CASE STUDY

POLARIS®

Polaris is a globally leading name in power-sports automobiles. The company designs, manufactures and markets high quality, powerful off-road and on-road vehicles.

Client

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The NYSE listed company has etched its presence in the global off-road motorcycle and heavyweight cruiser market along with becoming a preferred brand in electric/ hybrid power-sport vehicles.

Target Market

Polaris targets adventure sports enthusiasts and defense departments in the global market.

The Goal

Polaris wanted a new website that would propel them into the future and give them a higher Return on Investment (ROI).

Recommendations

Polaris needed a robust, scalable and user-friendly website for their entry into the Indian market.

We suggested the following changes:

- **A PHP & Linux based website be designed**
- **The integration of a MySQL database**
- **Product based design**

Challenge

When Polaris approached Techmagnate, their website was faced with multiple issues including:

- **High load times**
- **Low lead generation**
- **High bounce rates**
- **Extremely low page per visit**
- **Website was not SEO and user friendly**
- **Poor architectural and navigational elements**

The design was minimalistic but impactful keeping in mind a superior user experience.

Approach

The website was fully customized and built from scratch with a Turn Around Time (TAT) of 2.5 months.
Separate wireframes were created for:

- **Home page**
- **Product Catalogue**
- **Product pages**
- **Accessories**
- **News & Media**

Achievement

Post the completion of the design and launch, the website was monitored for 6 months which revealed the following changes:

- **Load time decreased to 1.32 seconds.**
- **Bounce rate condensed to 34.43%, with the average visitor spending 249 seconds on the website.**
- **Page Per Visit also grew to 5.03 pages/ visit.**

The following graph depicts improvement in the metrics critical for an ROI oriented website:
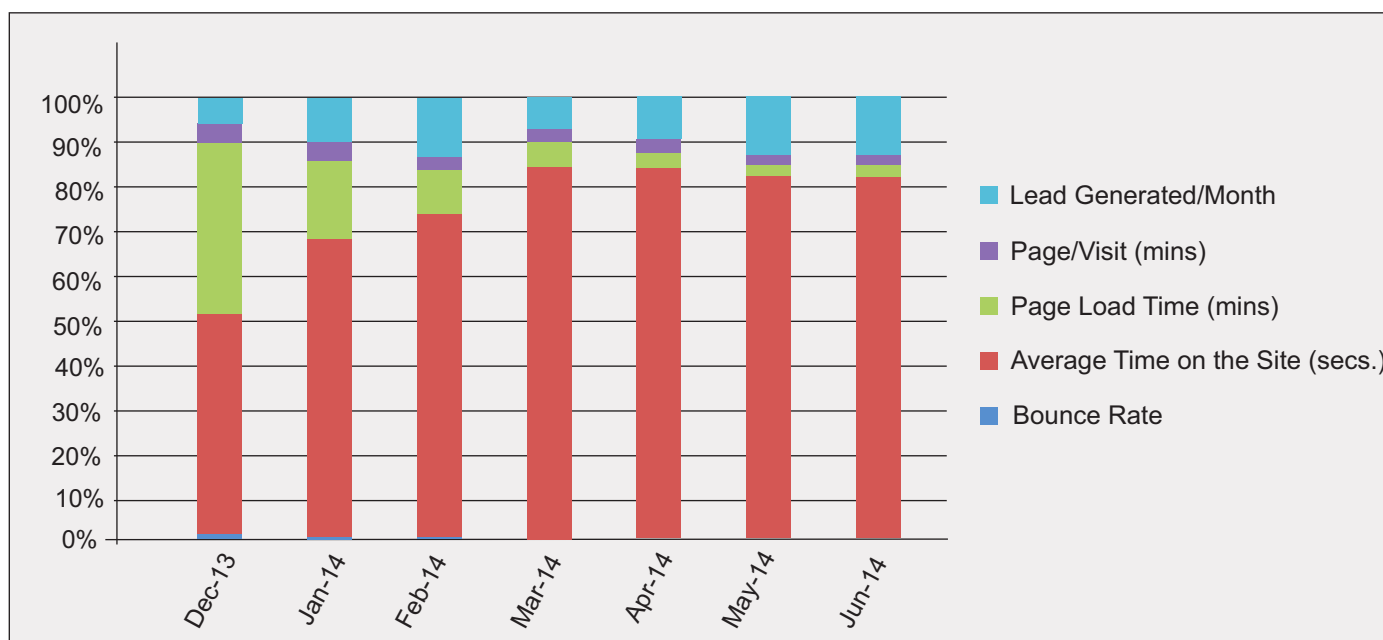
Graph showing improvement in the key website metrics

The project was a success measured against all vital KPIs such as an enhanced and optimized user-interface, increased visitor count and time spent on website and reduced page load time and bounce rate.