



EAGLEONYX
IT SOLUTIONS



web design

CASE STUDY



EagleOnyx successfully executed a complete revamp of LewDix Aviation's website, transitioning them away from an obsolete platform that was falling short of their requirements. They shifted to a more contemporary and swift platform, enhancing inventory management efficiency, boosting conversion rates, and cutting down on expenses.

What in the heck is this document?

This document is, essentially, a synopsis on a recent project we completed. I'll tell you about the client, their challenges, what I did to address those challenges, and how things have now improved.



Well, who was the client then?

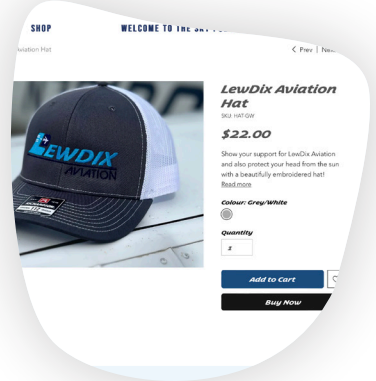
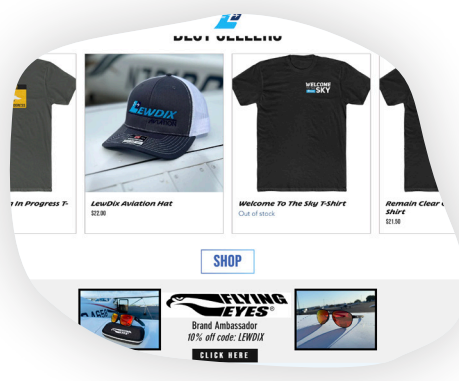
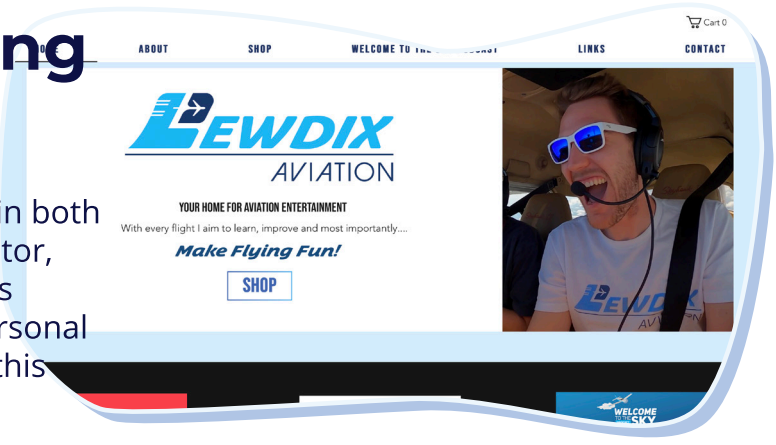
LewDix Aviation is a YouTuber who also sells their merchandise using their online presence. As the brand kept growing, the store began to receive more orders and more visitors. With the site a little off-brand, there was opportunity to drive more sales by focusing on updating messaging.

let's take a look at the challenge



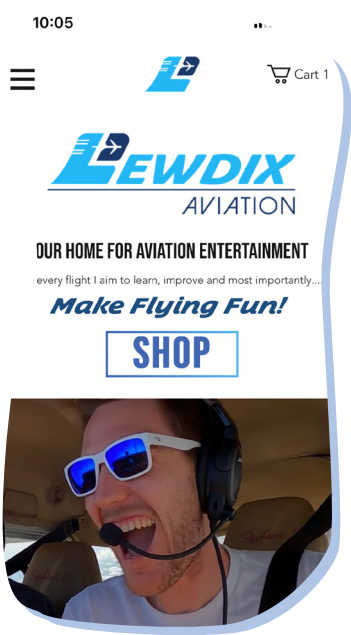
We wanted something a little simpler...

The initial design on Wix.com had limitations in both functionality and style. The drag-and-drop editor, while convenient, sometimes resulted in a less polished look, and the messaging lacked a personal touch. For an outgoing YouTube entertainer, this could make the site feel slightly off-brand.



The site struggled on mobiles, too...

While overall the site functioned on mobile devices, the flow was often broken and clunky. Some global colors blended into the background, resulting in poor readability, and fonts did not scale appropriately, leading to too big or too small text size.



the solution

So, what did we choose and why?

From the start, it was apparent the client needed to transition out of Wix, and into another E-Commerce platform. For the needs of the client, Shopify's system aligned the best with the client's future goals and current processes.



Let's take a look at how we designed and implemented the new site...

The site had three primary purposes: to **sell products** effectively, include a **contact page** for followers, and provide a bit **more background** on the client. With no focus on creating a mailing list, landing pages,

or a desire to up-sell products, it was clear from the outset that creating a simplistic site, with minimal distractions, improved messaging, and significantly increased speed, would meet the requirements.

Let's break it down...

Objectives

We determine the objectives of the site through a consultation with the client.



Design

Using the objectives, we outline a design for the site that reflects the brand and theme.



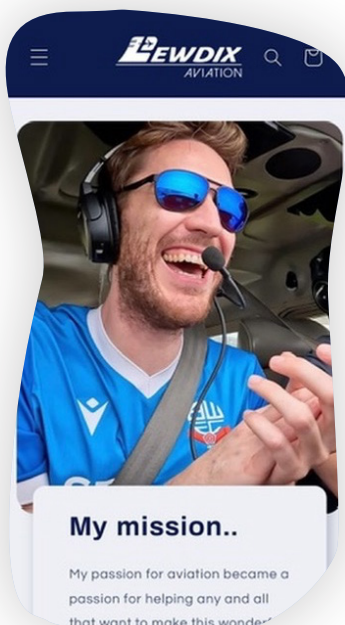
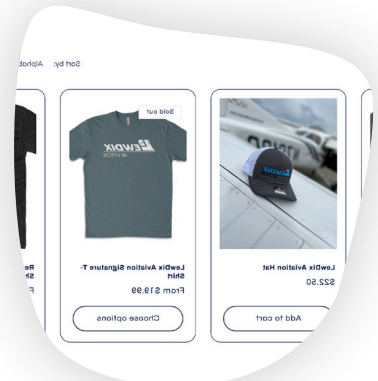
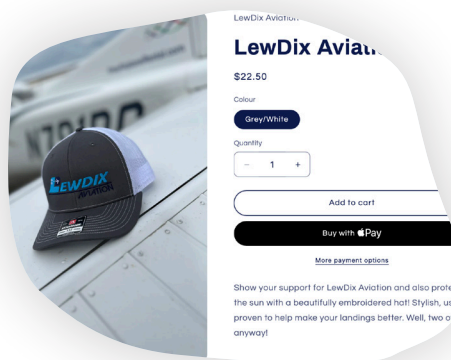
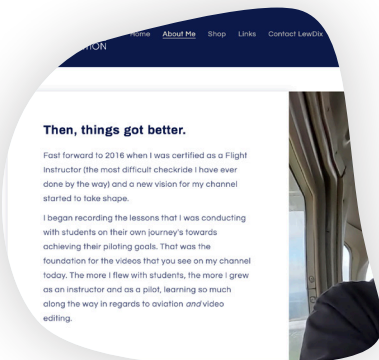
Execution

Now we have the objectives and design determined, we start our execution phase.

the results

A Bolder, Bubblier, & Simpler Design.

To make sure the site remained on-brand, I wanted to reflect this in the messaging. Using a bold font, expressive images, and more personal language, the site allows the user to feel more connected with the client.



We brought the mobile design back to life.

Readability and functionality was improved ten-fold. Using appropriately sized embodied images, ensuring a responsive (mobile-friendly) design, and reducing clutter, the site was more easily navigated by users, resulting in a **42% increase** in sells.

the conclusion

Through a platform migration, reducing clutter, improving messaging to reflect the brand, and customized solutions, we were able to achieve the following:

- ✓ Site loads up to 50% faster.
- ✓ Quick-Pay options on product pages.
- ✓ Improved product sales.
- ✓ Reduced annual costs.



What else happened after going live?

The site immediately gained many positive reviews and comments from the client's followers. Some even went to purchase more merchandise almost directly following the release of new the site.



That all sounds great, but what does the client think?

My website went from zero to hero. Hero being the operative word because EagleOnyx saved the day with a top notch, professional and functional site that I'm very proud of.

so, what next?

I want to help you achieve your website dreams.

I realize that web design (or redesign) can often be an expensive and time consuming task. It takes a lot of thought, planning, and trial & error to get a website exactly how you want it. Feel free to shoot me an email or call and I'll be happy to help where I can.



Let's Create Something New

otto@eagleonyx.com

(888) 300-0322

<https://eagleonyx.com>

