Double Coin Website

Providing dealers with marketing

support to increase brand awareness,

THE SMART MONEY IS ON (888) 226-5250 EN DOUBLECOIN **?** FIND A DEALER E TRUCK & BUS -🚕 OFF-THE-ROAD **Smart Money is on Double Coin** THE SMART MONEY IS ON ≡ Home > Truck & Bus > RLB4 **RLB400 RLB400** Highlights VIRGO R-1 RGO R-1 Hial

Duration 6 months in a fast-paced agency setting

sales and market share

Role

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

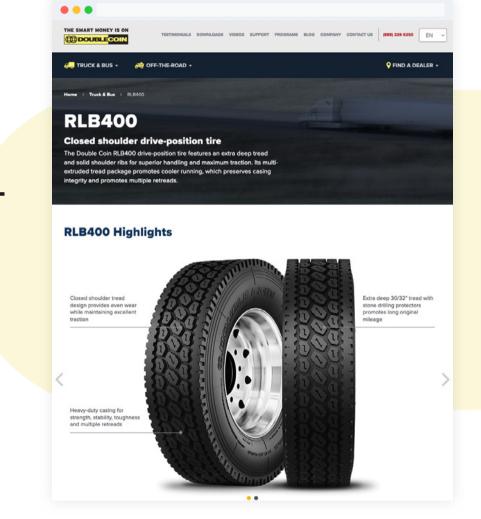
Problem **Dealers need help generating and nurturing leads**

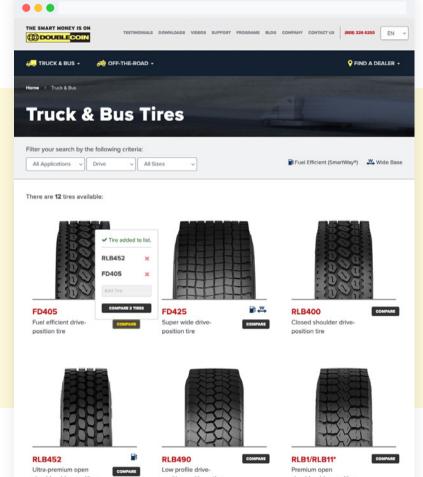
Double Coin exclusive dealers have access to printed marketing and product materials to help them in their sales cycle. However this literature is often out of date, lacks the details they need and frankly too bulky to carry around.

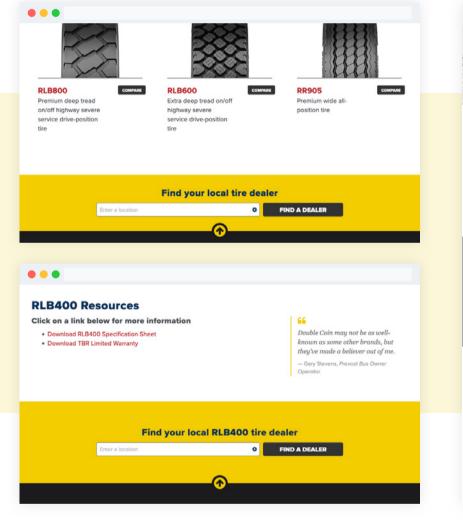
Solution Build a website that gives dealers the tools they need

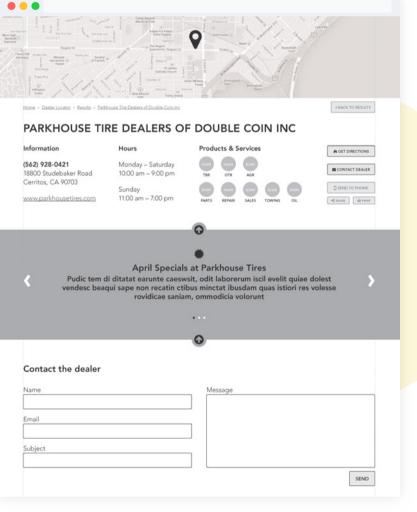
Bring focus to the product

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







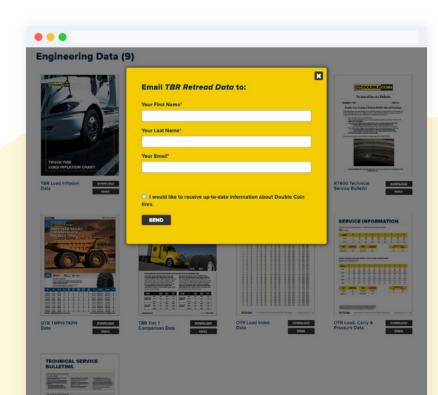


Help new and existing customers connect with dealers

- 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

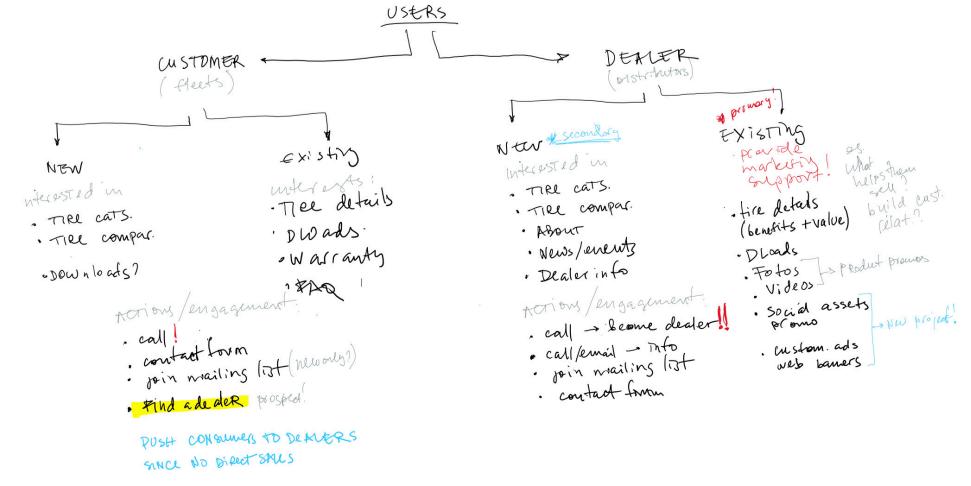


Double	e Coin Innov	/ation
		Cheological property studies de evaluate the properties of our tire ompounds to determine how they wil eact to heat, cold, force, weight, and ressure.

Process : Discover

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

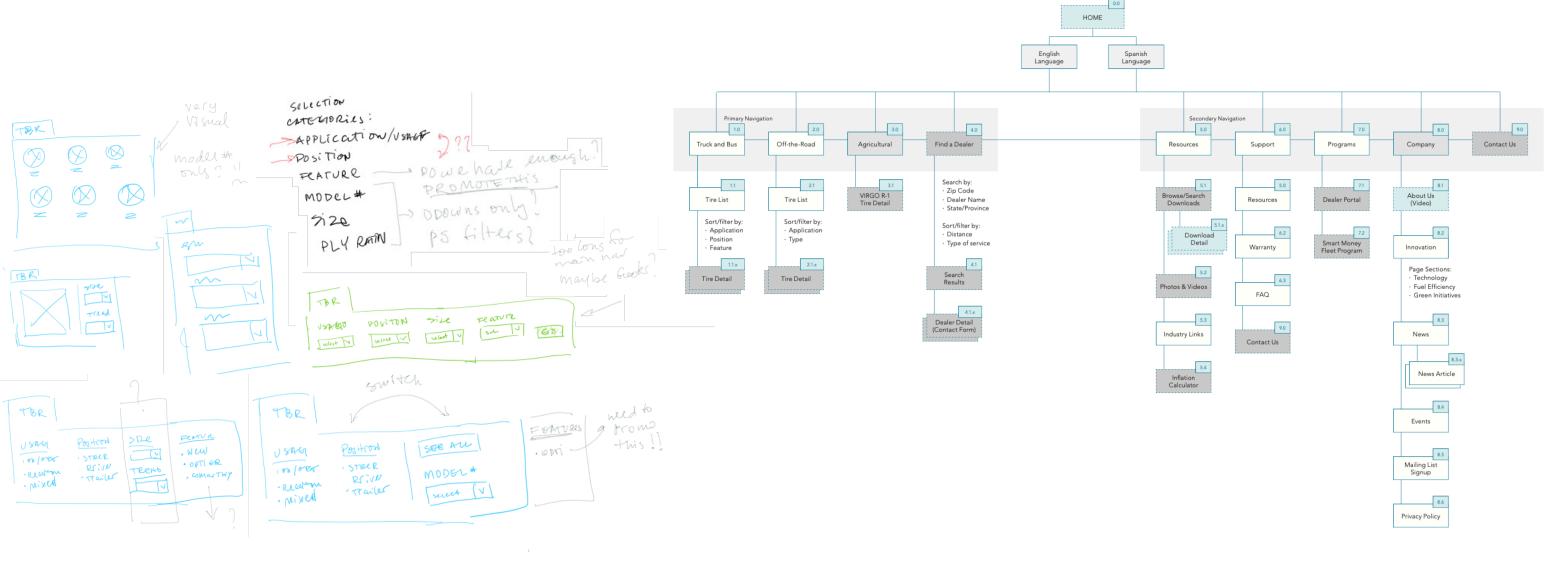
Using client provided dealer interviews, requests and feedback we identified an existing dealer as our primary user along with 3 other user personas. We've identified actions and activities they might perform on the website that align with business goals.



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.

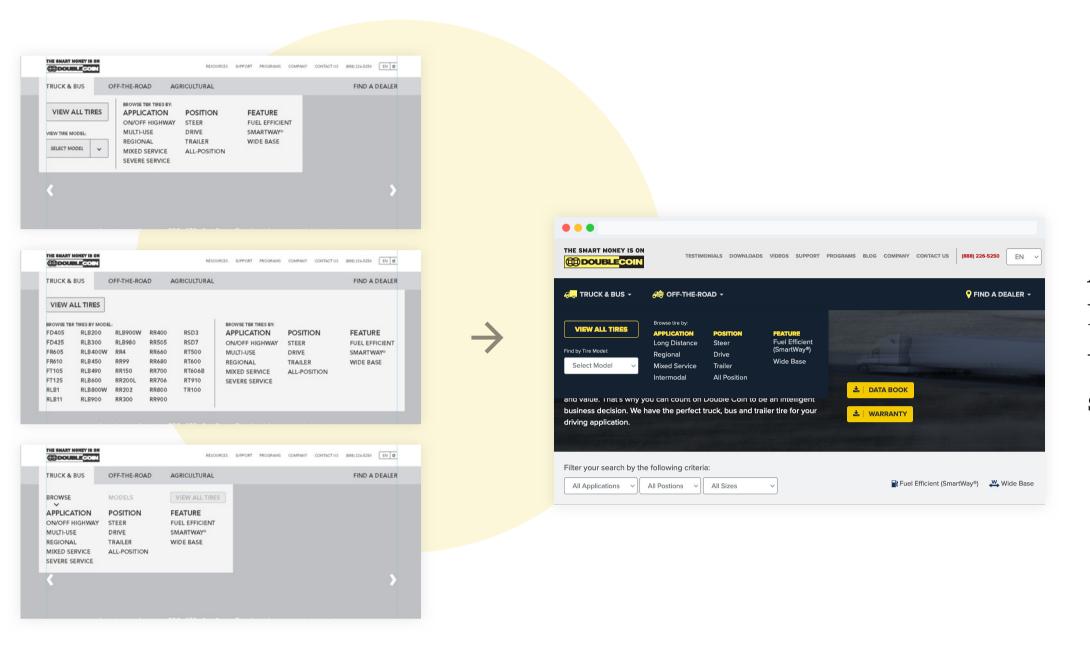


Process : Design

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.

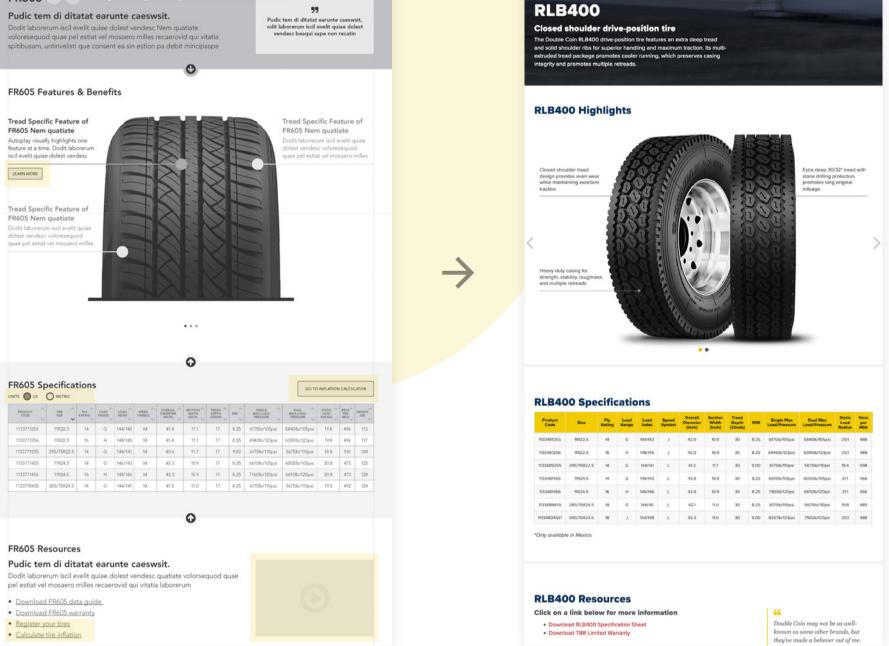
Wins and compromises for product modules



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



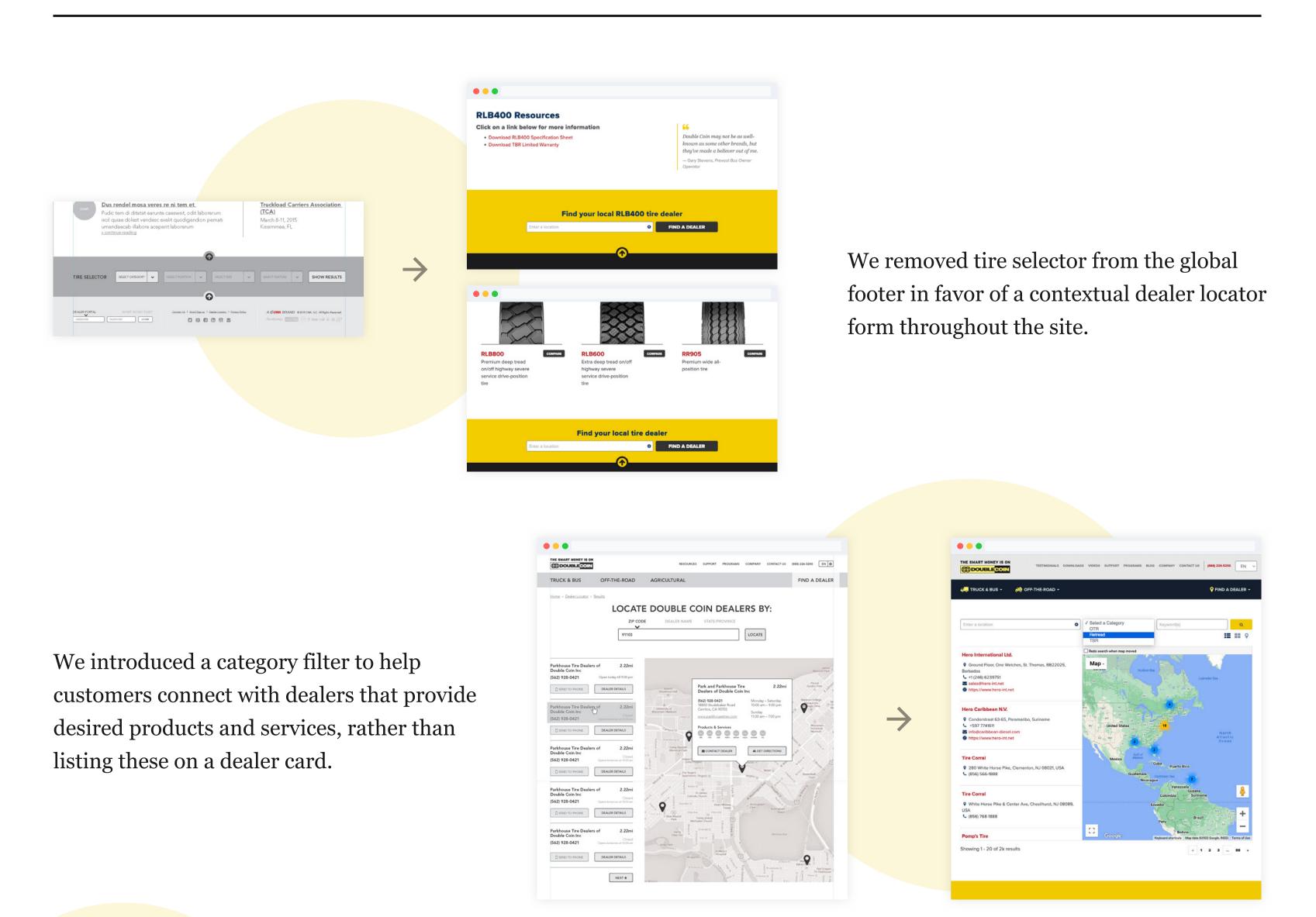
Due to time and budgetary constraints we weren't able to implement several features on the product page. Some of them, tire inflation calculator and tire warranty registration, became features in a subsequent app project.

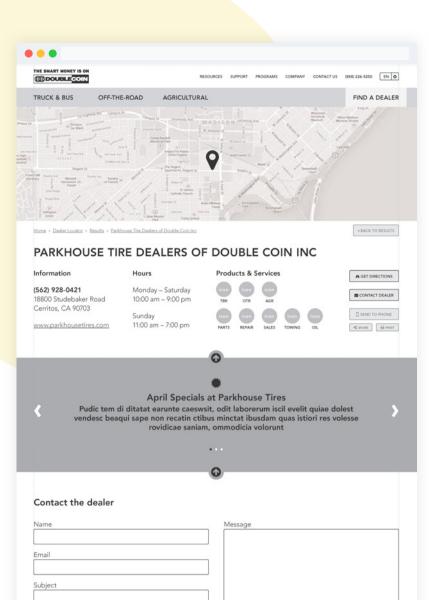


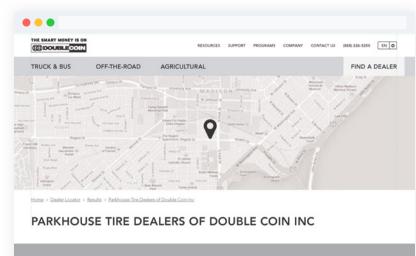
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HE SMART MONEY IS ON	RESOURCES SUPPORT PROGRAMS	COMPANY CONTACT US (888) 224-5250 EN 0		THE SMART MONEY IS ON	DOWNLOADS VIDEOS SUPPORT PROGRAMS BLOG CON	MPANY CONTACT US (888) 226 525
RUCK & BUS OFF-THE-ROAD	AGRICULTURAL	FIND A DEALER				
tome » All TBR Tires » Results » Comparison				🚚 TRUCK & BUS - 💏 OFF-THE-ROAD -		🕈 FIND A
TIRE COMPARISON		« BACK TO RESULTS		Tire Comparis	on	
FR605	FD405	FD425		Compare 3 tires:		
Ultra premium fuel and weight efficient drive-position tire	Ultra premium fuel and weight efficient drive-position tire	Ultra premium fuel and weight efficient drive-position tire				FRC-
				FD405	RLB450	RLB45
***		****		Fuel efficient drive-position tire	Open shoulder drive-position tire	Ultra-premium open shoul tire
					HIGHLIGHTS	
Good	RETREADABILITY Very good	Excellent	7	This commercial truck tire is built with EPA	Innovative open shoulder tread design provides	Robust casing design with ste
				SmartWay-verified technology • Advanced tread compounds and internal construction provide low rolling resistance and	 outstanding traction and promotes even wear Deep original tread depth for excellent mileage in long and short haul applications 	 Offset shoulder blocks with t stable, providing long tread l
On/off highway	APRICATION Multi-use, Regional	On/off highway, Regional		longer mileage Closed shoulder tread design provides even were while maintaining excellent traction Deep 26/32* tread with stone drilling protectors promotes long original mileage and multiple retreads	 Heavy-duty casing for strength, stability, and the promotion of retreading 	 Deep original tread for excell and short haul applications Heavy-duty casing for streng promotion of retreading
м	J	J		rereada		
					APPLICATIONS	
148/145	148/145	148/145		Long Distance	Regional	🗸 Region
					POSITIONS	
19	TREAD DEPTH (J2ND5)	30		- Drive	V Drive	Y Drive
					FEATURES	
Bridgestone M726EL	COMPARABLE TO Bridgestone M726EL	Bridgestone M726EL		✓ Fuel Efficient (SmartWay®)	✓ Fuel Efficient (SmartWay®)	✓ Fuel Efficient (Si
Goodyear G305 LHD Michelin XDA Energy	Goodyear G305 LHD Michelin XDA Energy	Goodyear G305 LHD Michelin XDA Energy		FD405 DETAILS	RLB450 DETAILS	RLB452 DET
					EMAIL TIRE COMPARISON	

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





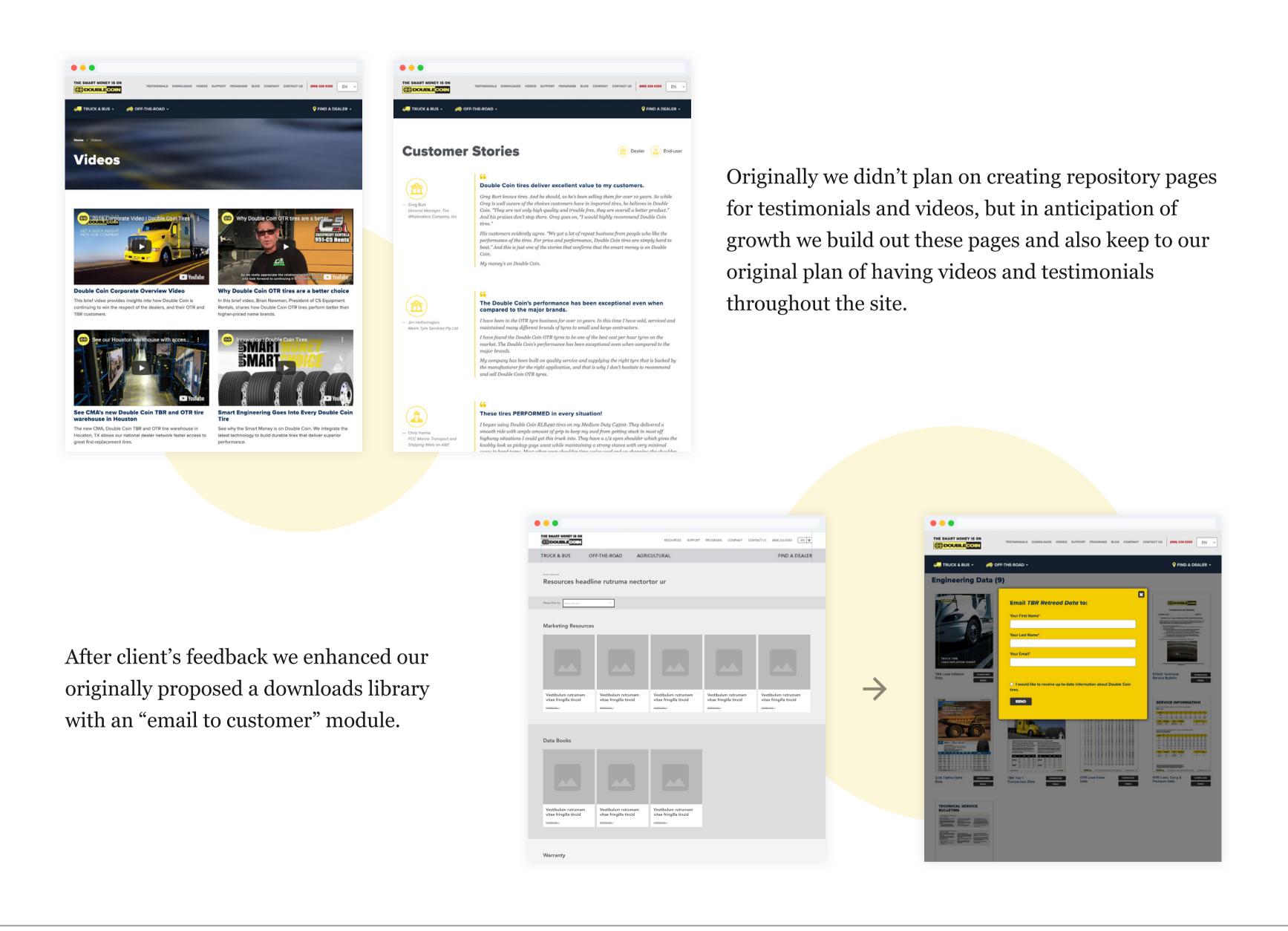


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Information (562) 928-0421 18800 Studebaker Road Cerritos, CA 90703 www.parkhousetires.com	Hours Monday – Saturday 10:00 am – 9:00 pm Sunday 11:00 am – 7:00 pm	- Contact the dealer
Products & Services		Subject Message
	- House Barren	SEND

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.

SEND

Wins and compromises for site resources



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 focusing on debugging UI issues. A few month later we saw how our solutions measured up to our project goals.



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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