



Indian Motorcycle Case Study

www.indianmotorcycle.com

Indian is an American brand of motorcycles originally produced from 1901 to 1953 in Springfield, Massachusetts, United States. Hendee Manufacturing Company initially produced the motorcycles, but the name was changed to the Indian Motorcycle Manufacturing Company in 1928.

The Indian factory team took the first three places in the 1911 Isle of Man Tourist Trophy. During the 1910s, Indian became the largest manufacturer of motorcycles in the world. Indian's most popular models were the Scout, made from 1920 to 1946, and the Chief, made from 1922 until 1953, when the Indian Motorcycle Manufacturing Company went bankrupt. Various organizations tried to perpetuate the Indian brand name in subsequent years, with limited success.

In 2011, Polaris Industries purchased Indian Motorcycles and moved operations from North Carolina and merged them into their existing facilities in Minnesota and Iowa. Since August 2013, Polaris has marketed multiple modern Indian motorcycles that reflect Indian's traditional styling.

PROJECT GOALS

Indian Motorcycle engaged BlueBolt to create an entirely new web presence with an ecommerce store for parts and accessories. The project included the following goals:

- ✓ User experience for an enterprise site search solution
 - ✓ Creative design to reflect the changing Indian Motorcycle brand
 - ✓ Implementation on a modern Content Management System that allowed for administrators to make changes
 - ✓ Ecommerce for parts and accessories to drive revenue
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SERVICES PROVIDED

- ✓ Strategy (User Experience – UX)
- ✓ Design (Creative Design)
- ✓ Technology (CMS Implementation – DNN)
- ✓ Ecommerce

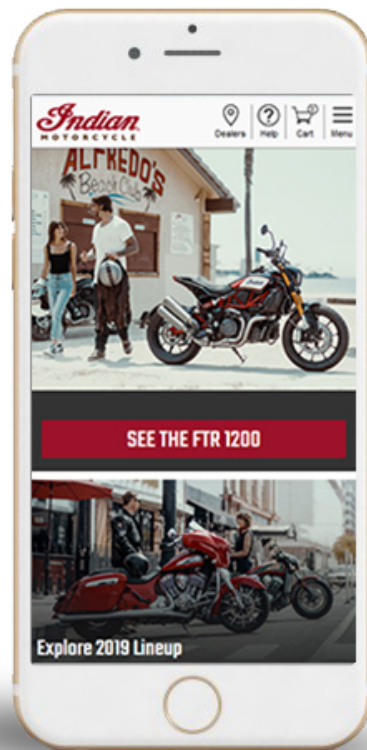


DISCOVERY AND USER EXPERIENCE

Indian Motorcycle wanted a completely revamped customer journey and user experience on the next evolution of their web presence. BlueBolt collaborated with Indian to thoroughly understand the needs of the user with the goal of creating a user experience using wireframes/prototypes that makes navigating the site easy as possible. This process included going through the complete web property including the ecommerce experience all the way to checkout. The Indian team could then review 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.

CREATIVE DESIGN

After Indian approved the wireframes/prototype, BlueBolt gathered the creative assets for Indian - logos, style guides, marketing materials, etc. These assets were then used to create designs for the new website property, including versions for mobile views for responsive design. Indian was allowed multiple rounds of changes as part of the creative design process to make sure that they were happy with and approve the final design.



IMPLEMENTATION

The Indian Motorcycle website and ecommerce solution was built using the DNN CMS. BlueBolt took great care to make sure that the website reflected the history as well as the most recent branding of this iconic manufacturer. The end result was a clean, easy to navigate website that allowed for purchasing of Indian Motorcycle branded parts and accessories.

