



Radio Flyer Case Study

RADIO FLYER

www.radioflyer.com

Radio Flyer is an American toy company best known for their popular red toy wagon. Radio Flyer also produces scooters, tricycles, bicycles, horses, and ride-ons. The company was founded in 1917 and is based in Chicago, Illinois.

Radio Flyer started creating smiles and warm memories for children of all ages in 1917. Today it remains a Chicago-based family company committed to creating quality products that inspire adventures fueled by laughter and joy. For over 100 years, countless voyages of childhood fantasy have been launched with Radio Flyer toys. This legacy continues to spark the imagination, as Radio Flyer is rediscovered with each new generation.

PROJECT GOALS

Radio Flyer engaged BlueBolt to create a corporate portion to their website for their departments. The project goals included the following:

- ✓ User experience and customer journey for the corporate department area
 - ✓ Creative design for the corporate department area that used the existing assets
 - ✓ Implementation on a modern Content Management System that allowed for administrators to make their own changes
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SERVICES PROVIDED

- ✓ Strategy
- ✓ Technology (CMS Implementation - DNN)
- ✓ Design (Creative Design)

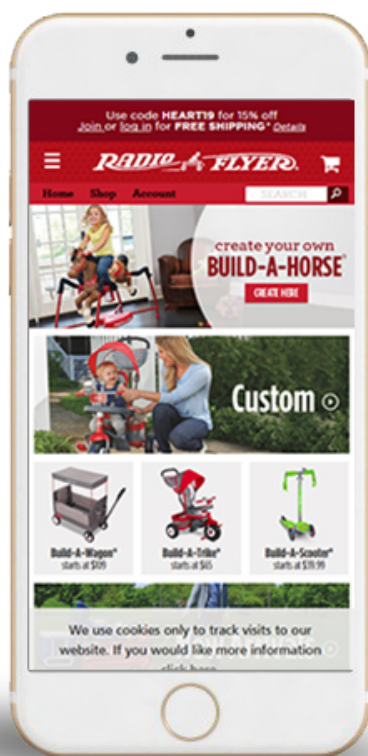


DISCOVERY AND USER EXPERIENCE

Radio Flyer wanted a revised customer journey and user experience on the next evolution of their corporate departments portion of their website. BlueBolt collaborated with Radio Flyer to thoroughly understand the needs of the user with the goal of creating a user experience using wireframes/prototypes that makes browsing the departments as easy as possible. The Radio Flyer 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.

CREATIVE DESIGN

After Radio Flyer approved the wireframes/prototype, BlueBolt gathered the creative assets for Radio Flyer - logos, style guides, marketing materials, etc. These assets were then used to create designs for the new website departments section, including versions for mobile views for responsive design. Radio Flyer 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 Radio Flyer department portion of the website was built using the DNN Content Management System. BlueBolt took great care to make sure that the website reflected the history as well as the most recent branding of Radio Flyer. The end result was a clean, easy to navigate website.

