

Radio Intereconomía

Nina Cid

Project overview



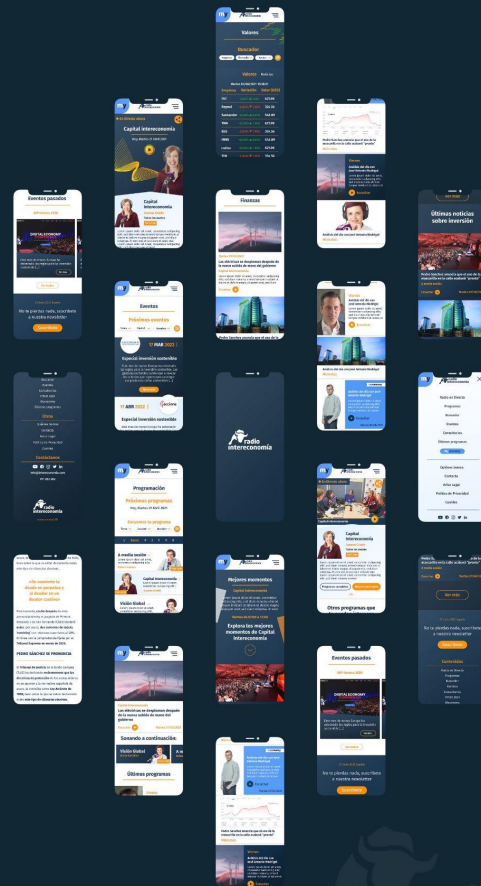
The product:

Radio Intereconomía is the leading business themed radio and tv channel in Spain to this day.



Project duration:

4 months



Project overview



The problem:

As many traditional and reputed companies, Radio Intereconomía felt their branding and look and feel was outdated, and more specifically, their online presence. They needed to connect with younger audiences to keep their name and brand at the top.



The goal:

Improve the usability and attractiveness of their website and rebrand their Visual Identity to connect better with younger audiences and gain more listeners.

Project overview



My role:


Branding Designer and UX/UI Designer Specialist.



Responsibilities:

Visual Identity redesign, benchmarking, wireframing, elaboration of high fidelity mock-ups, prototyping, responsive design.

Understanding the user



- Benchmarking
- User research
- Research findings
- Personas' problem statements
- Insights and Strategy

Benchmarking:

Findings

We analyzed the main competitors' websites and mobile interfaces: Onda Cero, Capital Radio and Cadena SER. Cadena SER was at the moment the channel with most listeners, their website and mobile version were smooth, modern and user friendly. Appealing to younger audiences through functionality and intuitive navigation. We used them as Best practices for our project.

Cadena SER

EPISODIOS RECOMENDADOS



ACTUALIDAD

Hora 14 Fin de Semana
(24/06/2023)
Hace instantes - 30:00

Seguir +



SER2
PODCAST

Episodio 78 | Lo que te cobra la sanidad privada, el MasterChef contra la obesidad y pastorear la ciudad
Hoy - 25:22

Seguir +



ACTUALIDAD

Música de campaña para Erreján y apariciones en Lancaster
Hoy - 47:27

Seguir +



ACTUALIDAD

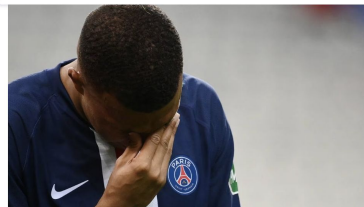
Las noticias de las 14:00
Hoy - 06:04

Seguir +

SER

Liga Santander

Portada

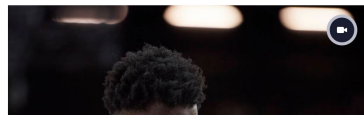


"Mbappé tenía casi lágrimas porque quería irse al Real Madrid": la intrahistoria del 'no' a Florentino

ÁNGEL GARCÍA



El problema que está generando en el Real Madrid la posible llegada de Mbappé



LAS VOCES DE LA RADIO

ENRIC GONZÁLEZ



Tic tac

JAVIER PÉREZ ANDÚJAR



Los cordones

MANUEL JABOIS



Un programa intratable

El grupo paramilitar Wagner se dirige hacia Moscú y se encuentra ya a unos 400 kilómetros del Kremlin



Cadena SER
El cine en la SER Pepa Blanes



Boletines

Programación

A continuación...

La Historia en Ruta: Almudena Grandes
David Botello y Esther Sánchez

De 17:00
A 18:00


A continuación...

Serendipias
Ignacio Crespo

De 18:00
A 19:00

INICIO 15 DIRECTO 00:01

User research: Initial Brand Perception study

An orange circular icon containing a white bar chart with three vertical bars of increasing height from left to right.

We conducted an online poll with a sample of 80 users between 24 and 40 years old. The questions of the poll included aspects of color, shape or tone (among others), to define what could be more attractive or suitable for them for a Business themed Radio show in terms of online branding and visual identity in general.

Also, we asked questions on how they usually check the latest news and/or topics they are interested in. In this way, we could understand better how to design the digital platforms of the brand in the most optimal way, for them to find it intuitive and useful.

Initial study: Parameters



Study type:

Online Poll



Location:

Spain, remote



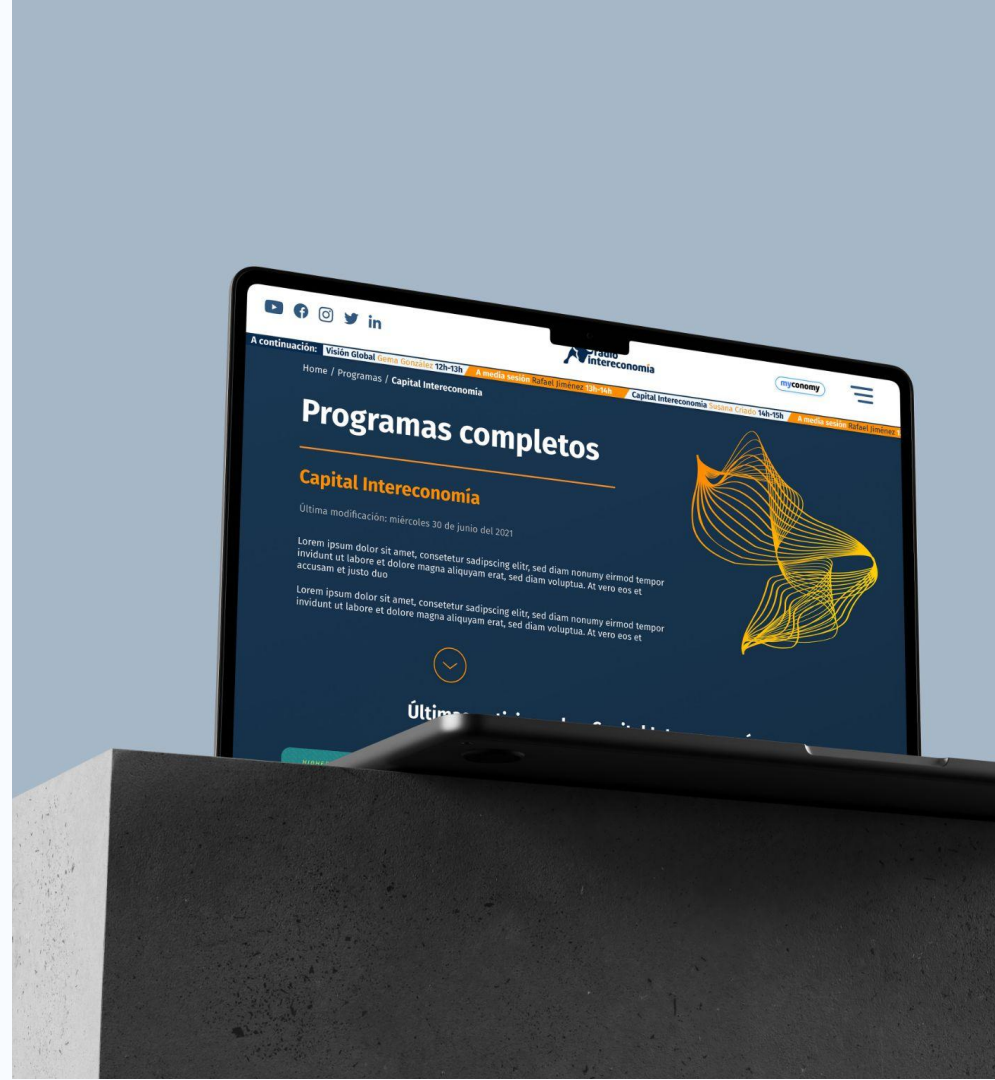
Participants:

80 participants



Length:

10-15 minutes



Initial study: Findings

The feedback from this sample helped us recognize some initial problems:

1

Inefficient branding

Users did not remember the look and feel of our brand and in the majority of cases described it completely different to how it actually looked like.

2

Outdated reputation

The majority of users perceived the brand as old and outdated, using phrases to describe Intereconomía as: “a grandparents’ radio”.

3

Political implications

The users perceived the radio as a right wing supporter. This fact, made a lot of young listeners who maybe support left wing political parties to not listen to them from the start.

Initial study: Conclusions

From the poll, we obtained that people thought of Radio Intereconomía in blue colors mainly, some would say green. At the moment, they were using Mustard yellow and Burgundy as corporate colors, which indicated how disconnected they were with their audience's perception of them, they didn't even remember how Intereconomía looked like.

Also, the majority of them (87%) confirmed they tended to use their phones everyday to check the latest news and trends, this majority being mainly the younger range of the sample.

Persona 1: Alex

Problem statement:

Alex is a Business Student who needs access to a reliable source of business-related topics from his phone because he doesn't own a radio device or a car.



Persona 2: Andrea

Problem statement:

Andrea is a business analyst in a consulting firm who needs quick access to the latest business-related news and trends because it's crucial for her to perform her work efficiently daily.



Insights and strategy:

We needed to make a rebranding that felt more recognizable, intuitive and appealing to our main audiences.

Our platform should be responsive and designed mobile-first, given our potential listeners are mainly mobile users.



Original Branding



Inolvidables

con Rocio Gómez Tortosa



con Marcos Ruíz Espín
y Alex Lachhein

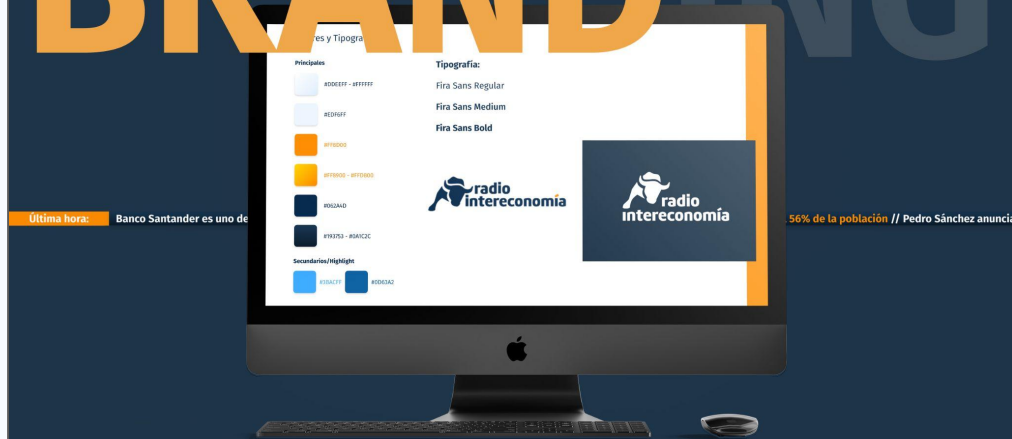


Branding proposal

We selected dark navy blue gradients to highlight reputation, elegance and history of the brand, with accents of orange, which is the representative color of the Economic field, and adds contrast and playfulness to the website. Round shapes to add flexibility and modernity were also added to the mix, to sand the rigid image some users had of Radio Intereconomía.

We maintained the original shape of the logo to not lose the hardly earned brand recognition and differentiation.

BRANDING



Look & feel proposal:



my radio intereconomía

Programas del sábado **Elena Fraile 12:00 a 13:00** La Fábrica de Inversores F&I



Meliá prevé alcanzar un ebitda de 475 millones tras sumar nuevos 30 hoteles en 2023

jueves 22/06/2023


PUBLICIDAD

Por primera vez en clase Turista del menú especial diseñado por Bernabeu, 12 estrellas Michelin

Últimos artículos de Noticias



my radio intereconomía




Clase Business
con **Elena Fraile**

Cada fin de semana de 12h a 13h en intereconomía.com

Clase Business 24/06/2023

Clase Business
sábado 24/06/2023



Belleza Capital
con **Katia Rocha**

Sábados de 11 a 12h en intereconomía.com

No te pierdas nada, Suscríbete a nuestra newsletter

Suscríbete

Contenidos

- Programas
- Eventos
- Consultorios
- myconomy
- Anunciantes

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intereconomia@intereconomia.com

91 999 21 21

Noticias Destacadas



1,79 EUR vs. 24 feb 17,36

1,95
1,90
1,85
1,80
1,75
1,70

21 feb 22 feb 23 feb 24 feb

Apertura 1,91 Cier. burz 7911,07 M GDP Alto 53 s. 1,99
Máximo 1,94 PER - Bajo 82 s. 1,04
Mínimo 1,72 Rto. div. -

IAG cae en picado en el IBEX 35 al anunciar que no pagará dividendo en 2023



Profesionales
con **Emilio Javier**

Sábados de 9 a 11h en intereconomia.com



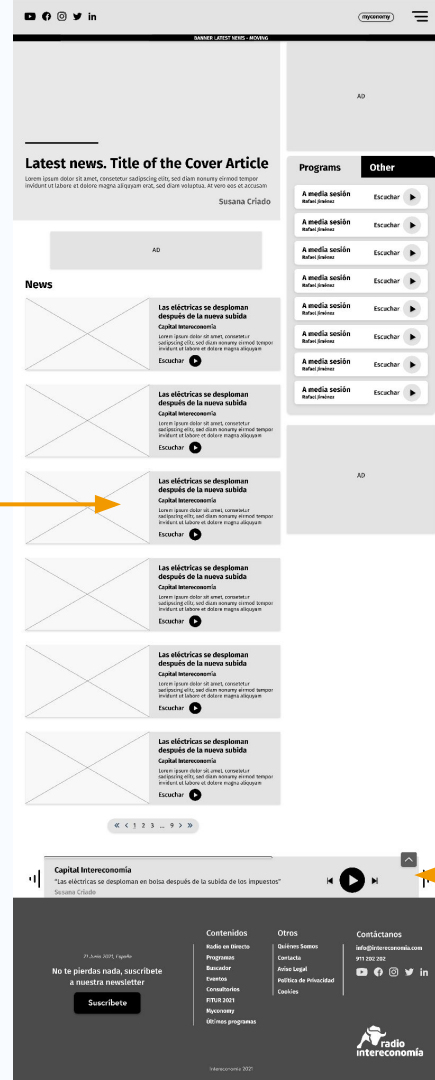
Design process

- Information architecture
- Low-fidelity Wireframing
- High-fidelity Wireframing
- Responsive Design
- Desktop Mockups
- Mobile Mockups
- Reaction to the new image

Low-fi Wireframing

We started the project reorganizing the **information architecture** and prioritizing which content and functionalities would really make a change and get us closer to reaching our desired audience.

The first thing we come across is the latest news organized in a clean and readable way, easier to scan for the users than in the previous website.

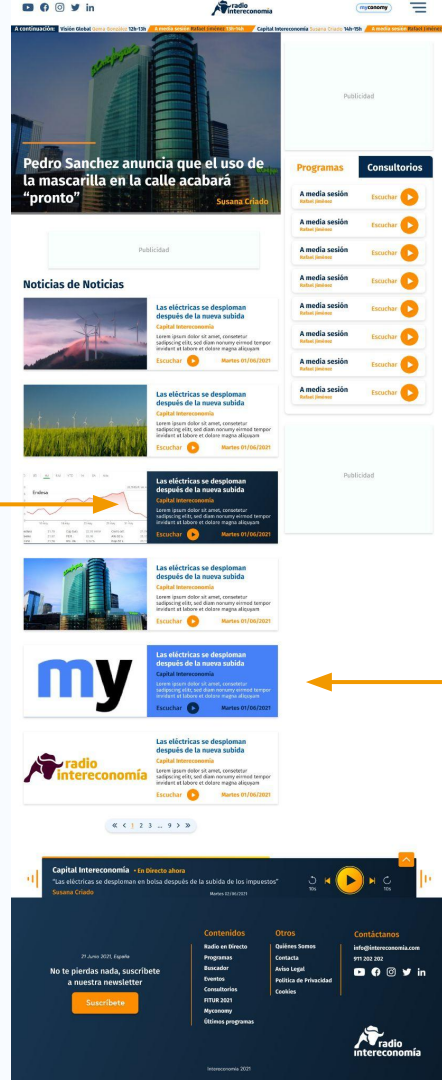


Easy and fast access to on-air listening from any device.

High-fidelity Wireframing

In this first mockup, we included UI elements that were aligned with the business goals and user needs extracted from the user research, benchmarking and personas previously examined.

New colors, more aligned with the target audience's perception of the brand, that helped differentiate sections within the website, or highlight certain content.

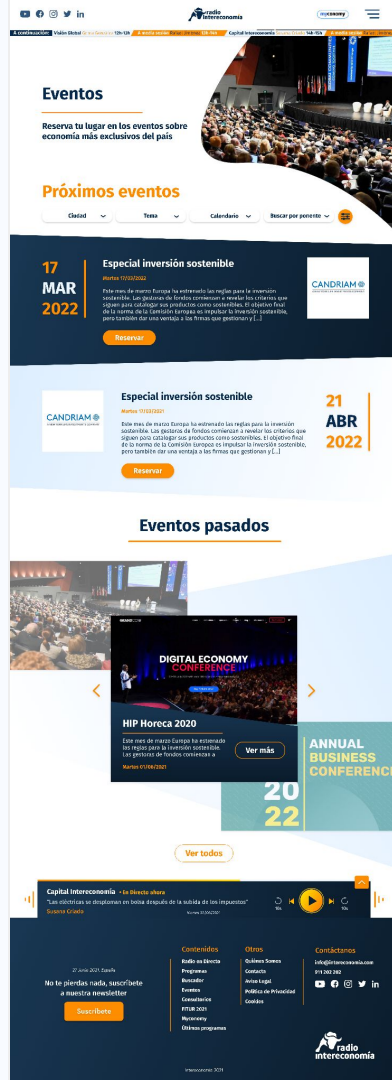


Including a sidebar with all the programs with all the programs to have easy access and a global visualisation of the content in a glimpse.

Special section about crypto called: "Myconomy", specially designed to attract young users interested in these new concepts, modernizing the image of the radio as they are offering the latest content available in the field.

Responsive design

As a response to the findings of our research, this project was designed both for Desktop and Mobile versions, to fulfill the needs of our targeted user audience, with special focus in the mobile design interfaces.



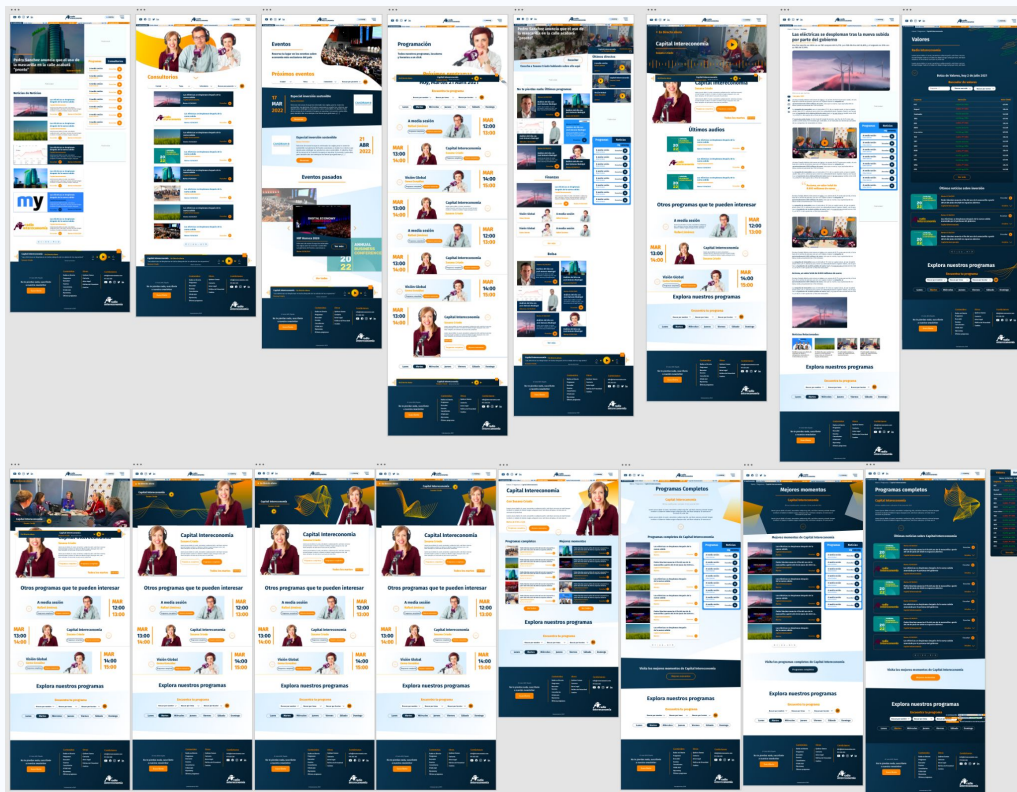
Mobile: Before & After

Here we can see the difference in how they would show their programs in their previous mobile version.

Now, we see a fresher, modernized, more appealing and organized screen. Saturates less the eye of the viewer and it's more inviting.



High fidelity mockups for desktop:



High fidelity mockups for mobile:




my radio intereconomía

En Directo ahora

Capital intereconomía

Hoy, Martes 21 Abril 2021



Capital Intereconomía

Susana Criado

Todos los martes

11:00-12:00

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

Programas completos Mejores momentos

Mobile close-ups

my radio intereconomía

Consultorios

Encuentra tu programa

Tema Locutor Nombre



Viernes
Análisis del día con José Antonio Madrigal
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
[Escuchar](#)



Viernes
Análisis del día con Susana Criado
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[Escuchar](#)



Viernes
Análisis del día con Rafael Jiménez
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
[Escuchar](#)

my radio intereconomía

Eventos

Próximos eventos

Tema Ciudad Nombre



17 MAR 2022

Especial inversión sostenible

Este mes de marzo Europa ha estrenado las reglas para la inversión sostenible. Las gestoras de fondos comienzan a revelar los criterios que siguen para catalogar sus productos como sostenibles [...]

[Reservar](#)

17 ABR 2022



Especial inversión sostenible

Este mes de marzo Europa ha estrenado las reglas para la inversión sostenible. Las gestoras de fondos comienzan a revelar los criterios que siguen para catalogar sus productos como sostenibles [...]

[Reservar](#)

my radio intereconomía

Valores

Buscador

Empresa Mercado Sector

Valores Noticias

Martes 02/06/2021 15:58:21

Empresa	Variación	Valor (USD)
FGT	+0,0054 ▲ 1.98%	621.98
Repsol	-0,0054 ▼ 1.98%	324.56
Santander	+0,0014 ▲ 0.81%	543.89
TMA	+0,0054 ▲ 1.98%	621.98
BSS	-0,0054 ▼ 1.98%	324.56
MMO	+0,0014 ▲ 0.81%	543.89
Inditex	+0,0054 ▲ 1.98%	621.98
TIW	-0,0054 ▼ 1.98%	324.56
SNT	+0,0014 ▲ 0.81%	543.89

my radio intereconomía

Programación

Próximos programas

Hoy, Martes 21 Abril 2021

Encuentra tu programa

Tema Locutor Nombre

L **Martes** X J V S D



A media sesión
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
Rafael Jiménez
11:00-12:00



Capital Intereconomía
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
Susana Criado
11:00-12:00



Visión Global
Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
Gema González
11:00-12:00

my radio intereconomía

En Directo ahora



Capital intereconomía



Capital Intereconomía
Susana Criado
Todos los martes
11:00-12:00

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[Programas completos](#) [Mejores momentos](#)

Otros programas que te pueden interesar

Mobile close-ups

my radio intereconomía

El Conte Inglés

Pedro Sanchez anuncia que el uso de la mascarilla en la calle acabará "pronto"



Esto es un pie de foto

Rafel Jiménez | 08/04/2021 15:34 | Actualizado: 08/04/2021 15:34

Los **tribunales españoles** siguen dando mayoritariamente la razón a los consumidores en relación a los contratos de tarjeta 'revolving' con intereses abusivos.

El Tribunal de Justicia de la Unión Europea (TJUE) ha declarado recientemente que las directivas de protección de los consumidores **no se oponen a la normativa** española de usura, la conocida como Ley Azcárate de 1908, base sobre la que se están declarando nulas este tipo de cláusulas abusivas.

my radio intereconomía

Capital Intereconomía

Con Susana Criado

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Martes de 07:00 a 12:00

Programas completos

Mejores momentos

Programas completos



Las eléctricas se desploman después de la nueva subida

my radio intereconomía

Mejores momentos

Capital Intereconomía

Martes de 07:00 a 12:00

Explora los mejores momentos de Capital Intereconomía



Pedro Sanchez anuncia que el uso de la mascarilla en la calle acabará "pronto"


A media sesión

my radio intereconomía

En Directo ahora

Capital intereconomía

Hoy, Martes 21 Abril 2021



Capital Intereconomía

Susana Criado

Todos los martes

11:00-12:00

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Programas completos

Mejores momentos

my radio intereconomía



Nuestros programas

Encuentra tu programa

Tema

Locutor

Nombre

Programas populares

A media sesión

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,

Rafael Jiménez

11:00-12:00

Capital Intereconomía

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,

Susana Criado

11:00-12:00

Visión Global

Lorem ipsum dolor sit amet



Reaction to the new image:



Feedback:

We showed the new design to some of the sample users that participated in the initial poll, and they were satisfactorily surprised by the change and the improvement (on their opinion) of the whole brand.



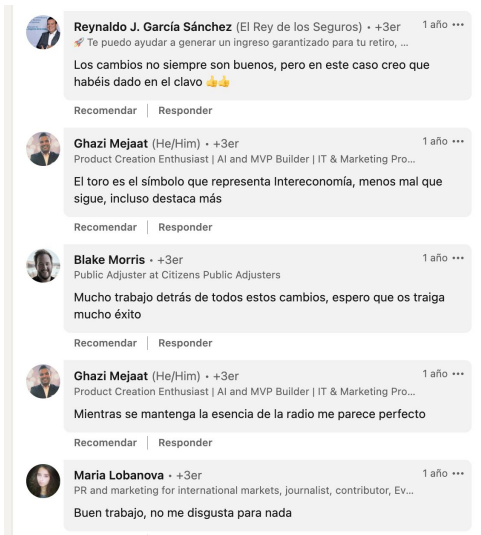
Organic feedback:

The new branding was received very positively in all their social media platforms and was celebrated also by other colleagues of the Radio industry.

Social feedback:

Some comments on LinkedIn:

- “Sometimes changes are not good, but I think this time you hit right on the spot!”
- “You can feel the amount of work behind these changes, I hope it brings you success!”
- “Quality and Elegance!!”
- “I didn’t know the meaning of the bull, super interesting!”
- “Great work, I really like it”
- “Congratulations!!”
- “The bull is the symbol of the Economy, thank God it was not lost, it is even more noticeable now.”



A screenshot of a LinkedIn post showing five comments. Each comment includes a profile picture, the user's name and title, the time since posted (1 año), and the text of the comment. Below each comment are the options 'Recomendar' and 'Responder'.

- Reynaldo J. García Sánchez** (El Rey de los Seguros) · +3er · 1 año ...
Te puedo ayudar a generar un ingreso garantizado para tu retiro, ...
Los cambios no siempre son buenos, pero en este caso creo que habéis dado en el clavo 🙌🙌
- Ghazi Mejaat** (Hej/Him) · +3er · 1 año ...
Product Creation Enthusiast | AI and MVP Builder | IT & Marketing Pro...
El toro es el símbolo que representa Intereconomía, menos mal que sigue, incluso destaca más
- Blake Morris** · +3er · 1 año ...
Public Adjuster at Citizens Public Adjusters
Mucho trabajo detrás de todos estos cambios, espero que os traiga mucho éxito
- Ghazi Mejaat** (Hej/Him) · +3er · 1 año ...
Product Creation Enthusiast | AI and MVP Builder | IT & Marketing Pro...
Mientras se mantenga la esencia de la radio me parece perfecto
- María Lobanova** · +3er · 1 año ...
PR and marketing for international markets, journalist, contributor, Ev...
Buen trabajo, no me disgusta para nada



A screenshot of a LinkedIn post showing three comments. Each comment includes a profile picture, the user's name and title, the time since posted (1 año), and the text of the comment. Below each comment are the options 'Recomendar' and 'Responder'.

Más relevantes ▾

- Óscar José Checa García** · +3er · 1 año ...
Responsable Comercial en Radio Libertad
Calidad y Elegancia!!
- Claudia Curi Ventas** (Capacitación en Ventas) · +3er · 1 año ...
Coaching, capacitación y conferencias en Ventas | Mentorías, consult...
Me encanta lo del color salmón, representáis vuestra historia con dos simples colores, ¡que genialidad!
- Marcos CRodriguez** · +3er · 1 año ...
Trabajador de lunes a viernes mañana o tardes en TVG/ Voluntario lec...
No se oye en Santiago de Compostela
- Andres Pulgarin** · 2º · 1 año ...
CEO Founder - IA Conversacional en BotsLovers (Customer Love con ...
No sabía el significado del toro, ¡muy interesante!
- Maxence Marius** · 2º · 1 año ...
Managing Director at Eskimoz 🇪🇸 | Hiring 100 people in the next 12 m...
¡Enhorabuena!!

Thank you.



Let's connect!

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Linkedin