California Strawberry Case Study

www.calstrawberry.com

The California Strawberry Commission, is a state-chartered agency of the California Department of Food and Agriculture. Established by the California State Legislature in 1993, the commission replaced the California Strawberry Advisory Board. The commission represents nearly 600 strawberry shippers, processors and growers within the state of California. The commission is not funded by tax payers but by self-taxation or assessments on California strawberry growers. The amount assessed is approved annually by the commission board of directors. This assessment pays for the commission's activities and projects.

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PROJECT GOALS

California Strawberry Commission engaged BlueBolt to redevelop their corporate website on the DNN Content Management System based on designs created by another firm. The project goes included the following:

- ✔ Discovery with User Experience and wireframes

- ✔ Evaluate designs from 3rd party firm

- ✔ Implement approved designs on DNN Content Management System

SERVICES PROVIDED

- ✔ **Strategy (User Experience – UX)**

- ✔ **Technology (CMS Implementation – DNN)**

- ✔ **Support (Maintenance, Training)**

DISCOVERY AND USER EXPERIENCE

California Strawberry Commission (CSC) wanted a completely revamped customer journey and user experience on the next evolution of their web presence. BlueBolt collaborated with CSC to thoroughly understand the needs of the user with the goal of creating a user experience using wireframes/prototypes that makes browsing as easy as possible. This process included going through all aspects of the web property including category and browse pages for products. The CSC team could then click through the prototypes to better get a feel for what would be built and be confident in the end product, saving time and money on the project.

TEMPLATE CREATION

After CSC approved the wireframes and designs (from a 3rd party firm), BlueBolt created the templates from the design assets, including the CSS code to make the mobile views work through a responsive design implementation. The work to create lists and details was done at this time as well.
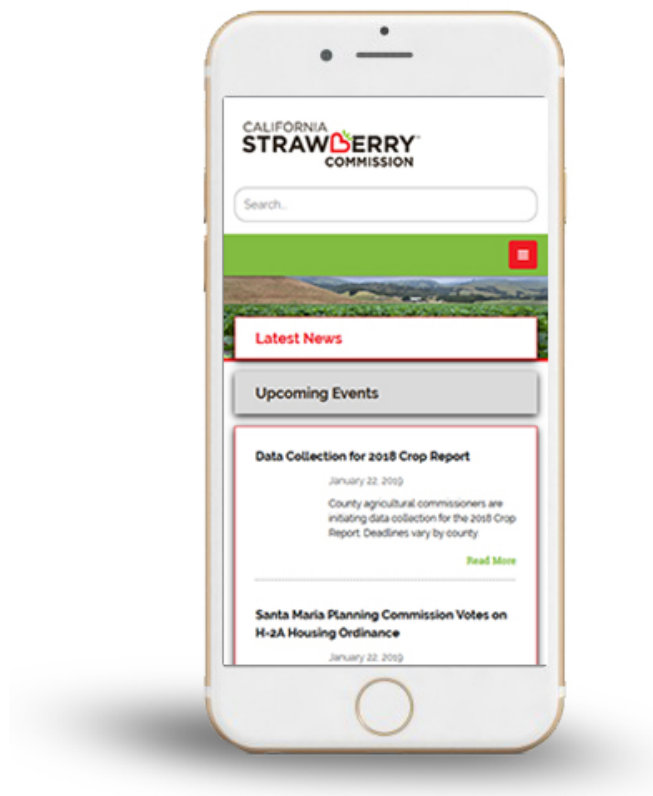
IMPLEMENTATION AND SUPPORT

BlueBolt implemented the new California Strawberry Commission website on the DNN Content Management System. The new website project included new user experience and creative design (design was provided by a 3rd party firm).

BlueBolt continues to provide the California Strawberry Commission with on-going services for support. CSC engages BlueBolt when they have something more technical than they can handle on their own, do not have availability of their staff, or need specific skills to augment their staff.