



CASE STUDY /

National Auto Care & Tire Retailer

bsro.com
SERVICES

WEB DEVELOPMENT | CREATIVE & UI DESIGN

CHALLENGE

The world's largest chain of company-owned auto care and tire stores, wanted to upgrade its web presence to better communicate its brand and be information-rich. The Company also wanted the new site to attract a younger pool of potential employee candidates.

SOLUTION

With no established brand guidelines or graphical assets, Guidance cued off of the parent site and delivered a complimentary site design that displayed communicated the brand values important to the Company: quality and trustworthiness.

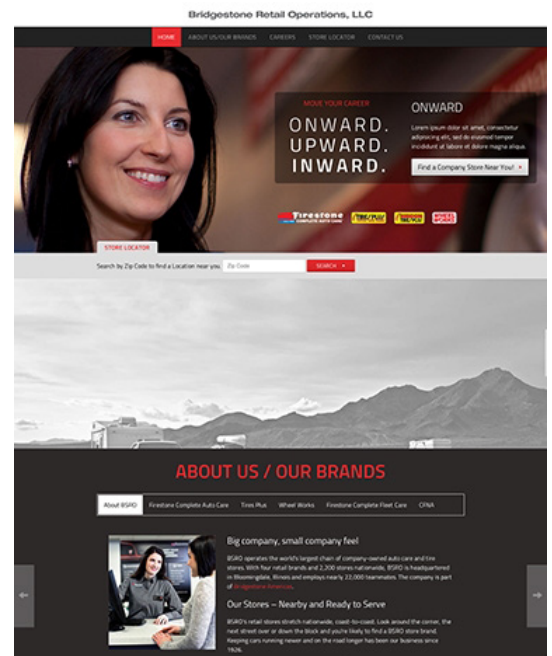
The new parallax site design, utilizing horizontal scroll, provides an engaging user experience and is easily navigable.

The informative site provides visitors information on each of the Company's 4 brands, credit services, job openings and retail locations.

Guidance integrated the new website with Bing Maps (store locator) and games. They can also filter their newsfeed by updating their profile preferences. And all site activities are monitored 24/7 by site moderators to ensure a safe environment for all users.

INNOVATION

- The one page site was designed and developed for ease of update.


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