

COGdigital^o

WORDPRESS WEBSITE DEVELOPMENT

Case Study – Deus Ex Machina



[DISCOVER](#)



THE COG DIGITAL APPROACH TO WORDPRESS WEBSITES

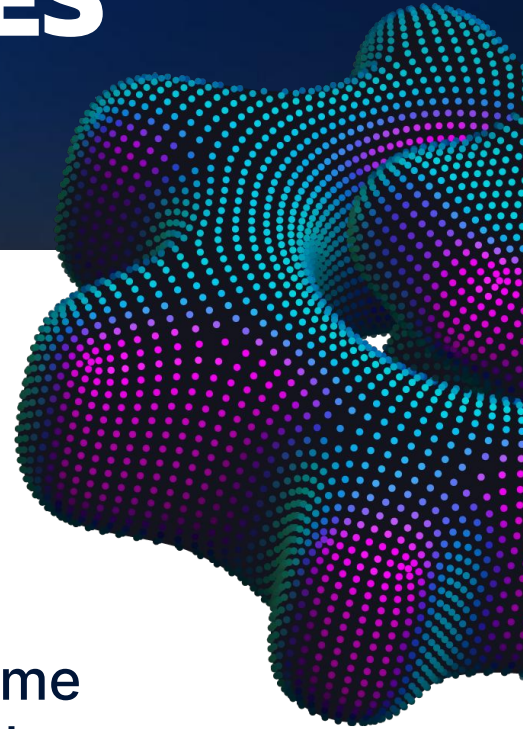


This document will introduce you to one of the COG Digital Wordpress eCommerce projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!



1ST

Eugenio Vezzetti
OraColo
Milan/Italy



BEHIND THE BUILD:

Dnepr mt11 750cc 1986

"Oracolo" (oracle in english) is a dnepr mt11 750cc from 1986. On the original frame we find a Guzzi Ercole Fork, an handmade brass fuel tank, and a seat that was originally an engine support from an honda xl 125. the rear beams is integrated in the back wheel hub. Original as its builder is the name of the bike : Oracolo – oracle- as the bike is intended like a profecy, something ahead of its times, but also, with a wordplay, a feeling of liberation and satisfaction : "ora colo" in italian means " Now i'm dripping"

[Find all images and comments here](#)

2ND

Davide Lorusso
Ula
Milano/Italy



BEHIND THE BUILD:

The bike is a 1991 XR 600, named "Ula".

The customization consists in two PVC pipes for the gas tank, fake wood pvc hand made seat, a 2 stroke exhaust system, beam from a vintage Garelli. Two hand made bags are on the bike.

[Find all images and comments here](#)



WHAT WE KNEW FROM THE START

We knew that Deus Ex Machina needed a trusted professional Australian website development team to design, develop and manage their [Bike Build Off Event](#) digital asset.

We also knew that the Deus Ex Machina brand needed a Web Development agency that is affordable, reliable, and understands [Shopify](#), Wordpress and hosting, plus domain account management and optimisation.

Plus, their business wanted a team of digital experts to solve existing legacy issues that continually hampered broader online progress and performance.



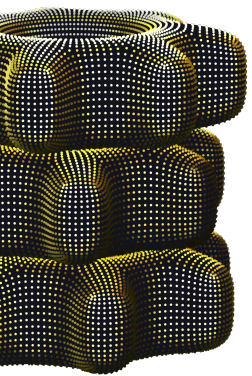
ABOUT THE CLIENT

Deus Ex Machina engaged COG Digital with a technical website development brief to design the responsive WordPress website for the global Bike Build Off Event.

The Australian brand founded by Dare Jennings - [Deus Ex Machina](#), God From The Machine.

Technically defined as a plot device whereby a seemingly unsolvable problem in a story is suddenly and abruptly resolved by an unexpected and unlikely occurrence. Customised motorcycles, apparel food and a culture like no other.

Making an impact on a global stage with the Bike Build-Off Event.



FROM THE CLIENT

“The team at COG Digital saved our butts. The previous supplier had left a bit of a mess – all seemed doomed. COG Digital came to us from a referral within our industry. They came highly recommended and we can now simply pass on this exact sentiment to anyone needing a first class web development agency”.

- [Eric Holm](#), Head of Global eCommerce



Deus & Machina

Supported by **COGdigital**

Username or Email

Password

Remember Me

[Register](#) | [Lost your password?](#)

[← Back to BIKE BUILD OFF 2016](#)

SYDNEY TOKYO MILAN LA 25 BALI NATIONS



THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Wordpress 5.0

[WordPress](#) 5.0 was slated to bring the biggest change to the CMS in a long time.

It's the first step in a three-stage plan to revolutionise content, templates and eventually WordPress site-building as a whole.

WordPress 5.0 introduces an all-new Twenty-Nineteen theme and updates to the previous WordPress themes.

Shopify eCommerce

[Shopify](#) is a complete commerce platform that lets you start, grow, and manage a business.

The subscription-based software allows anyone to set up an online store.

More than a million of the world's most successful brands trust Shopify to sell, ship and process payments anywhere

LAMP Hosting

[LAMP](#) is an acronym denoting one of the most common solution stacks for many of the web's most popular applications.

LAMP stands for Linux, Apache, MySQL, and PHP. Together, they provide a proven set of software for delivering high-performance web applications.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Digital for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Deliver sophisticated event experience across multiple software platforms**
- **Maintain event legacy nuance**
- **Develop to allow an intuitive and simplified CMS backend for a global client side.**
- **Enable registrations and uploads from global regional users.**

EVENT LOCATIONS

[SYDNEY](#)[MILAN](#)[VENICE](#)[TOKYO](#)[BALI](#)

BONDI PAVILION, BONDI, NSW AUSTRALIA

As the sun set on the fourth iteration of the Boundless Enthusiasm Bike Build Off presented by BMW Motorrad in Sydney, and we sat down to re-live the day through the terabytes of captured photo and video it quickly became apparent that the event has only gotten better and better throughout the years. The sheer ingenuity, sense of humour, artistry and creativity of the 47 backyard builders that came out to put their specially built creations on display, was an absolute delight for all to see.

EVENT INFORMATION

The day began at the Bondi Pavilion with Master of Ceremonies/BMW ambassador Kate Peck and founder of Deus Ex Machina Dare Jennings getting the day started by introducing the panel of esteemed judges, the history and background of the event and the involvement of our Partners in Grime. These being BMW, who also had some of their own loudest and finest on display, the amazing unbreakable range of denim from Saint CC, some of the most interesting creations currently coming out of the MotoRetro workshops and tyres from Metzler Moto. [See all photos here.](#)

[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)[VIEW 見](#)



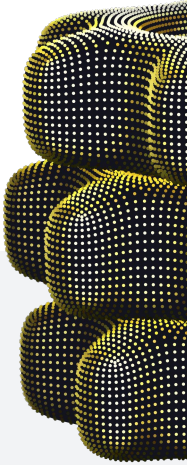
BRIEF SUMMARY

COG Digital is proud to deliver the Wordpress CMS Website Design and Development for the Deus Ex Machina brand. High End Design, Large Volume User Function, Dual Technology

Deus Ex Machina engaged COG Branding with a technical website development brief to design the responsive [WordPress website](#) for the global Bike Build Off Event.

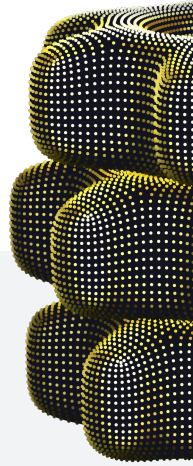
The Bike Build Off Event engages hundreds of competition entrants from around the world to upload their content that includes images and descriptions of the motorbikes they have personally built.

The Deus brand showcases key global regions of the Bike Build Off event in Sydney, Venice Los Angeles, Tokyo Japan, Bali Indonesia and Milan Italy.





SOLUTIONS SUMMARY



High End Design, Large Volume User Function, Dual Technology

With the mobile device key to the user experience for both brand advocate and competition entrant, the project had COG Digital being mobile first in our development and design approach.

Plus, when a design powerhouse in Deus Ex Machina and Carby Tuckwell delivered you a brief, the demands and considerations to UAT increased, multiple device and browser environments drove the project through rigorous UAT.

The approach focused on simplicity to allow dynamic content from the global bike builder community to be showcased online to celebrate the amazing collaborative Bike Build Off event concept. The website technology included a Shopify eCommerce platform and a WordPress CMS content front end.

The CMS needed to be designed to allow the competition entrants to upload their material via the CMS securely and into the right geographic location. The key focus was to allow the entrants to upload their content, and then enable the judges to easily manage the content to discover the winners.



NAME: Ian Roberts

BIKE: 1950s lawn mower parts with 2 stroke engine board tracker

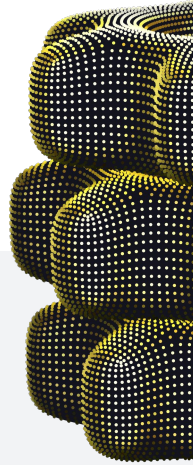
LOCATION: Sydney/ Australia

BEHIND THE BUILD: Visual antiquity created in the modern era by a





RESULTS SUMMARY



Go live with project Success!

The COG Branding solution was a strategic approach to open source and proprietary website development. The responsive and secure [WordPress CMS](#) platform delivered a robust solution for an event that could handle the global community registering their entry and uploading their content, enabling the Bike Build Off event to continue being a successful event.

The content itself from the Deus Ex Machina Bike Build Off community is exceptional and unique, driving the challenge for the design to be UX considerate to the forecasted actual content itself, and to achieve user engagement from this community.

- Load times decreased from 16-20 seconds to 3-4 seconds
- Ecommerce conversion rate increased by 60%
- Cart-to-checkout rate of progression has more than doubled
- Average order value has increased by 13%
- Conversion rate from online store search is three times higher



THE COG BRANDING PRODUCT SOLUTIONS

DOWNLOAD THE PRODUCT GUIDE



Wordpress®

LEARN MORE >



Shopify®

LEARN MORE >



SAPOW®

LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 11 Kingsway Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Welcome@COGbranding.com.au

+612 9523 6007.

2, 11 The Kingsway Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]