



CASE STUDY

How FulleStop helped Red Apple Team to develop a platform for kindergarten children build better reading concepts

Discover the Fun and Easy Way to Improve Your Child's Reading Skills

Learn more about our groundbreaking program!

Easy as A, B, C

Red Apple Reading makes learning to read fun! Our Learning to Read series offers state-of-the-art online instructional software that captivates young school-aged children 3 to 9 years old, turning them into active, confident readers. It's perfect both for children who are learning how to read, and those struggling with beginning reading skills in American English.

Visit the [Program](#) page for more specific information and current levels available, or take a look at some [Sample Lessons](#) from our award-winning program.

Want to try before you buy? Click on the Free Play button and explore the entire first unit of Island Adventures for free!

*As seen on Groupon, Living Social, Plum District, and Mamasource

SAFE CHILD SITE

FREE PLAY

Get Started

Redeem Voucher or Product Key

Testimonials

ACCREDITED BUSINESS

30 Day MONEY BACK GUARANTEE

MOM'S CHOICE AWARDS HONORING EXCELLENCE

URL: www.redapplereading.com

Background

A sincere effort by a unified team of educational experts - 'Red Apple Reading', is an Online Educational Reading Software for Children which was founded in 2011 under the leadership of mentor Tammy Bennecke. The Red Apple Reading program intends to make effective reading instructions available outside of the classroom. 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 conventional methods of teaching and reading lessons.

Objective

The core aim behind developing this website was to help as many children as possible by providing an online software site that would offer a fun-to-learn approach by improvising the latest tools and strategies used in effective teaching. The system had to be designed specifically for children belonging to the age group of three to nine. Purpose was to develop in children - the practice to read and helping them build thorough reading concepts.

Synopsis

The Client anticipated online software that would offer children with clear reading instructions in order to make reading fun and easy. An interactive online reading system was improvised on the site using exciting and effective supplements for teaching and reading. The online software encompasses various exciting caricature lessons, online tutoring and games making the process of reading exciting and entertaining for the kids.

Fullestop implemented a range of learning tools and techniques on the site which required immense research and development over the way children perceive and comprehend things around them. Lessons and games were animated so as to make the interaction of children with the site more engaging. All the efforts were duly appreciated by the client when the website turned out to be greatly popular among children and their parents, thanks to the extremely friendly and enjoyable learning experience.

Challenges

- The website demanded a professional and clean architecture representing the mannerism of Red Apple organization.
- The imagery and UI had to be top notch complementing the brand image of our client.
- To give the website a uniform but creative look that could be updated frequently, the theme and design of the website needed to be specialized and adaptable to contain visual elements that were easy to maintain and the children could easily comprehend the stuff.
- The site needed to be uniquely identifiable as a learning platform fitted with features like flash, games and online tutorials.
- The website demanded a no-lag approach applied to every single section of the website.
- Client and server side data transfer requirements had to be fully contented to evade loading time loading delay in the visual rendering of content and images.
- To create a safe and suitable learning environment where students could practically learn to read.



- The backend of the website needed the ability to constantly keep up with the latest games, learning and informative pages to be presented to the users. This required a customized layout and functional work enabling the website administrator to manage information with ease and comfort.

The Campaign

Team Fullestop:

- Understood the Requirements and Structured them – The requirements, content, provided by Red Apple organization were structured and implemented via well thought out techniques.
- Kept in mind the importance of a refined UI for the site and structured the content keeping in mind the primary objective of the learning platform.
- Improvised Creative Website Scripting – The scripts and code for the entire website was based on the newly integrated design and layout which fulfilled the client’s requirements of an educational design.
- Implemented high quality imagery with the site’s layout based on learning strategy.
- Laid emphasis on creating a user friendly design and custom functions + modules on top of the default CMS installation.
- Formulated a learning management system with games and tutorials making reading fun to learn.

Results

The website serves as a perfect online educational dais for kindergarten kids and also for the teachers and parents making it easy for them to teach their kids how to read.

Technology Used

- PHP
- jQuery/JavaScript
- Flex
- AJAX
- XHTML/CSS
- MY SQL