

Armor-X NZ

**A Custom Shopify Web Design Case Study
(UX, Performance & Conversion Focused)**



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About The Business

Armor-X New Zealand

Armor-X NZ is a New Zealand-based e-commerce business that specialises in rugged phone and tablet cases with integrated mount systems — designed for tradespeople, adventurers, and anyone needing gear that can handle the elements.

Their product line includes heavy-duty mounts, clips, and accessories built for durability, security, and everyday ease of use — all tailored to tough environments like worksites, trails, and active lifestyles.

But despite strong products, their old website didn't reflect the brand. The design was:

- Clunky to navigate, especially on mobile
- Visually outdated and lacking brand polish
- Difficult to manage and inconsistent in layout

The outdated site weakened customer trust and didn't do justice to their product line — prompting the need for a complete design overhaul focused on usability, clarity, and a stronger brand presence.



The Challenges

Armor-X NZ's original website was holding the business back — visually outdated, structurally confusing, and completely unfit for a modern e-commerce experience. With clunky navigation, poor layout, and no trust signals, the site wasn't just underperforming — it was actively limiting growth and sales.

1 Outdated Visual Design

The old site used an inconsistent colour palette, unrefined fonts, and low-res imagery — creating a look that didn't align with the toughness or quality of the product range.

2 Poor UX & Navigation

Navigation was clunky and unclear, especially on mobile. The menu lacked intuitive flow, making it hard for users to find products by device or activity.

3 Unstructured eCommerce Layout

Product categories were poorly organised, and filtering options were confusing. Users had to work too hard to get to the right product — especially when browsing by device.

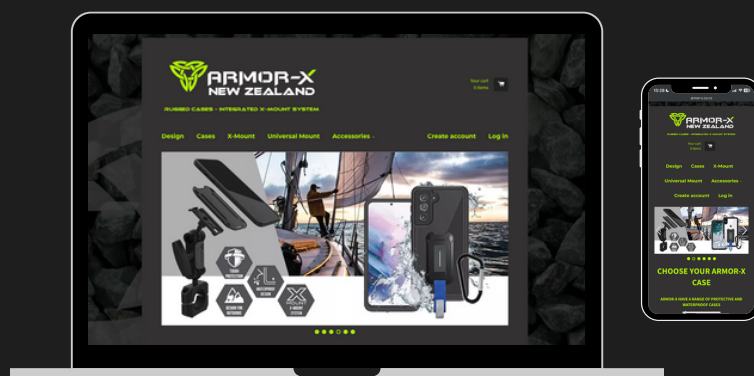
4 No Clear Conversion Path

There were no standout calls-to-action, minimal trust markers, and no persuasive layout to guide users toward a purchase — causing friction and drop-offs.

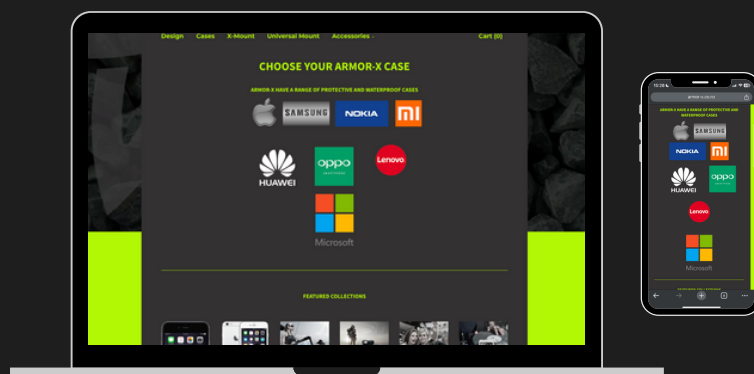
5 Lack of Social Proof Placement

Trust signals like reviews and testimonials weren't visible or highlighted, hurting buyer confidence. The design didn't surface credibility where it mattered most.

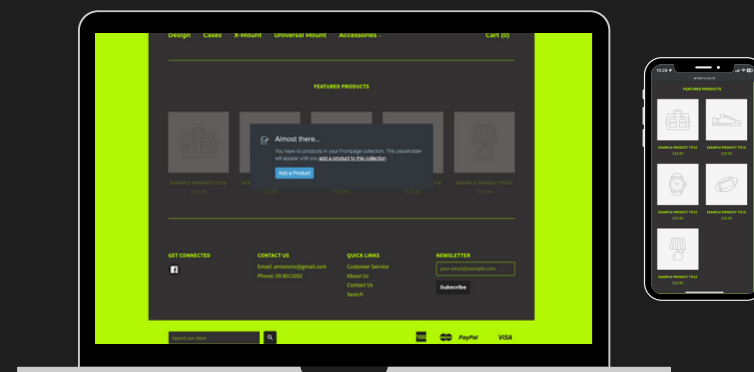
Old Hero Shot



Old Categories



Missing Sections



The Objectives

This project aimed to rebuild Armor-X NZ's website into a modern, high-performing store. We focused on usability, trust, and simple navigation — so customers could find the right product quickly and feel confident buying.



A Modern, High-Trust Website

Redesign the site with a clean, professional layout, modern branding, and mobile responsiveness — so customers feel confident, engaged, and **more likely to buy**.



Frictionless UX & Navigation

Streamline site structure, menus, and browsing flow to make the user journey intuitive — **reducing bounce rates** and helping visitors **reach products faster**.



Conversion-Focused Layout

Place CTAs, trust elements, and key info in high-impact spots — to guide users naturally toward checkout and **improve overall conversion rates**.



Built for Flexibility & Growth

Design with scalability in mind — **making it easy** to launch new products, update content, or run campaigns **as the business evolves**.



Consistent Visual Branding

Streamline site structure, menus, and browsing flow to make the user journey intuitive — **reducing bounce rates** and helping visitors **reach products faster**.

Stage 1

Rebuilding the Visual Foundations

Armor-X NZ's old website didn't reflect the toughness or quality of their product line. The design felt outdated, clunky, and visually disconnected from the audience it aimed to serve. We stripped everything back and rebuilt the front-end from the ground up — mobile-first, cleaner, sharper, and designed to build instant trust.

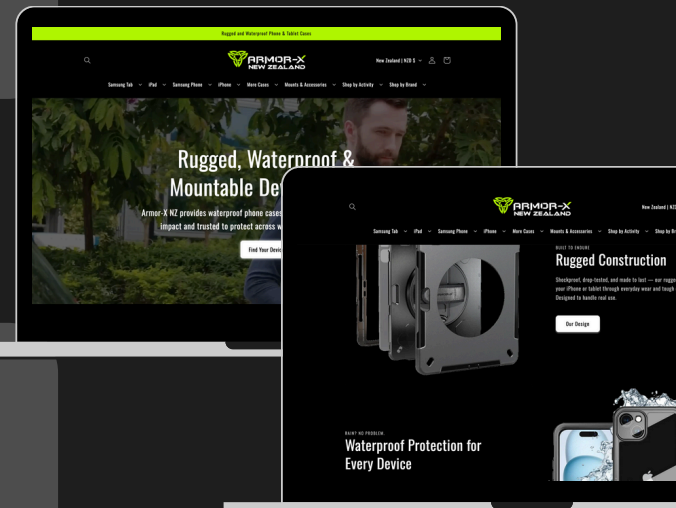
What We Did:

- 1 Homepage Redesign:** Rebuilt the layout with sharper structure, better flow, and clearer hierarchy — giving every block a clear purpose.
- 2 Visual System Refresh:** Refined font (Oswald), colours, and imagery to deliver a cleaner, more unified brand feel.
- 3 Decluttered Layout:** Removed oversized icons, weak contrast areas, and messy spacing — replaced with clear structure and breathing room.
- 4 Mobile Optimisation:** Adjusted sizing, spacing, and stacking to ensure the design performs cleanly across all mobile screens.

Old Homepage



New Homepage



The Results:

- 1 Bounce Rate Dropped 40%:** Users stuck around longer and explored more — a clear sign the new layout and visuals improved engagement immediately.
- 2 Stronger First Impressions:** The site now reflects the rugged reliability of the product line — clean, modern, and trustworthy from the first glance.
- 3 Design Now Serves Purpose:** Every homepage section now drives users toward a product or action — no more clutter, no more dead zones.

Old



New

Stage 2

Streamlining the User Experience

The old site made it harder than it should've been to find products — especially on mobile. The menu was clunky, categories weren't clear, and most pages lacked internal structure. This stage focused on fixing how users navigate, explore, and interact with the store every day.

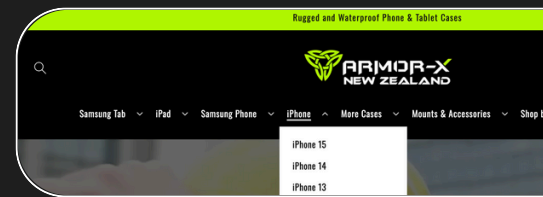
What We Did:

- 1 Navigation Rebuild:** Restructured the menu based on product type and use-case — added logic to group by device + activity, making it easier to find the right product.
- 2 Mobile UX Flow:** Simplified the mobile menu, reduced clicks to product, and improved how users move between collections without dead ends.
- 3 Internal Linking Strategy:** Connected related products, accessories, blog posts, and FAQs — improving discovery and reducing bounce.
- 4 Improved Page Scanning:** Tightened layout spacing and headings to guide users through content more clearly — especially on collection and product pages.

Old Nav & Menu



New



Old Category Page



New

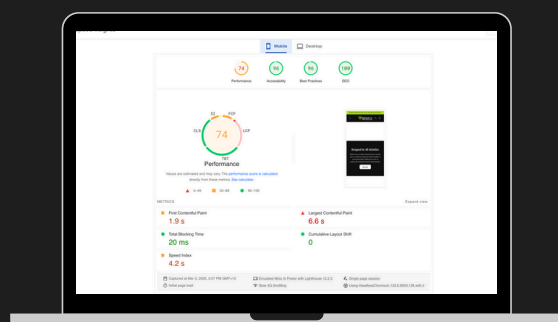
The Results:

- 1 Collection Page Engagement ↑ 239%:** Pages like Galaxy Tab S9 saw major session growth — a clear sign users found it easier to explore by device after the nav overhaul.
- 2 Mobile Journey Simplified:** Mobile navigation was redesigned to reduce friction — helping users move between products and categories without backtracking or dead ends.
- 3 Product Discovery Improved:** Stronger internal linking and refined layout spacing kept users on-site longer and led more visitors to relevant product pages.

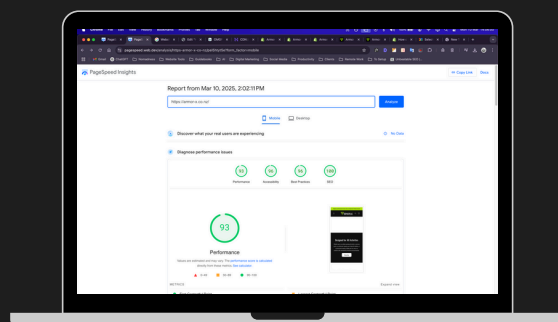
Optimising the Site Foundation

What We Did:

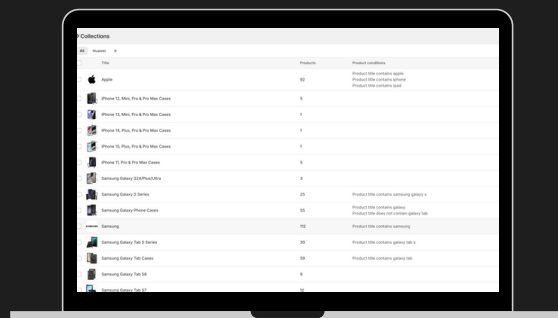
- ### Original Speed Test



Improved Speed Test



Reorganised Collection Page



Stage 4

Building Trust & Conversion Drivers

The final stage focused on boosting buyer confidence and reducing hesitation at key decision points. We turned visitors into buyers by embedding trust signals, refining product content, and supporting every page with the clarity and credibility users expect from a modern ecommerce store.

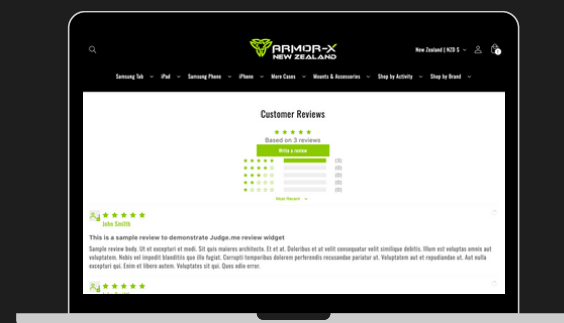
What We Did:

- 1 Review System Integration:** Implemented a scalable review app across product pages to showcase authentic feedback and boost buyer trust.
- 2 Trust-Building Content:** Added FAQs, warranty/policy info, and clear contact options to key pages — removing doubts and improving transparency.
- 3 Enhanced Product Pages:** Optimised layouts to highlight key info like device compatibility and features — with icons and simple copy for faster understanding.
- 4 Conversion-Driven CTAs:** Refined CTA styling, hierarchy, and placement to guide users toward action and reduce friction across the funnel.

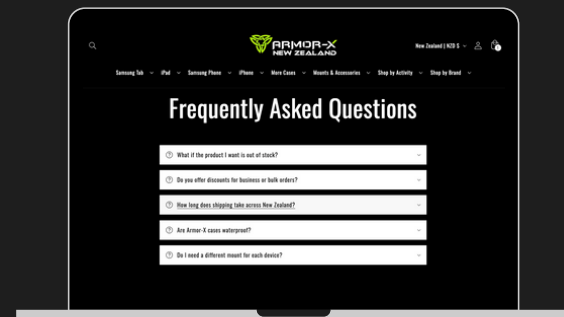
The Results:

- 1 Conversion Rate Up 161%:** Went from 1.11% to 2.9% in the first month post-launch — a clear sign that trust and clarity drove action.
- 2 Product Page Completion Rate Improved:** More visitors reached checkout after viewing product pages with reviews and FAQs.
- 3 Customer Journey Smoother:** Visitors interacted more with decision-point content and showed fewer drop-offs pre-cart.

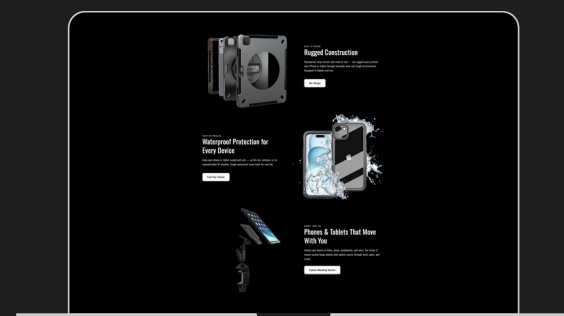
Integrated Review System



FAQ System Implemented



Multiple CTAs Inserted



Summary



Armor-X NZ approached us with a site that was outdated, clunky, and underperforming across nearly every area. The design lacked structure, mobile experience was poor, and product discovery felt frustrating for users. Conversion rates were low, speed was sluggish, and the backend was bloated with legacy content.

The objective was clear: rebuild the site into something modern, trustworthy, and scalable — built to improve user experience, increase buyer confidence, and support long-term business growth without requiring constant developer support.

We tackled the rebuild in four focused stages: visual redesign, user experience optimisation, backend and performance improvements, and trust-driven conversion enhancements. Each stage layered on the last to create a faster, more usable, and more persuasive online store.

The result is a Shopify site that finally matches the rugged quality of Armor-X's product line — fast, mobile-optimised, easier to manage, and significantly more effective at converting visitors into buyers. Most importantly, it's set up for future growth — both in performance and operational flexibility.

Important Stats

Conversion Rate:	↑ 161% (1.11% → 2.9%)
Bounce Rate:	↓ 40%
Monthly Orders	↑ 20% (Pre-SEO Optimisation i.e. more to come)
Revenue Increase:	↑ 19% (Pre-SEO Optimisation i.e. more to come)
Product Impressions	↑ 229% (Post-launch total: 8,152 vs. 2,325 prior)

These metrics reflect only the first phase of growth

— with full SEO optimisation still underway...

Client Feedback

"Robson completely transformed our online presence. The site's now faster, easier to use, and finally reflects the quality of what we sell. We've already seen better performance — and it's way easier to manage internally too."

— Paul, Armor-X New Zealand

Client Highlights:

- Fast, modern redesign
- Easier backend for updates
- Clearer product navigation
- Increased buyer confidence
- Great post-launch support



Next Steps

"We've built the foundation — now it's time to grow traffic, deepen engagement, and scale results."

- 1 Ongoing Site Maintenance:**
 Monthly updates, performance monitoring, and support to ensure the site continues running fast, secure, and error-free.
- 2 Monthly SEO Retainer Implemented:**
 Targeted SEO strategy now in motion — including content updates, keyword tracking, on-page optimisation, and backlink building to grow organic traffic.
- 3 SEO Growth Reporting & Adjustments:**
 Tracking keyword rankings, traffic shifts, and conversion trends monthly to refine strategy and identify new opportunities as the business grows.
- 4 Room to Scale Content & Campaigns:**
 The backend is now built to easily launch new landing pages, product lines, or blog content — supporting seasonal pushes or broader marketing campaigns.

Let's build something that performs.
Get in touch to discuss your website or SEO goals.



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