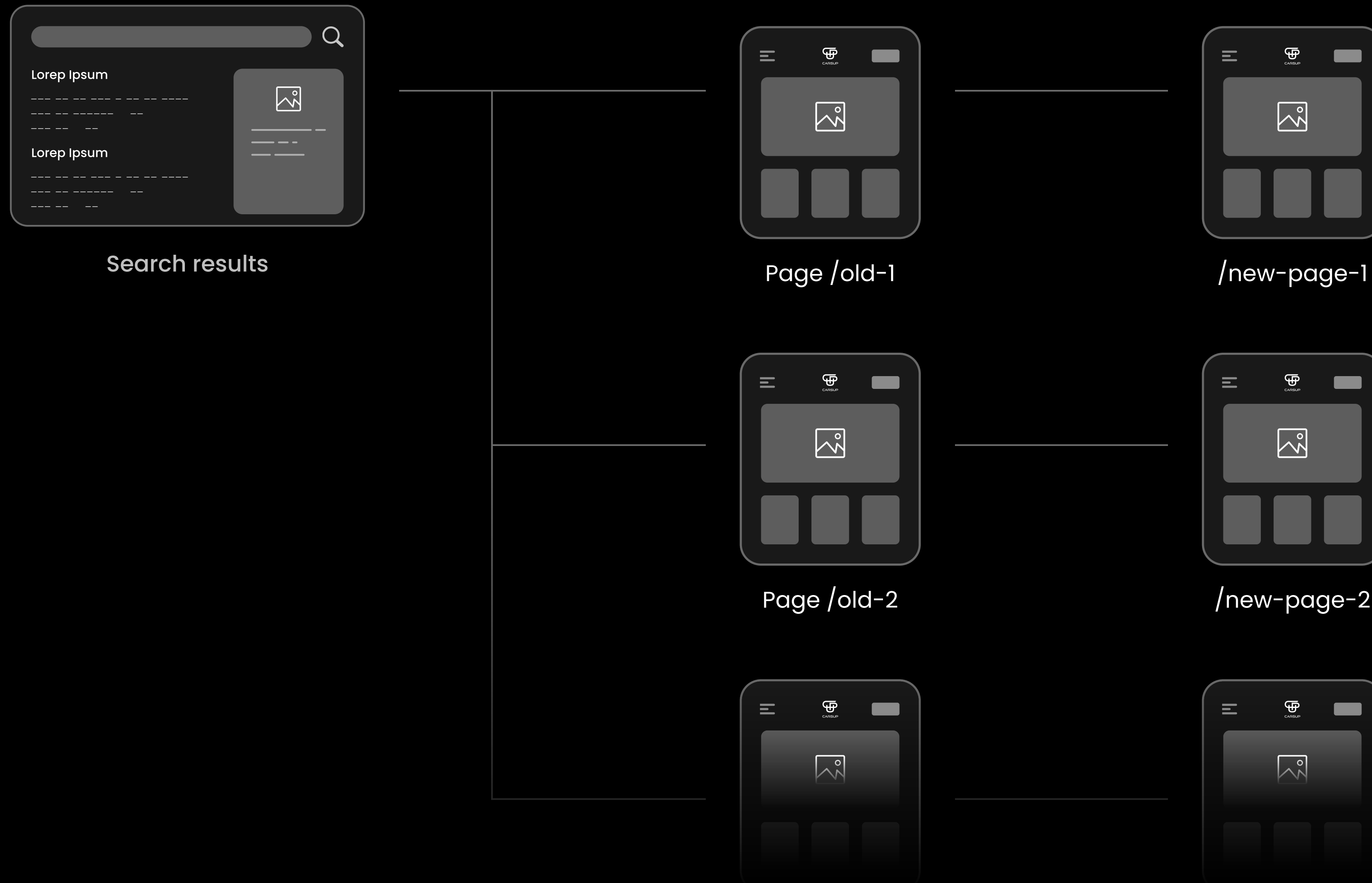
4 | 4

Optimization & Publishing

The final polish: Enhancing performance and going live.

SEO Redirections

We don't want any 404 errors affecting the website's SEO ranking.



Testing

By testing across multiple devices and browsers, we ensured a bug-free and responsive site.



Browser compatibility



Responsiveness



User Interactions (UX)

Publish

Time to share your new website with the world.

Publish Website

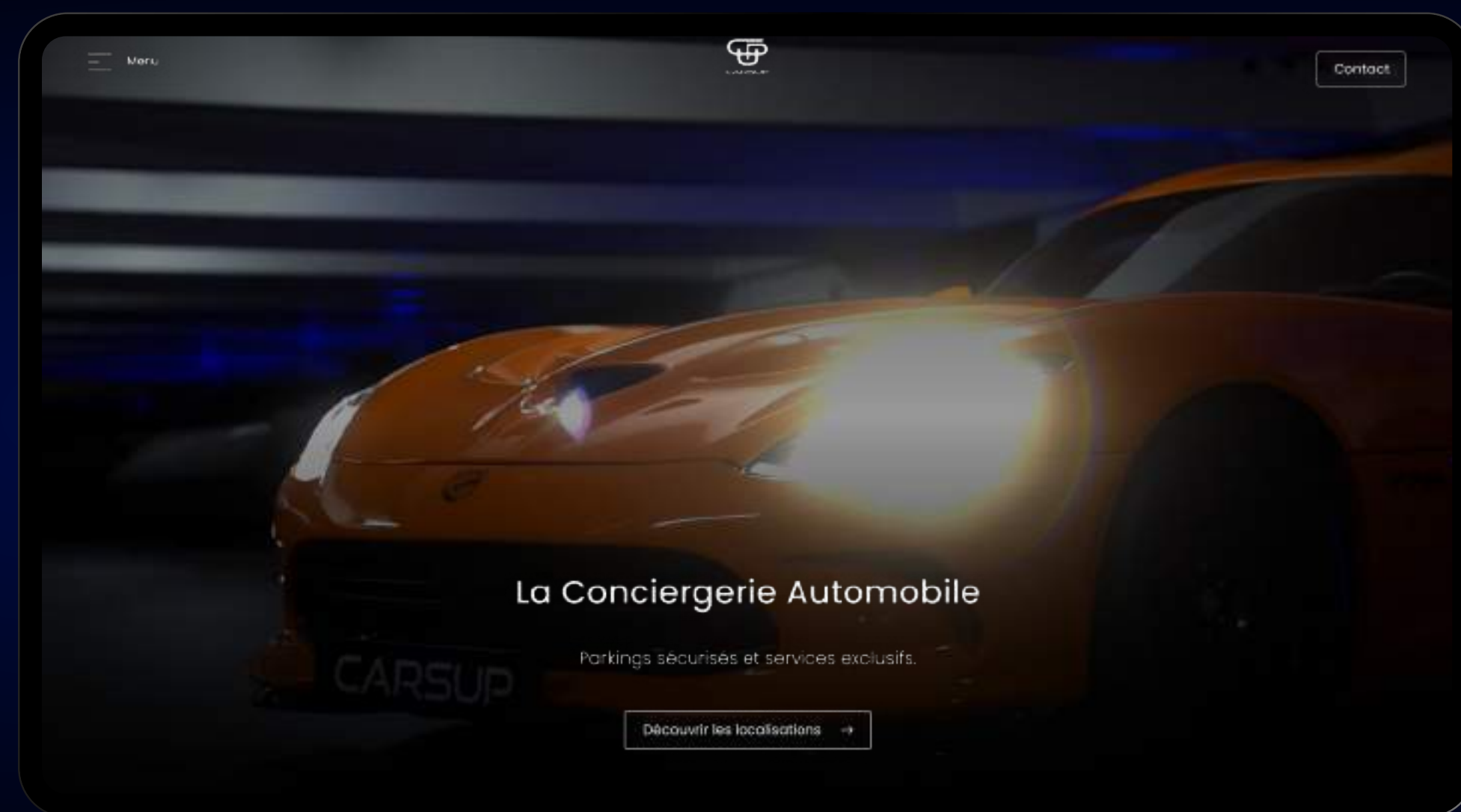


Publishing...



Website is Live

The



End

Accueil

- La Conciergerie Automobile
- La Maison Carsup
- Solutions
- Automobile Club
- Showroom
- Contact

Présentation
Histoire
Comet de route

La Maison Carsup

posséder et conduire un véhicule d'exception.

1500 véhicules et conciergeries

1500 véhicules et conciergeries

1500 véhicules et conciergeries

Un cercle privé où l'exigence, le partage et l'émotion se renforcent naturellement.

- 1500 véhicules et conciergeries
- 1500 véhicules et conciergeries
- 1500 véhicules et conciergeries

Une expérience client unique

- Protégée
- Humain
- Temps réel

1500 véhicules et conciergeries

Une expérience client unique

Une expérience client unique

Des événements et expériences pensés spécialement pour vous.

- Événements exclusifs
- Communautés locales
- Avantages partenaires
- Moments privilégiés

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Jean-Luc Grellier

CMO & Associate @ CARSUP

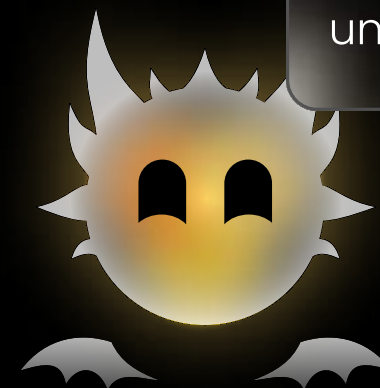


I had the pleasure of working with Juan on the complete redesign of the Carsup website. Juan managed the entire project, from the initial concept to the final launch, including mockup creation, design, and integration.

Throughout our collaboration, I especially appreciated his excellent listening skills, constant attention to detail, and ability to quickly understand our needs. Very proactive, Juan never hesitated to suggest improvements or creative solutions that truly made a difference. When faced with technical challenges or roadblocks, he always managed to find relevant and innovative solutions with outstanding responsiveness.

He is a reliable and dedicated professional, committed to delivering results that meet even the highest expectations. I highly recommend Juan for any ambitious digital project!

Translated from French



Thank you for staying
until the end !

I hope you liked it !

I still work with Carsup designing new pages for their website
or building automatisation tools.

Interested in something similar ?

Feel free to reach out. I typically reply
within 24 hours.

Contact details

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juanpablo@tooltipmedia.com