

CASE STUDY

FulleStop helped Red Apple Team to come its dream true by emerging as Red Apple Reading online Software.

The screenshot shows the homepage of Red Apple Reading. At the top, there is a navigation bar with links for HOME, ABOUT, DISCOVER, TESTIMONIALS, FAQs, and GET STARTED. A login form is visible on the right side of the header. Below the navigation bar, a large banner features the text "30 Days Risk Free!" and "With no software to install, you can start right now!". To the left of this banner are vertical text elements: "Learn To Read", "Why It Works", "More For Your Money", and "Immediate Access". To the right is a cartoon illustration of a fish with the text "When can Dot swim?". Below the banner, there are three main buttons: "SAMPLE LESSONS PLAY NOW FOR FREE", a video player for "WATCH THIS VIDEO" showing the Red Apple Reading logo, and "LEARN TO READ THE FUN WAY GO!". Below these buttons, there is a section titled "OVERVIEW" with sub-sections for "RESEARCH BASED", "STANDARDS BASED", and "FUN". The "OVERVIEW" section lists several bullet points about the program's features. To the right of this section is a note about "Special Educator Pricing for teachers! Contact us". At the bottom of the page, there are several logos for accreditation and payment methods, including BBB, Authorize.Net, VISA, and MasterCard. A footer contains a copyright notice for 2012 Red Apple Reading TM and a list of navigation links: HOME, PARENTS, EDUCATORS, RESOURCE LINKS, ABOUT US, CONTACT US, FAQs, and SYSTEM REQUIREMENTS.

[URL: www.redapplereading.com/](http://www.redapplereading.com/)

Background

Red Apple Reading is a Montana company founded in 2011 by educator Tammy Bennecke, with offices in Southern California. The program is expanding from its development phase ("Level A"), now available for sale on their website, to programs that will soon be available for the full range of pre-kindergarten through third grade reading students. The Red Apple Reading is a program organized by unified effort of a team of educational experts to make effective reading instruction available outside of the classroom. Tammy Bennecke, a credentialed elementary

school teacher, founded this program after spending 13 years. She assembled a team of top experts and began crafting the perfect solution. The mission of Red Apple Reading is to enhance the lives of countless children around the world by providing a fun, exciting, and effective alternative to the traditional methods of teaching reading to children.

Objective

The Client was in need of any online software that would provide explicit early reading instruction that is accessible to parents, in order to help more children learn how to read. The main aim behind developing this dais was to help as many children as possible by providing an online software site that would offer real fun and latest strategies used in effective teaching. The system would be designed for children ages 4-10 who are reading below a 3rd grade reading level, the essential years for learning how to read. The flagship program, 'Learning to Read Level A,' focuses primarily on Kindergarten and 1st grade reading skills (ages 4-7). It's based on Common Core State Standards and can be accessed from any computer with Internet access.

Synopsis

The site created an interactive online reading system with easy use and widespread access in mind is having fun, exciting and effective supplement for teaching or reading to children etc. The online software is incorporated with various exciting lessons, online tutoring, games, blogs, testimonials, subscription packages and press releases to support students to gain their reading proficiency skills.

Fullestop completed an in-depth application for students by incorporating various online tutorials, lessons and games etc. Our team focused all the main features and developed an interactive online system that is flexible and easily updatable. The clear animated lessons, game format and positive reinforcement are fun and motivating.

Challenges

- To give the website a uniform but creative look that could be updated frequently, the theme and design of the website needed to be professional but contain adaptable visual elements that the client could easily maintain.
- The site needed to be identifiable and unique but should also fit in with the other features compatibility like flash, games, online tutorials etc.
- To design the site from scratch and to implement sound research based strategies, educational RTI models etc that should build a solid foundation for a lifetime of learning.
- To create a safe learning environment where students would be more engaged and should get additional instructions and practice while watching cartoons and playing games.

- The site demanded a sleek and lustrous user-journey across the website. This was very essential to allow visitors to find exactly what they're looking for, much more quickly, easily and dynamically.

The Campaign

- To create an overall “look and feel” and corporate identity for the company that they could use and expand across all of the company’s marketing.
- In order to provide the paramount solution for the client, we focused on the design and provided custom functions and modules on top of the default framework installation.
- To innovate a learning management system with certain options of user management, online payments, games and tutorials to captivate students and parents to be part of it.
- Clear use of right corporate branding colors and images to represent Brand Asset Protection services.
- Social plug-in were provided to make the site more popular and flourishing like Facebook, Twitter, YouTube and Blogger.

Results

- The website overall look reflected the company’s standing as a leader in their industry and engaged viewers.
- The framework used was easily adaptable by client and thus could simply be manageable.
- The site was an intelligent mixture of LMS features and utilized brand asset protection jargon.
- The site is created by design experts who understands blending visuals, information and navigation architecture well.
- It also incorporates a good balance with blog posts. Everything there seems well thought out and planned.

Technology Used

- PHP
- MY SQL
- CodeIgnitor
- jQuery/JAVASCRIPT
- FLASH
- AJAX
- XHTML
- HTML
- CSS

Target Audience

The website is totally a perfect online educational tool to focus the teachers, parents and larger amount of early learners who fell behind their classmates and should gain a foothold in essential reading skills available on the site.

Conclusion

From the desktop to the laptop, Red Apple Reading is breaking new ground, and rising to the top of educational assistance software on the market today. The site has now become a prime resource for potential users to not only learn about Red Apple, but receive detailed information about their top services, better understand their global reach of educational reading system and access latest news information relevant to the industry.

Acknowledgement by our patron

A Case Study by – Fullestop