



**Maximizing
Cost
Efficiency**

**Simplifying Owner's Manual
for Hyundai Electric Vehicle**

Explore the methodology Hansem Global employed to enhance the Hyundai EV manual, delivering greater content in a more concise format.

The Client



Hyundai Motor Company, established in 1967, has ascended to the upper echelons of the automotive industry, commanding an extensive global footprint. The brand is synonymous with a comprehensive vehicular spectrum that merges affordability with superior quality, catering to a global clientele.

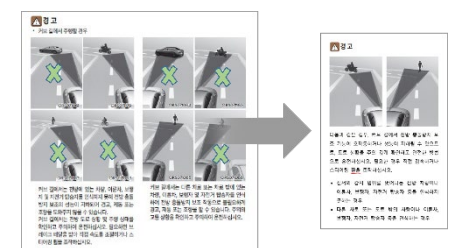
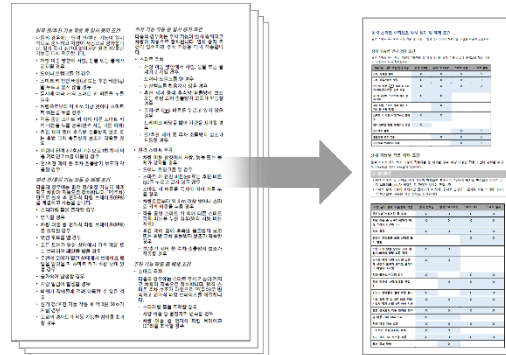
The challenges



In the year 2023, in anticipation of their forthcoming electric vehicle series, Hyundai sought to refine the user manuals that had expanded in complexity, burdened by the intricacies of novel electric vehicle technologies. The objective was to cultivate a manual that was both succinct and comprehensive, preserving the indispensable legal, regulatory, and safety directives. The task presented a dual imperative: to distill the essence of the manual without undermining the integrity of its content or its utility to the consumer.

Our Solutions

The experts at Hansem Global engaged in an extensive evaluation, skillfully orchestrating the manual's previously disorganized content. They pruned repetitive content, synthesized cohesive sections, and articulated the core information through crisp, concise, and precise language. Visual elements were integrated to facilitate user comprehension, complemented by a refined layout and typographical selection to augment visibility. Adhering to a user-centric design philosophy and strategic placement of content, Hansem Global achieved a substantial contraction in the manual's size, simultaneously amplifying its intelligibility and functionality.





**Maximizing
Cost
Efficiency**

**Simplifying Owner's Manual
for Hyundai Electric Vehicle**

Outcome



- Cut down the handbook by more than 30% (from 540 to 360 pages)
 - Notable reductions in localization, printing, and distribution expenditures
 - Improved legibility and functionality
-