Ironside Computers

Ironside Computers build gaming systems because they love gaming. Their philosophy is that anyone can do something well, but passion is what truly inspires excellence.

Key Statistics

300% Sales growth

40% Increase in Average Order Value

4 International Awards

Platform

Wordpress/

Woocommerce

Services Applied

Digital Strategy, UI/UX Design, Front & Back-end Development, Conversion
Optimization, A/B Testing, Integrate Facebook Chat Bot

# Ironside Computers started with one man in his garage, just as so many great entrepreneurial ventures do.

It was in his small, sweltering garage that the Ironside co-founder, Robert, nurtured a passion for building computers. Before long, he was working on custom PCs for friends and family. After that, the requests were coming from as far away as New York and Australia.
From the stifling Las Vegas heat to their spacious, modern premises in Wisconsin, Ironside has rapidly grown into a large brand, known around the globe for their bespoke customized computers.

Today, Ironside primarily serve the gaming community. A lot of people in their target audience understand and appreciate the aspects of a quality computer in ways that the average user doesn't comprehend. However, gamers are busy people too, and not all of them have the time, the ability or the interest in taking on the challenge of building their own computer.

The founders of Ironside had watched their own hobby gradually blossom into a burgeoning business, with the demand for their premium-quality, custom rigs growing all the time.

While the company had no struggles with their online brand presence, they were missing out on some serious sales potential because of a complex, and often frustrating online UX. By chance, they stumbled upon the solution to their problems in the most basic of ways.
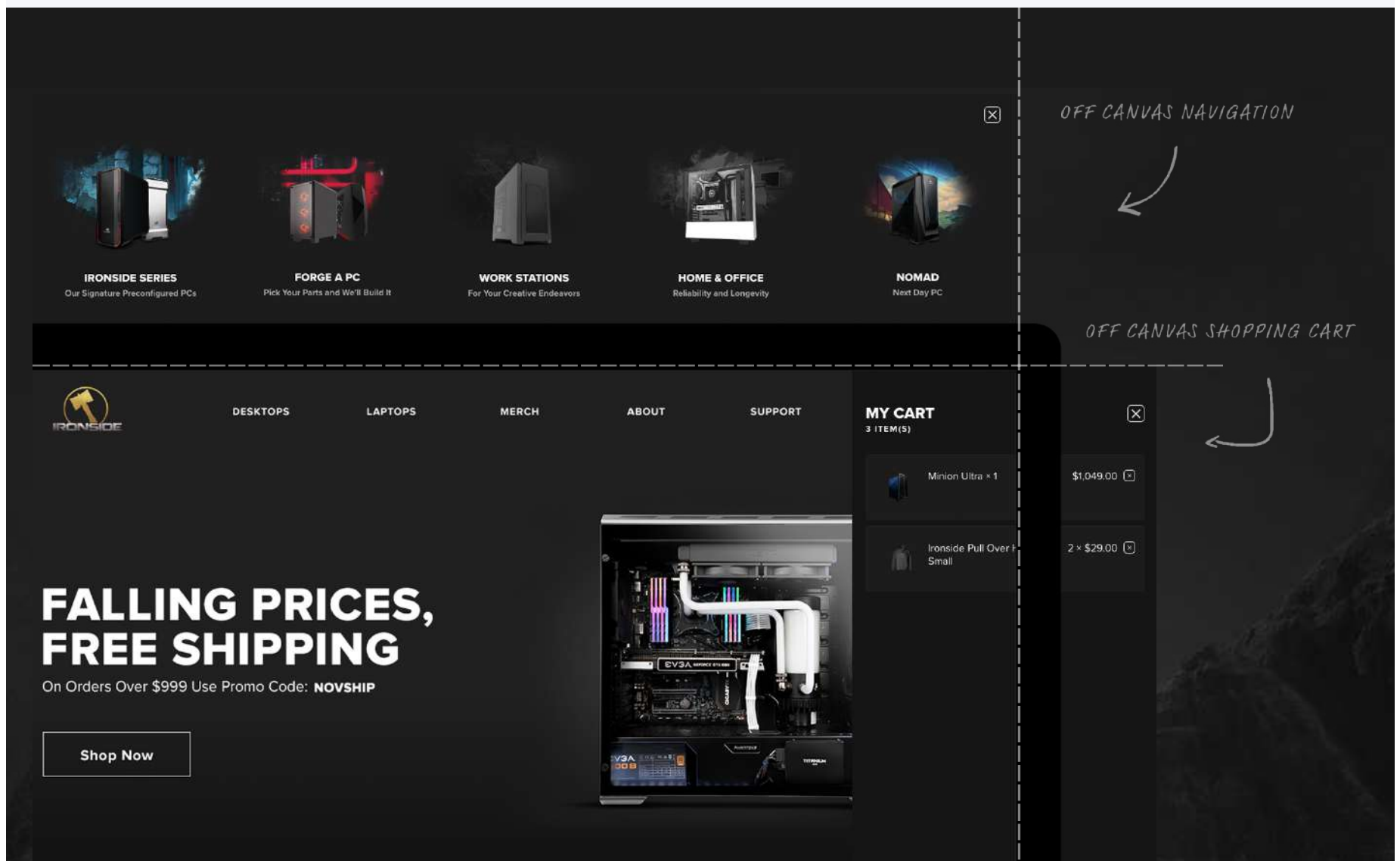
"They found us through a Google Search, surprisingly enough", remarked Jeff Gapinski, Huemor's Project Manager on the Ironside project.

Ironside's website was generating sales, however, the true value of their product wasn't being conveyed accurately, and so the client felt there was a lot of untapped potential. With Huemor's help, Ironside hoped to improve their website, which would enhance the online shopping

"We didn't help them improve their visibility – they were already known and beloved by gamers before we came on board. What we helped them with was untangle a seemingly impossible customization process and enable their customers to effortlessly build custom PCs", explains Jeff.

Before working with Huemor, the process of building a custom PC on Ironside's website wasn't intuitive. The website failed to deliver on even the most basic of fronts.

It wasn't possible to combine certain features, many components were incompatible with one another, and there was no way for visitors to easily skim through all the options.

Ultimately, these factors deterred people from buying online. Furthermore, due to these flaws in their website, Ironside faced a lot of customer service issues.

In an era where personalization and customer service are integral to ecommerce success, big changes were needed if Ironside were to keep their customers happy.

IRONSIDE
SERIES

Crafted by our experts to set a new standard in power and value. Each system features carefully selected components, geared at providing the best gaming experience possible.

IMP
OMEN OF A CHANGING WORLD

Small, light, durable design

Intel Core Processor

Nvidia GeForce Graphics

DDR4 Memory

Starting At $699

GRUNT
MINER OF THE ANCIENT CAVERNS

Mid-tower, lightweight chassis

Intel Core Processor

Intel HD Graphics

DDR4 Memory

Starting At $449

MINION
KEEPER OF THE DUNGEONS

Eye-catching, geometric design

AMD Ryzen Processor

Radeon Graphics

DDR4 Memory

9:41

ironsidecomputers.com

FIEND
GUARDIAN OF THE JUNGLE

Full metal and tempered glass design

Intel Core Processor

Nvidia GeForce Graphics

DDR4 Memory

Unique Brand Narratives to Forge a Stronger Voice

As the Project Manager, Jeff took the lead for Huemor, assembling a team that included a UI/UX Designer, Front-end Developer, Back-end Developer, Illustrator, and SEO to complete.

The designer, Alex Filippone, noticed that Ironside already had a great asset in its hands, but it wasn't being utilized to its full potential.

> *"With a pre-built set of Ironside-branded computers, they were in a unique position to be fully in charge of how each was presented. They weren't looking to make those narratives a large focus of the site yet", recalls Alex.*

After an initial call to hammer out the company history, overall goals and direction of the project, Huemor set to work on creating the high impact design that their client wanted by utilizing large illustrations and video content.

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As Ironside's entire audience could not be boxed into one simple persona, they needed a simple narrative-driven, immersive ecommerce experience that would make building a custom PC exciting and easy for both novice and experienced PC gamers.

Huemor defined a clear user journey to guide a user from intrigue right through to the point of purchase. In addition to this initial strategy, they made sure to test the interface out with real-world power PC users.

"Our ability to really get into the mindset of their customer and experience the online buying process of a custom computer helped us figure out the right way this should be done", remarked Jeff.

Coming in, Huemor had a limited knowledge of PC components, which may have posed a problem for the working relationship. However, Ironside and Huemor quickly established an understanding.

"I'm going to be honest – we're a bunch of Mac people here", explains Jeff. "There was a pretty steep learning curve in understanding the parts of a computer and what they do, but it was essential for us to know in order to ensure we were presenting the key info on sales pages."

Ironside provided Huemor with a high-level rundown of the different component categories and how different product tiers related to different spec levels, which was instrumental when Huemor set about structuring the product pages and product customization process.
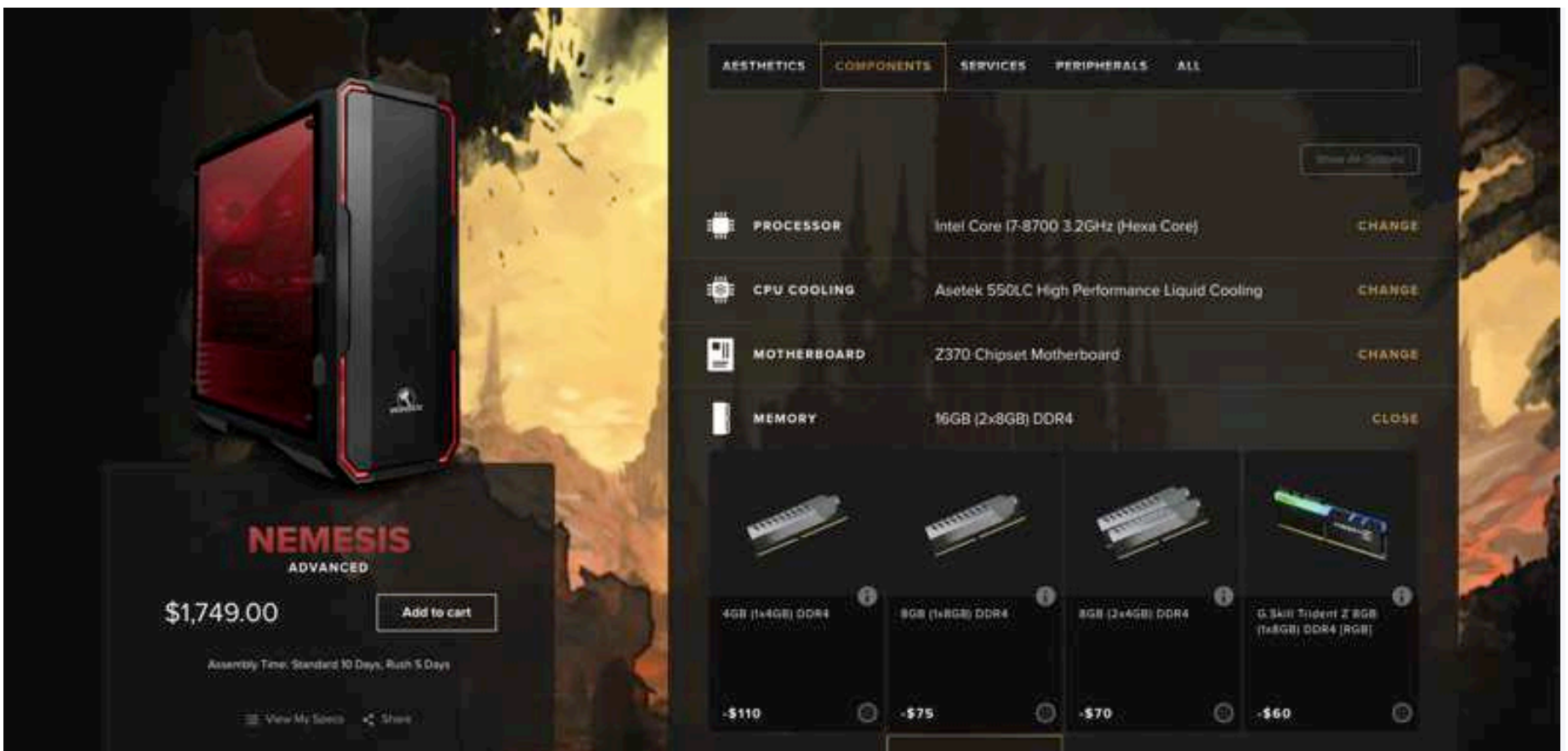
"They were also very knowledgeable in the design of their competitors' sites and branding, which helped us determine a visual direction to help them be unique", said Alex.

As the product customizer was at the core of the new UX on Ironside's site, getting it perfect was essential. While experienced gamers made up the bulk of their audience, Ironside also wanted to appeal to novices, and so Huemor kept that in mind with the new design.

To make the website less intimidating, the components were categorized and grouped into specialized tabs. Any features selected by the user are clearly marked, and all components have corresponding images.

Also, key price updates are shown in real-time whenever the user makes additions to their custom PC. Throughout the process, customers are able to view the entire spec list in the sidebar, and they can quickly navigate to any individual component to change.

By staying flexible, Huemor nurtured a productive working relationship with Ironside, which made for a smooth operation from start to finish.

NEMESIS
ADVANCED

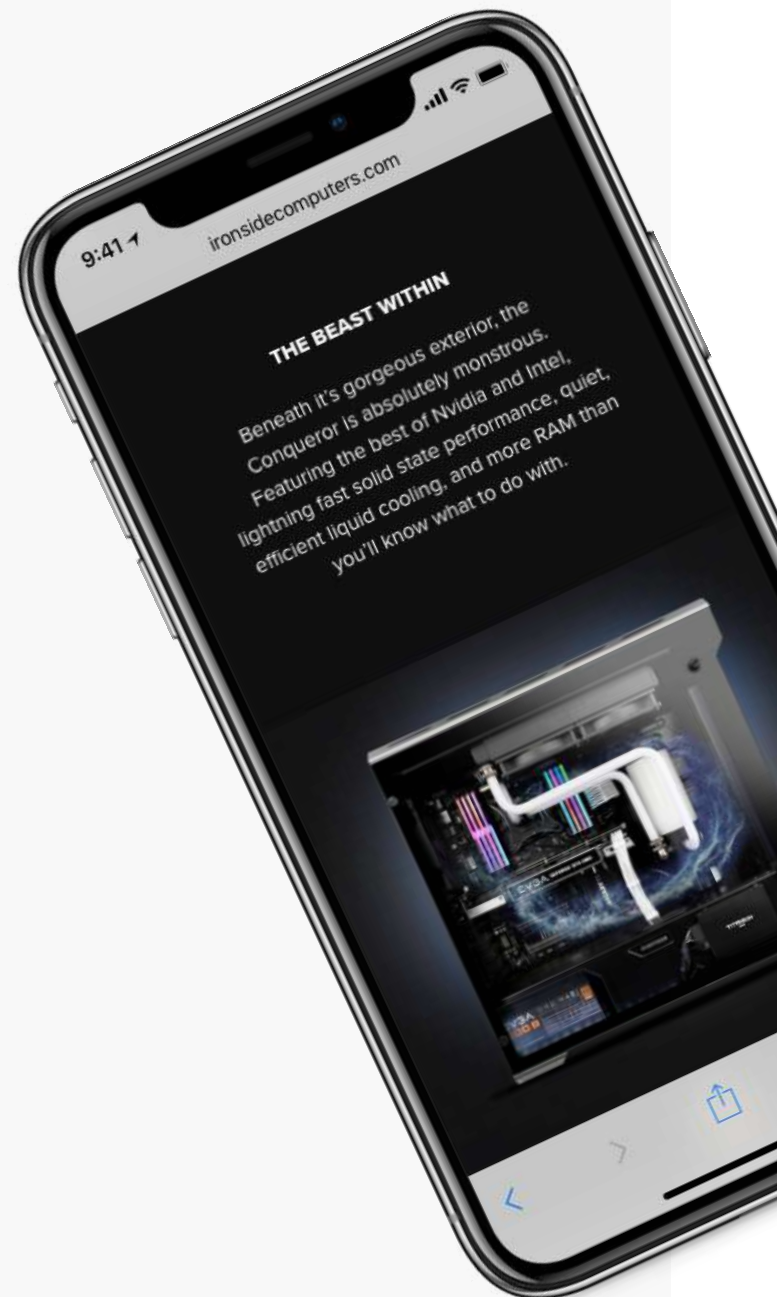| Case | Corsair C70 |
Internal Lighting	Ironside RGB LED Strip
Addional Case Fan	2x Antec True Quient Fan
Primary Hard Drive	Samsung 750 EVO 250G...
Case	Corsair C70
Internal Lighting	Ironside RGB LED Strip
Addional Case Fan	2x Antec True Quient Fan
Primary Hard Drive	Samsung 750 EVO 250G...
Case	Corsair C70
Internal Lighting	Ironside RGB LED Strip

$1299
OR $120 A MONTH

Add to Cart

Shipping Estimates: Standard 10 Days, Rush 5 Days

View My Specs   Save My Build   Share

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THE BEAST WITHIN

Beneath it's gorgeous exterior, the Conqueror is absolutely monstrous. Featuring the best of Nvidia and Intel, lightning fast solid state performance, quiet, efficient liquid cooling, and more RAM than you'll know what to do with.

SAMSUNG
Solid State Drive

intel
CORE i7
8th Gen

"The biggest challenge was the product customizer. We went through a couple of iterations with Ironside, they sketched something out based on our initial design and we went back and forth improving those designs", Alex explains.

With the high level of customization required, the project timeline rolled on for 5 months - one month longer than Huemor initially mapped out for. However, the return on investment for this extra time was well worth it.

"We ended up spending more time up front ideating and testing the customization process than was allotted, but we knew it would be huge for effecting the bottom line", asserted Jeff.

Awarded by CSSDA, The Daveys, W3 and Horizon Interactive

The overhauled site soon helped Ironside win awards from the CSSDA, The Daveys, W3 and Horizon Interactive. By then, it was obvious that the final product from Huemor was worth the wait.

But the real impact became evident in the key metrics, as Ironside enjoyed a significant increase in sales.

> *"We were able to triple their monthly sales in the first month. No one expected or predicted that could happen", explains Jeff.*

Indeed, a 300% increase in sales was an impressive start, but it didn't stop there. With the new streamlined, user-friendly interface, Ironside found it easier to keep people on their site and suddenly online customers were open to buying more.

Soon enough, the average order value surged by 40%, as customers quickly fell in love with the new product customizer.

Prior to finding Huemor, Ironside Computers had great products and some unique narratives that would appeal to their large gaming audience who wanted custom-built PCs. However, somewhat ironically, Ironside just hadn't discovered a way of putting all these

"Through thoughtful design, we enabled Ironside to push their brand and online presence forward and help their customers build to their requirements and budget", explains Alex.

By creating a narrative-driven shopping experience, Huemor transformed Ironside's ecommerce portal to make it more immersive and engaging for visitors.

This not only generated an immediate boost for their client's bottom line, but it made waves across the industry.

Now, Ironside truly stands out from the pack, more than ever before.

Ready To Make Something Memorable?

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