

# Customizing the Fairway: Iliac Golf Headcovers on Shopify's Interactive Customizer



Course Information: CIS 490 Project 2024: Iliac's Product Personalization Web  
Sponsors: Parker Mizelle, Quentin Hill | [iliacgolf.com](http://iliacgolf.com)



## Introduction

### Brand Legacy:

- ❖ Iliac Golf: A tradition of bespoke craftsmanship in golf gear

### Scaling Challenges:

- ❖ Prior reliance on phone consultations and manual rendering
- ❖ Limited customer engagement and potential for sales

### Innovative Solution:

- ❖ InnovEdge Creators' Shopify-integrated application
- ❖ Real-time customization of golf head covers with diverse options

### Enhanced Interactivity:

- ❖ Various colors and textures available for personalization
- ❖ Direct, user-friendly customization experience

## Development Process

### UI/UX Prototypes:

- ❖ Developed for seamless Shopify and Zakeke integration

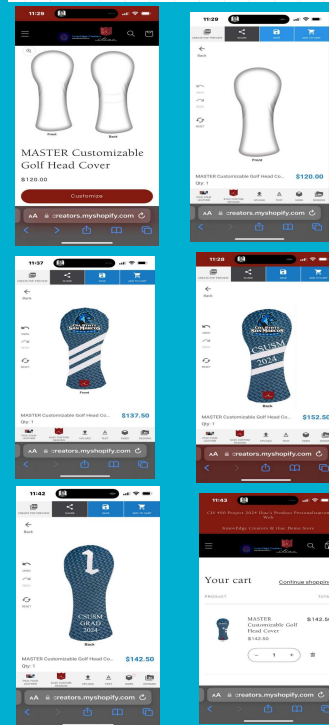
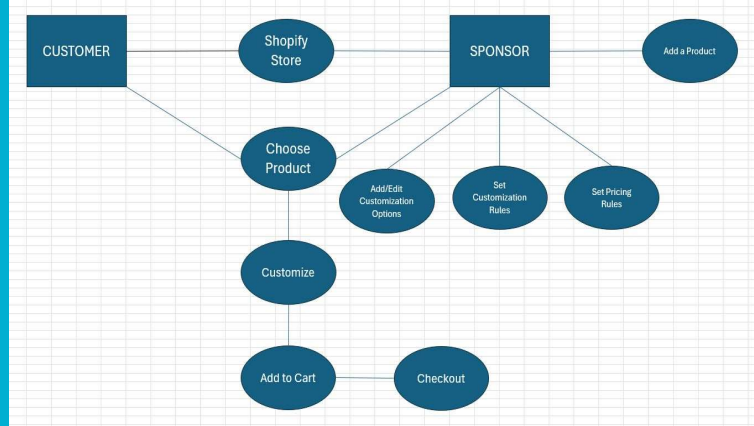
- ❖ Customer-centric design approach

### Development Phases:

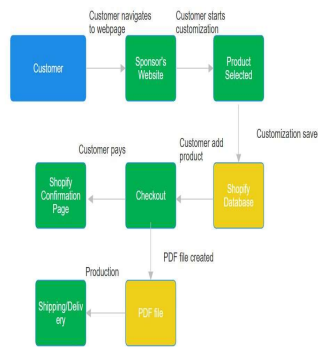
- ❖ Frontend development: Interactive and responsive design
- ❖ Backend development: Robust database and server-side logic
- ❖ Zakeke integration: Real-time product customization features

### Testing:

- ❖ Conducted unit, integration, and user acceptance tests
- ❖ Focused on ensuring a smooth customization experience



## Methodology



## Implementation

- ❖ Web-Based Customization: Implemented on [iliacgolf.com](http://iliacgolf.com) demo website for real-time personalization.
- ❖ User Experience: Showcased with a screenshot of the webpage with the customize option.
- ❖ Feedback Incorporation: Adaptations made from sponsor and user input.



*H@ppy2024!*

Iliac's Web Demo

## Challenges and Learning

### 3D Modeling:

- ❖ Faced difficulties with tactile quality representation in 3D models
- ❖ Adjusted image processing techniques for more realistic visuals

### Feedback Utilization:

- ❖ Utilized customer feedback to refine and enhance models
- ❖ Cost of using Zakeke plugin (% charge per sale) along with monthly payments

## Conclusions and Impact

### Project Outcomes:

- ❖ Delivered a Shopify-integrated customization tool for Iliac Golf
- ❖ Enhanced consumer shopping experience with intuitive design

### Market Positioning:

- ❖ Positioned Iliac Golf as a leader in digital customization for golf accessories

### Sales and Satisfaction:

- ❖ Anticipate increased customer satisfaction and sales growth



**InnovEdge Creators**  
INTEGRATED PROJECT INNOVATORS

## Team and Roles Section:



**Roberto Aragon (Team Leader)** - Orchestrates the project's strategy and ensures technical solutions align with sponsor expectations.



**Matthew Jordan (Project Manager)** - Manages project goals and timelines, assists team members, and focuses on customer satisfaction.



**Jeremy Jordan (Documentation)** - Oversees documentation, maintains organizational standards, and assists with timely project delivery.



**Isacc Carbajal (Image Processing)** - Leads the image processing tasks, researches solutions, and manages the workload for efficient progress.