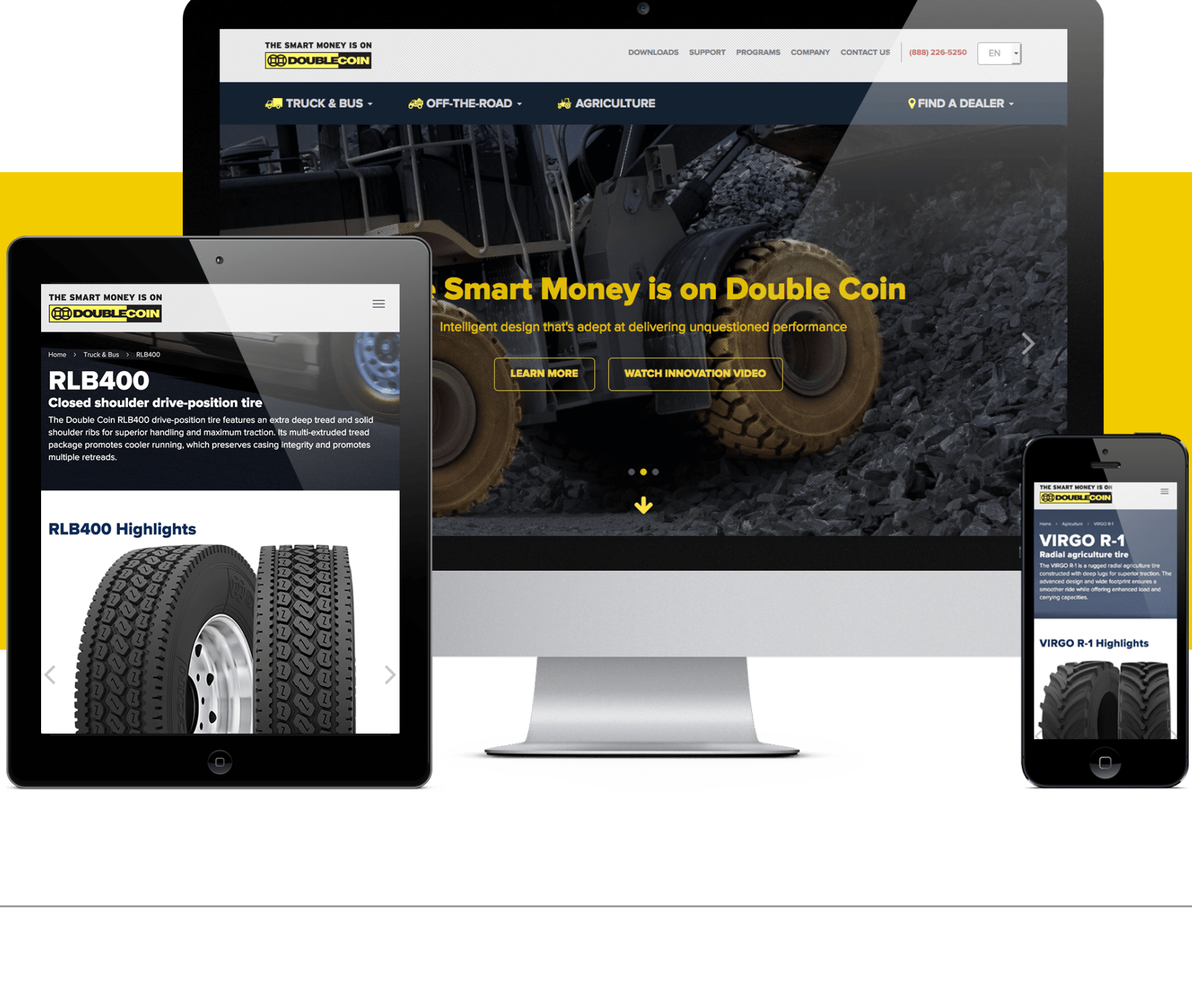


Double Coin Website

Providing dealers with marketing support to increase brand awareness, sales and market share



Duration

6 months in a fast-paced agency setting

Role

UI / UX designer, frontend developer, part of a multidisciplinary agency team

Problem

Dealers need help generating and nurturing leads

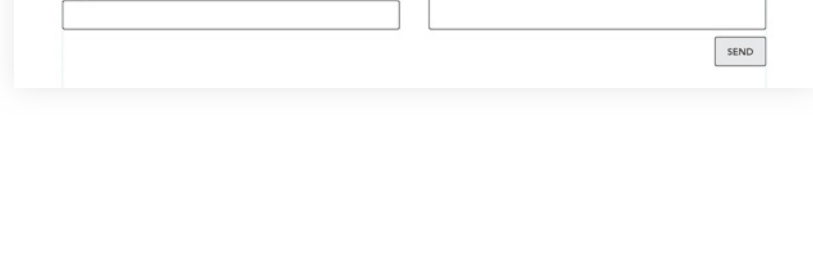
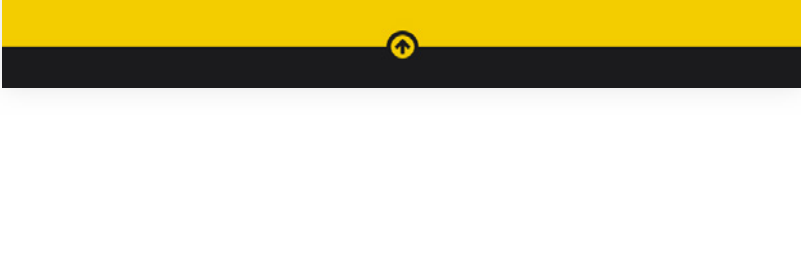
Double Coin exclusive dealers have access to printed marketing and product materials to help them in their sales cycle. However this literature is often out of date, lacks the details they need and frankly too bulky to carry around.

Solution

Build a website that gives dealers the tools they need

Bring focus to the product

- Use large images to showcase tire tread
- Highlight 3-4 value-added features
- Provide “compare” tool to aid decision making

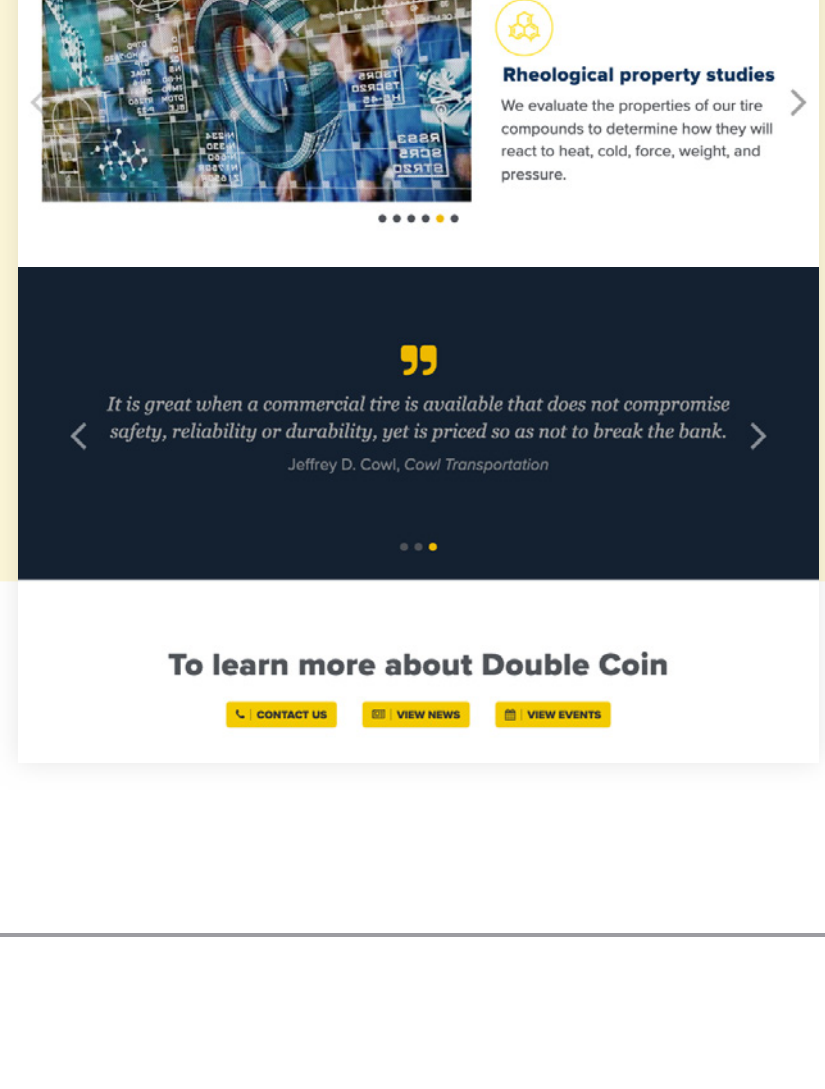


Help new and existing customers connect with dealers

- Provide contextual dealer locator form
- Emphasize available dealer products and services
- Offer a variety of options to connect with a dealer

Provide online resources to increase brand awareness and nurture leads

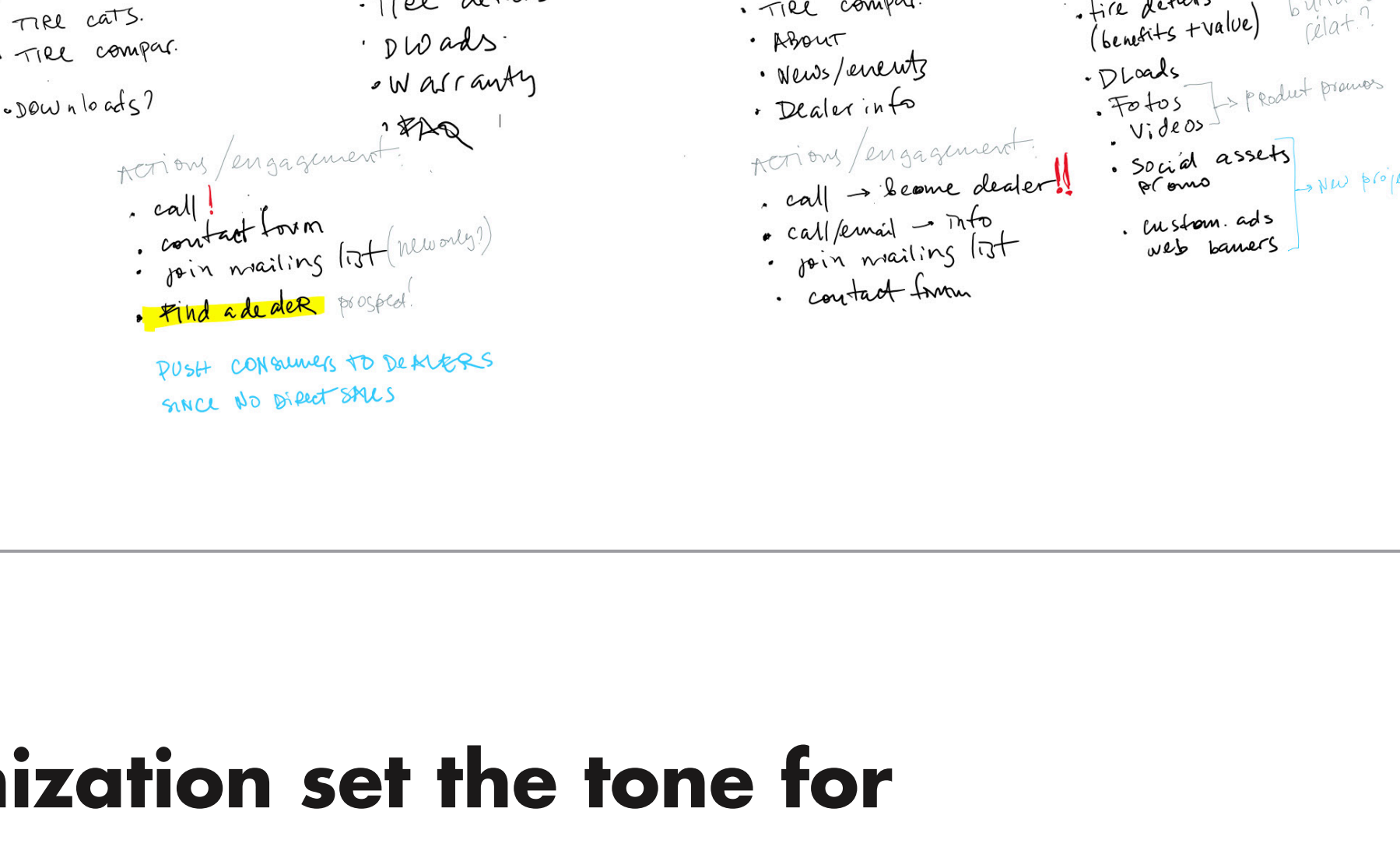
- An easily shareable downloads library
- Videos showcasing tech and manufacturing process
- Testimonials as social proof to elevate the brand



Process : Discover

Deliver a better experience to existing dealers so they become brand advocates for consumers and new dealers alike

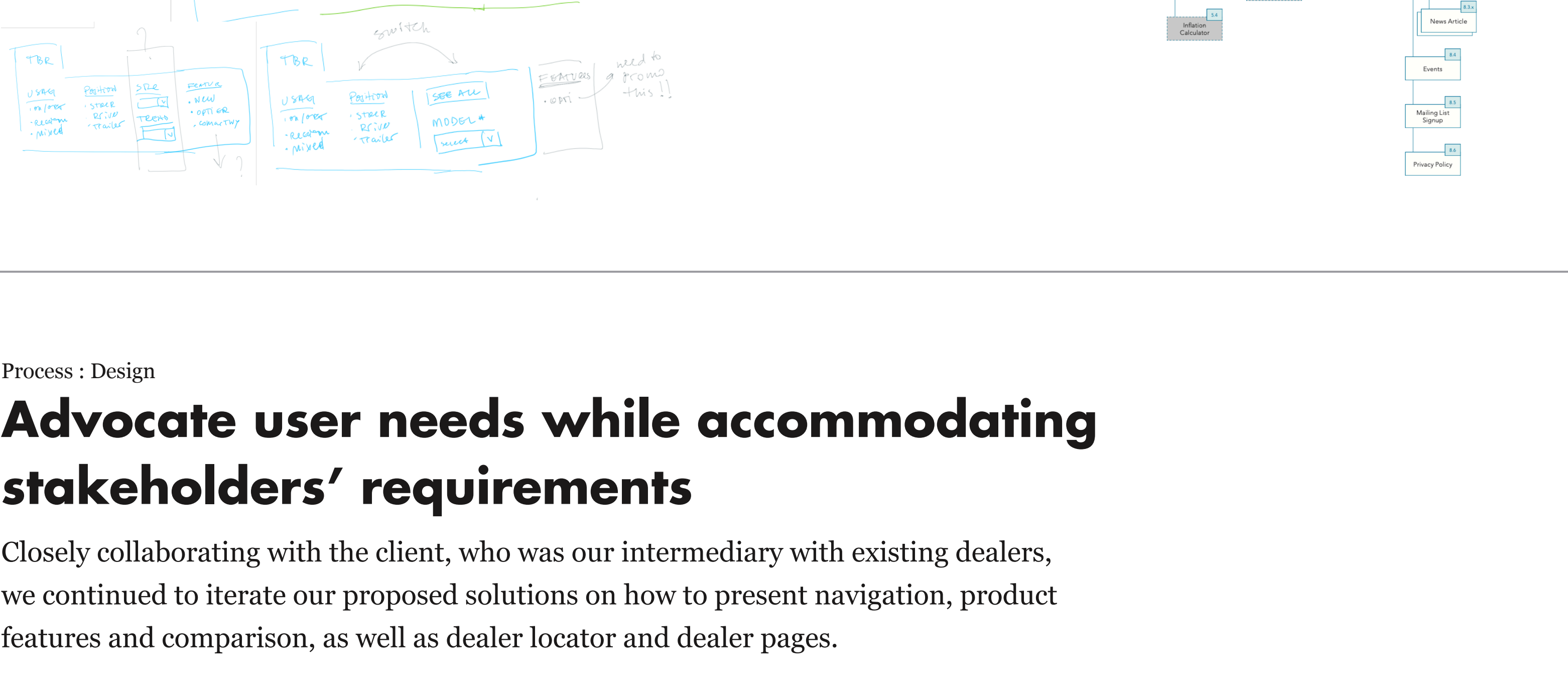
Using client provided dealer interviews, requests and feedback we identified an existing dealer as our primary user along with 3 other user personas. We've identified actions and activities they might perform on the website that align with business goals.



Process : Define

Content audit and reorganization set the tone for site structure

Even for industry veteran dealers tire name [e.g. RLB400] had very little meaning. We grouped tires into newly defined categories to increase product scannability as well as ability to compare product features.

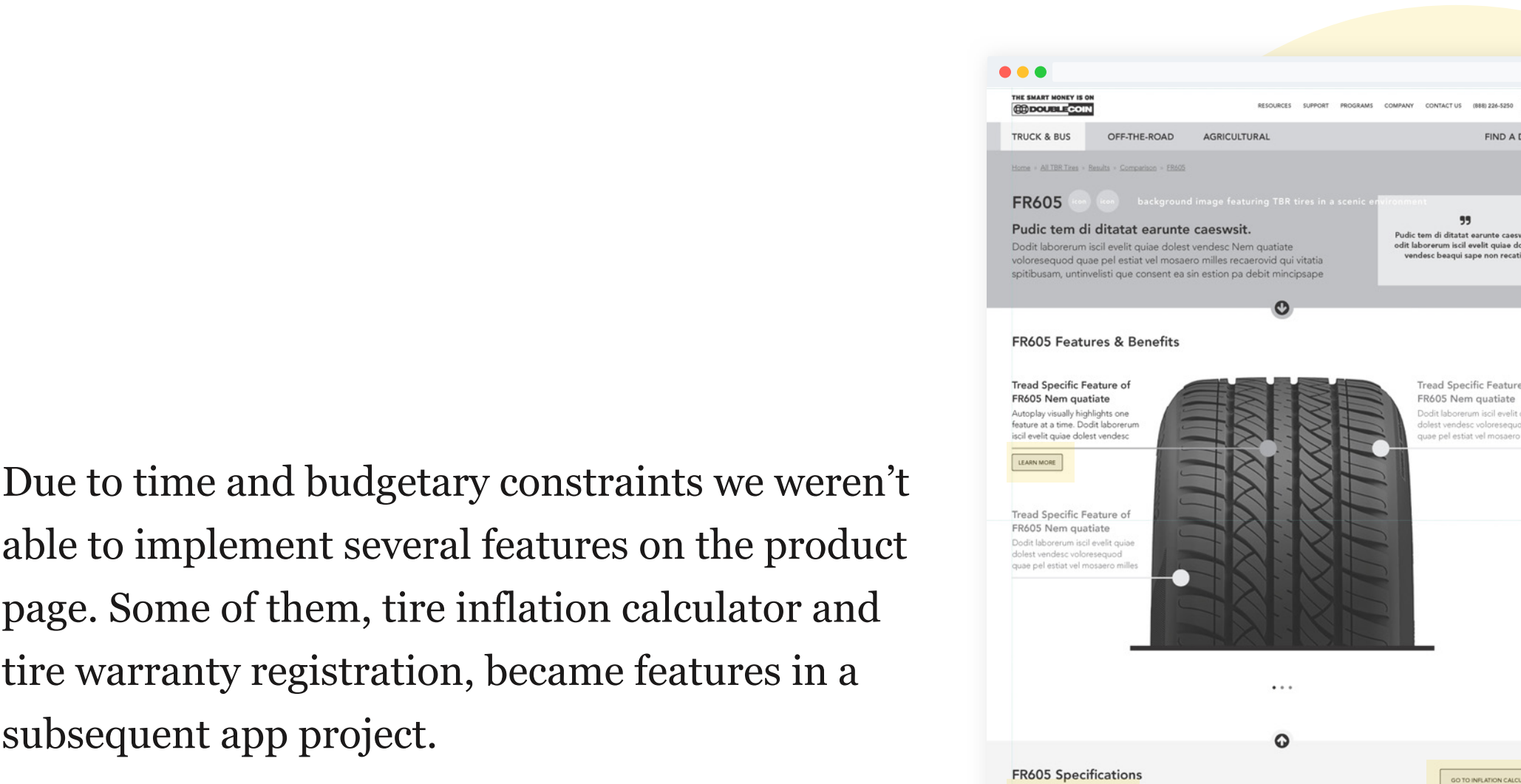


Process : Design

Advocate user needs while accommodating stakeholders' requirements

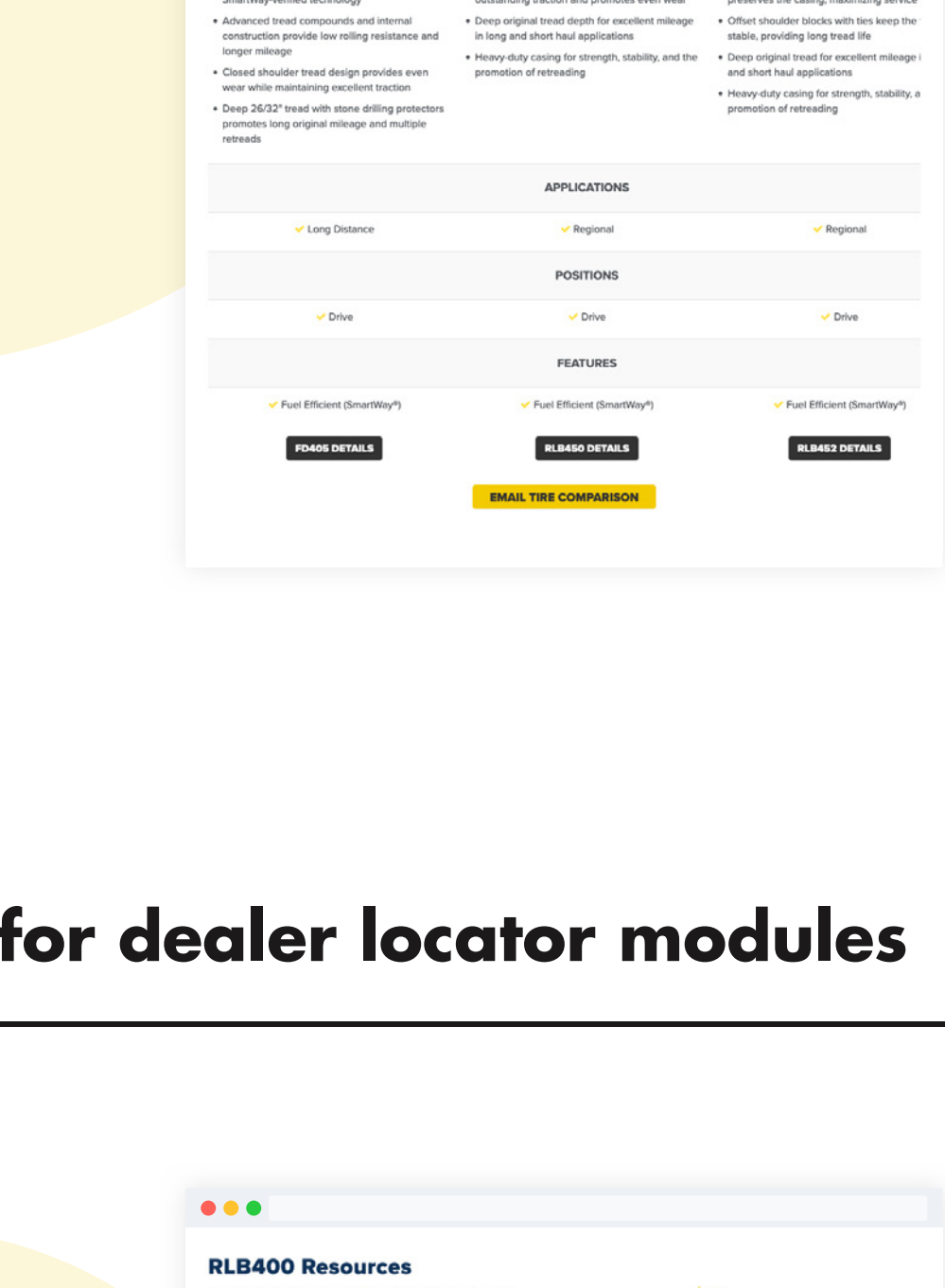
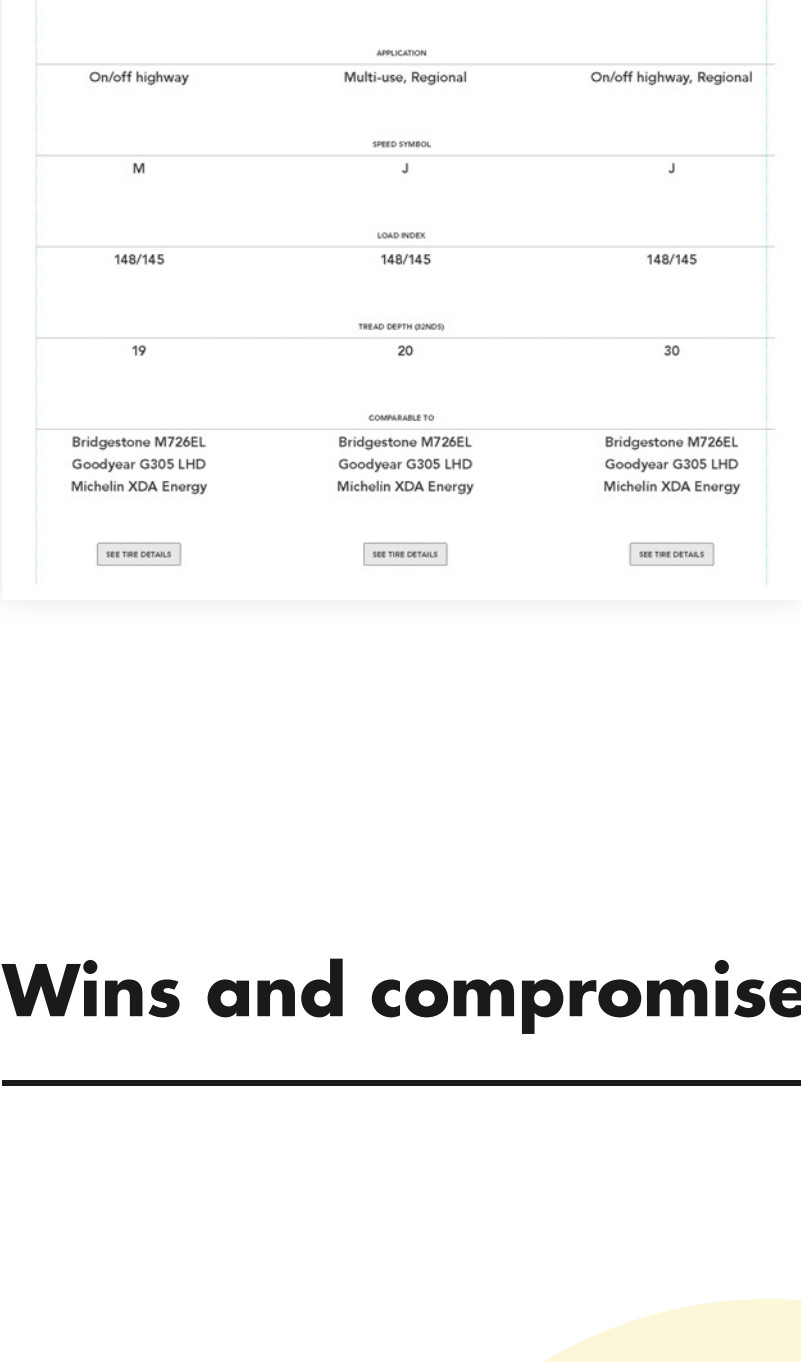
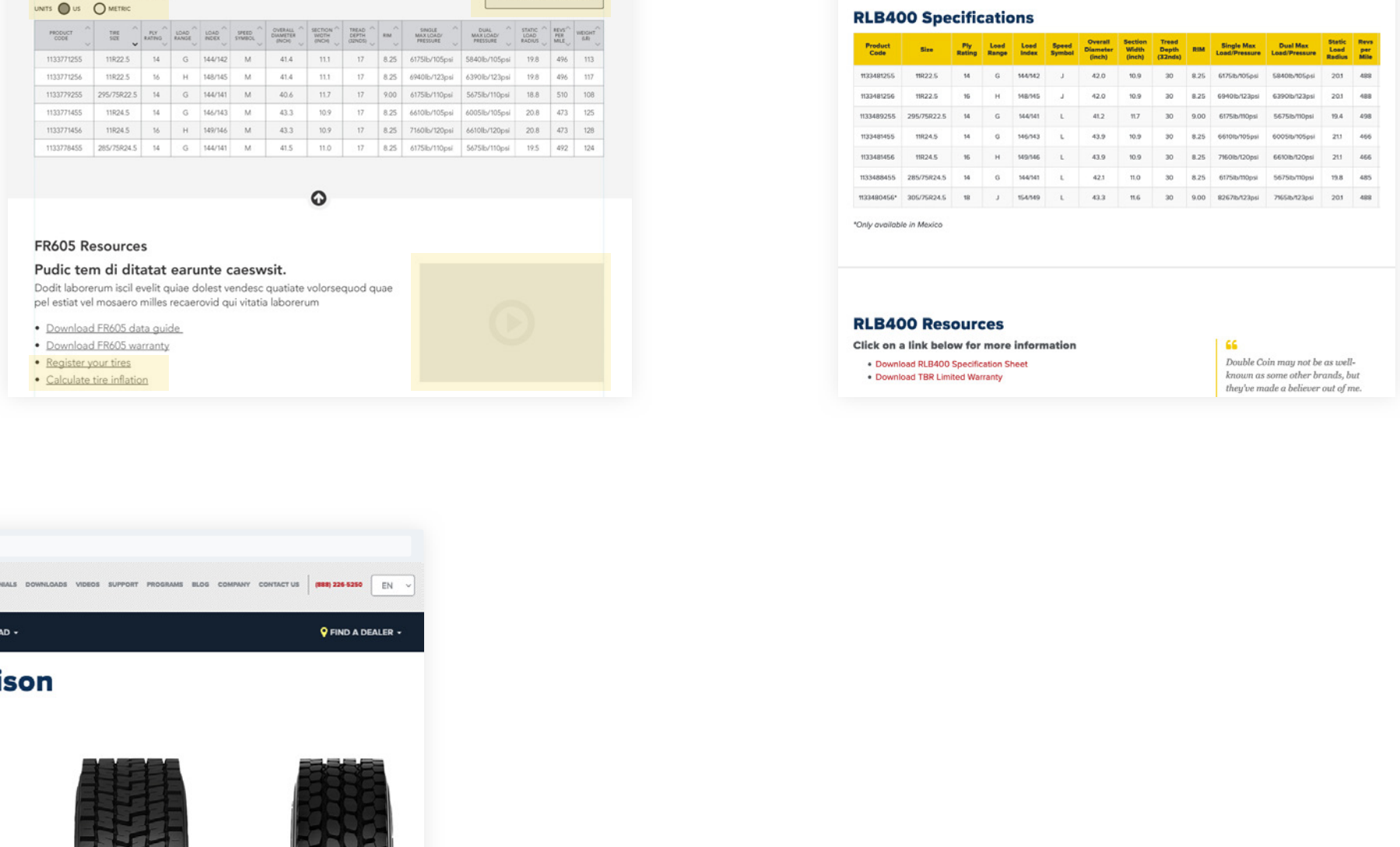
Closely collaborating with the client, who was our intermediary with existing dealers, we continued to iterate our proposed solutions on how to present navigation, product features and comparison, as well as dealer locator and dealer pages.

Wins and compromises for product modules



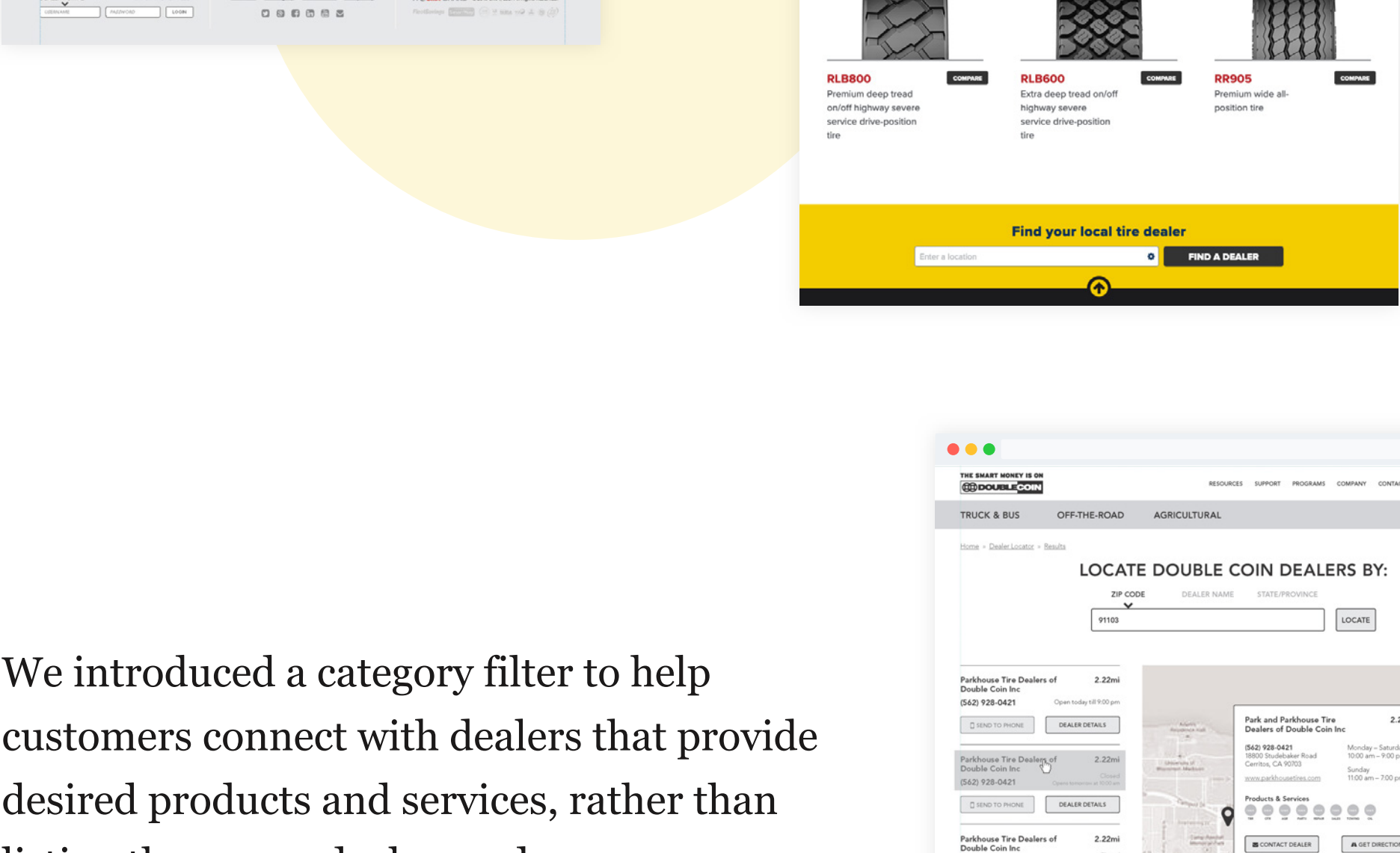
After a few iterations, our proposal to highlight newly defined categories in the dropdown navigation and filtering system was approved.

Due to time and budgetary constraints we weren't able to implement several features on the product page. Some of them, tire inflation calculator and tire warranty registration, became features in a subsequent app project.



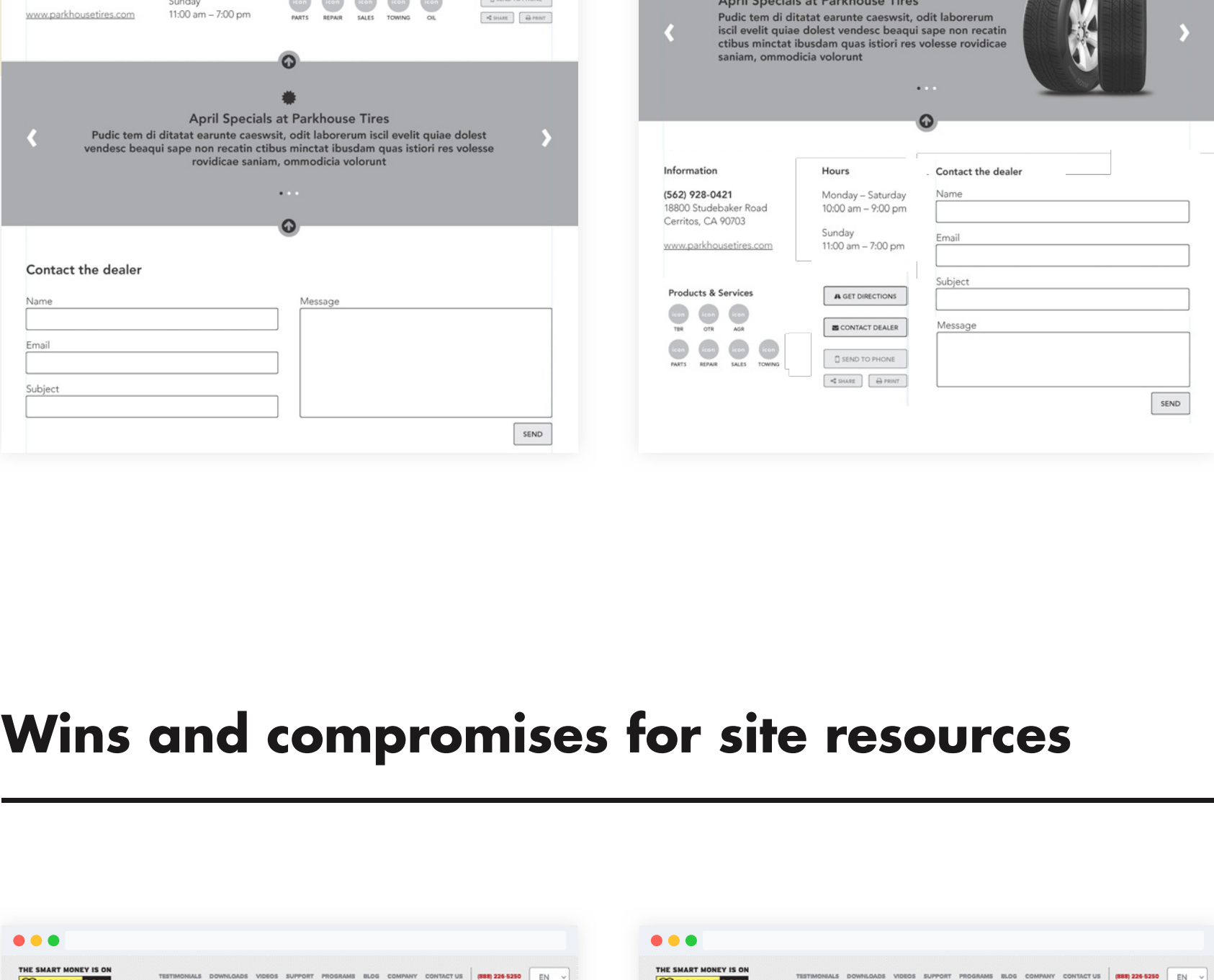
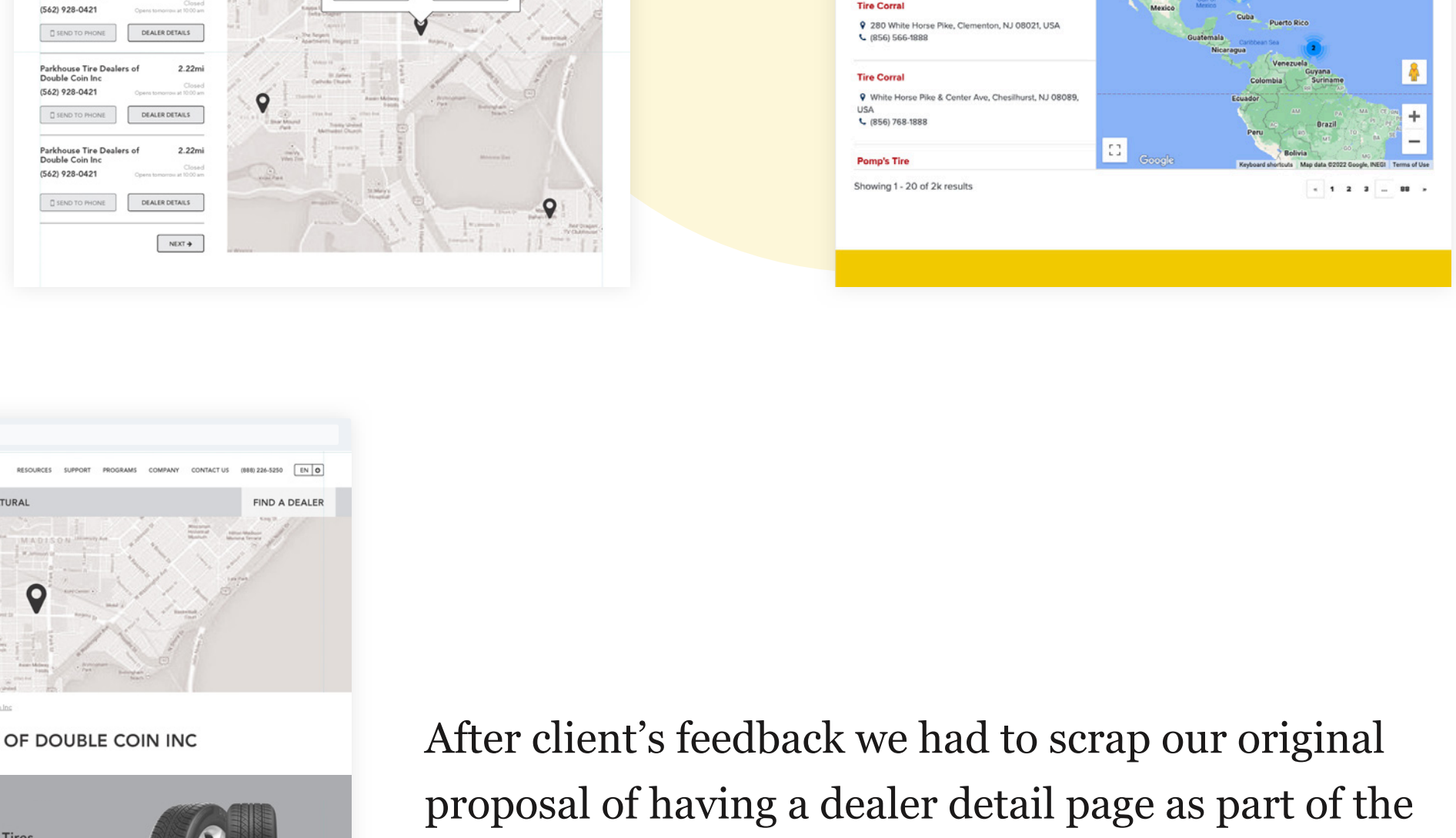
Although we did implement a tire comparison tool, due to legal constraints and lack of data we weren't able to implement all the points for comparison.

Wins and compromises for dealer locator modules



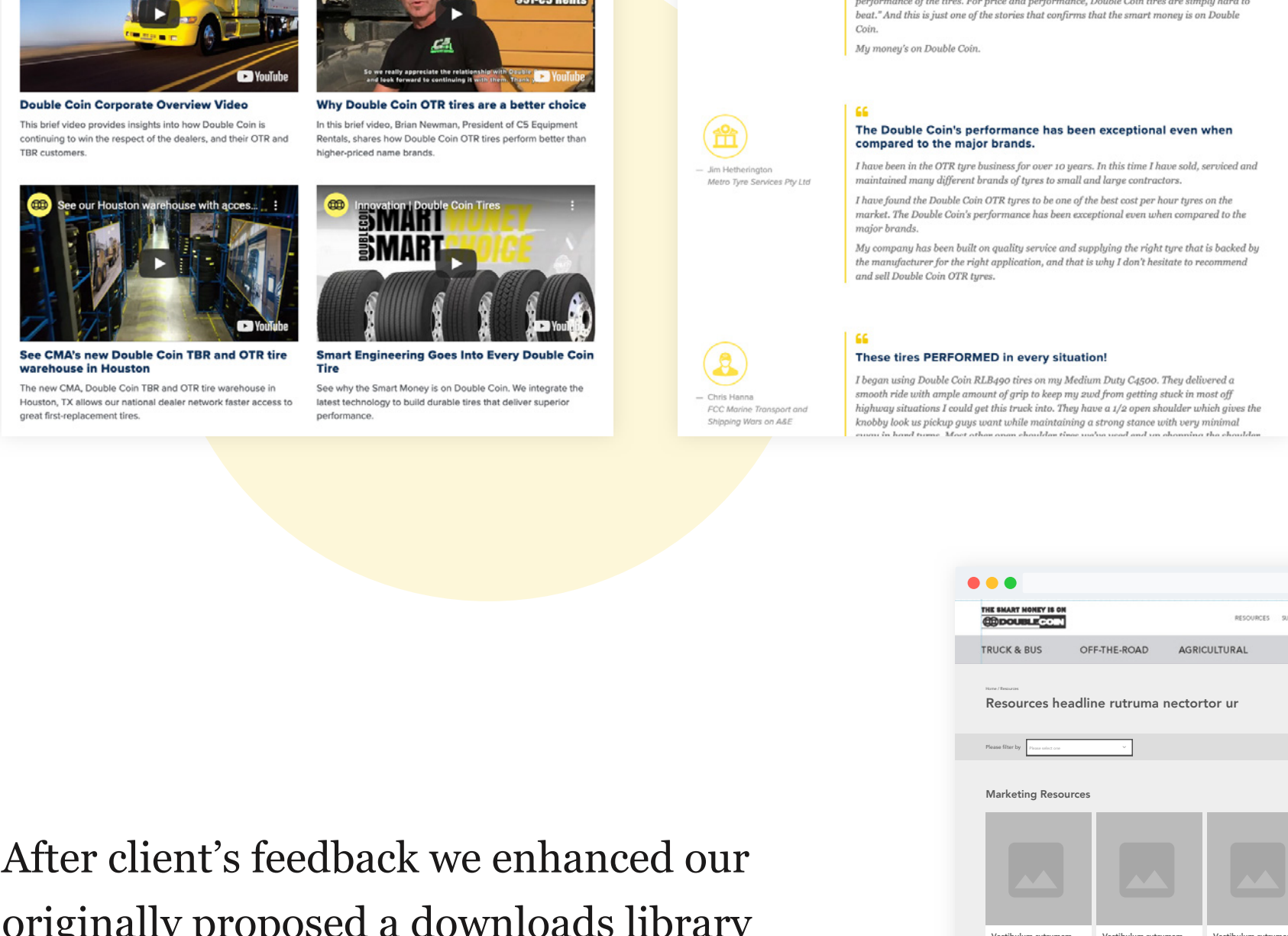
We removed tire selector from the global footer in favor of a contextual dealer locator form throughout the site.

We introduced a category filter to help customers connect with dealers that provide desired products and services, rather than listing these on a dealer card.



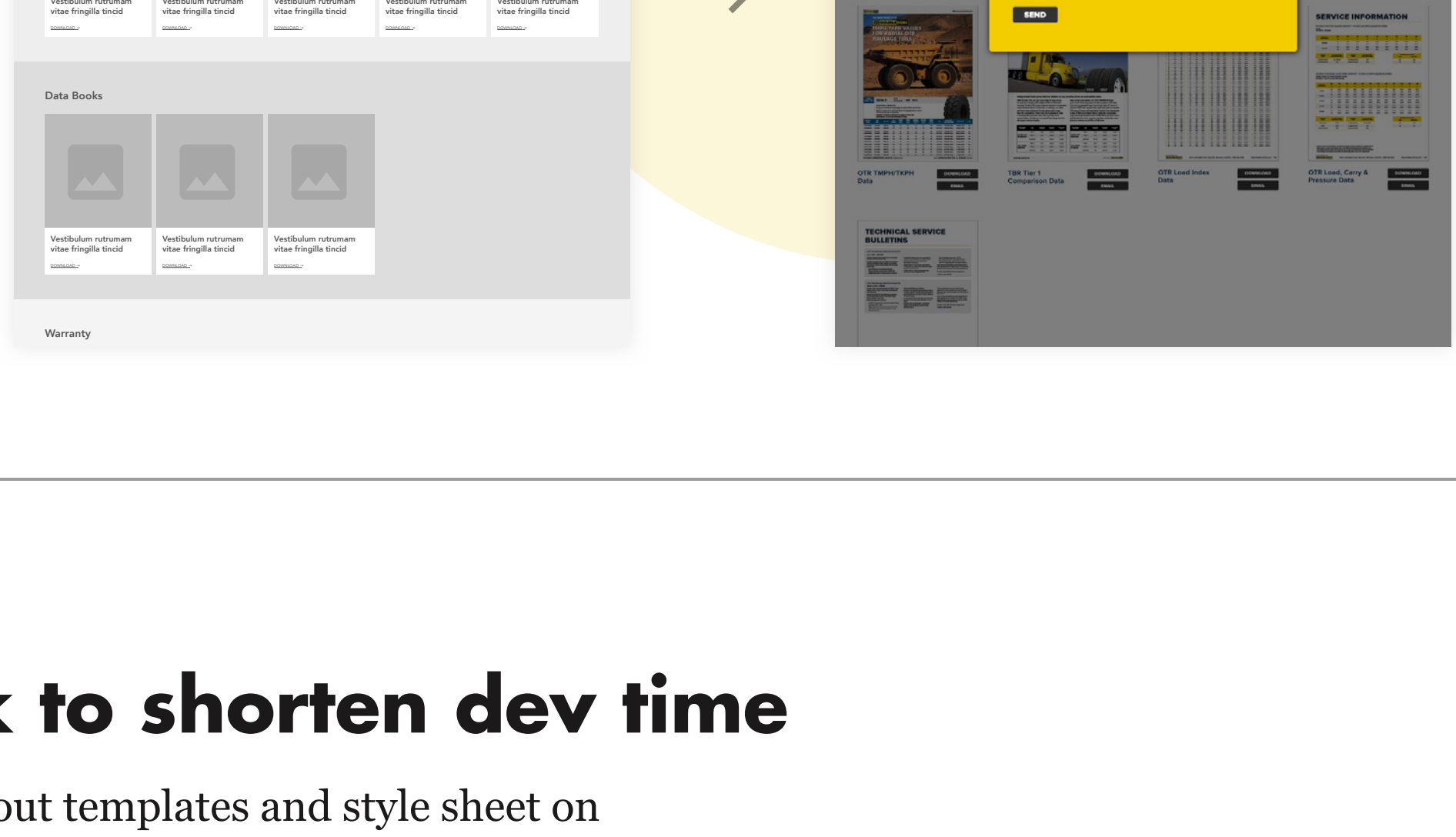
After client's feedback we had to scrap our original proposal of having a dealer detail page as part of the site structure. A simpler dealer locator module allowed for a faster way for consumers to connect with dealers.

Wins and compromises for site resources



Originally we didn't plan on creating repository pages for testimonials and videos, but in anticipation of growth we build out these pages and also keep to our original plan of having videos and testimonials throughout the site.

After client's feedback we enhanced our originally proposed a downloads library with an "email to customer" module.



Process : Develop

Use frontend framework to shorten dev time

I worked closely with agency's developer to build out templates and style sheet on a Bootstrap framework, while simultaneously creating and optimizing all the visual asses (everything from keyart to custom icons).

Process : Deploy

Measure shortcomings and successes to set stage for next steps

Alongside other team members, I've tested the site pre and post launch primarily focused on debugging UI issues. A few month later we saw how our solutions measured up to our project goals.

+30%	+1 min	-15%	-30%	+62%
average time on page	average session duration	bounce rate	exits from homepage	clicks to dealers

Next Steps

Continue client + agency partnership for future improvements

Implement features that were cut due to time, legal or budgetary constraints

Develop an automated marketing campaign strategy

Explore ways to improve lead generation to specific dealers

Let's Connect!

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