



Case Study

FROM BOX TO BOAT

Client

ORU) KAYAK

Services

Web App Development, UI Design, Shopify Plus

About Oru Kayak

The Oru Kayak uses a brilliantly innovative, origami-inspired design to transform from a box into an elegant, high-performance 12 foot boat. Launched on Kickstarter in the fall of 2012, the Oru Kayak has gone on to win fans all over the world and earn acclaim from the outdoor recreation community.

MADE IN CALIFORNIA

ORU  KAYAK™

The Challenge

As a growing startup, Oru Kayak landed a pivotal spot on the nationally televised show *Shark Tank*—an opportunity that would introduce their brand and products to a vast audience of potential new customers. In order to prepare for this event, Oru Kayak needed to level-up their eCommerce Shopify site; in addition to presenting their product in a more experiential environment, the site would also need to seamlessly handle the dramatic influx of traffic expected during the *Shark Tank* airing.

(P.S. this all needed to happen in three weeks.)



The Goals

1. Enhance Oru Kayak's eCommerce site to better reflect the product experience and engage users with the emotional resonance of the outdoor environment.
2. Expand the infrastructure and functionality of the website to accommodate an increase in browsing sessions generated by the *Shark Tank* appearance.
3. Accomplish all of the above in less than three weeks.



The Strategy

Successfully launching an eCommerce site of this size and complexity in three weeks is no small feat. To pull it off, Lucid Fusion and Oru Kayak worked (literally) elbow-to-elbow in order to:

- Collaborate on a design and UX that would represent the unique and innovative brand behind the origami-inspired kayak
- Create videos and animated gifs to establish the look and feel of the Oru Kayak brand
- Establish a parallax environment to provide an immersive experience in which to tell the brand's story
- Ensure that the Shopify-powered site was responsive and fast to load
- Build an environment so that the server infrastructure could easily handle the influx of traffic to the site during the *Shark Tank* airing—which was in excess of 12,000 concurrent users during the episode

EXPLORE OUTSIDE THE BOX

Oru Kayaks transform from box to boat in five minutes.

EXPLORE



ALSO FEATURED ON



The original Oru Kayak, launched on Kickstarter and now in retailers around the world; it's even the permanent collection of the San Francisco Museum of Modern Art. On the water the Bay glides like a dream. It's stable enough for beginners, while the length and contouring make it fast and sporty for expert kayakers. There's plenty of room to stash gear (or a picnic) for day trips and short camping excursions. Best of all, transforming it from box to boat takes just a few minutes. [Go to FAQs](#)

Kayaks typically ship 1 week from order date.

SPECIFICATIONS

- LENGTH: 12' (3.7 M)
- WIDTH: 25" (63 CM)
- WEIGHT: 26 LBS (12 KG)
- WEIGHT CAPACITY: 260-300LBS
- COCKPIT: 16"x30" (41x76 CM)
- BOX LENGTH: 32" (81 CM)
- BOX WIDTH: 13" (33 CM)
- BOX HEIGHT: 28" (71 CM)
- US PATENT NO. 8316788

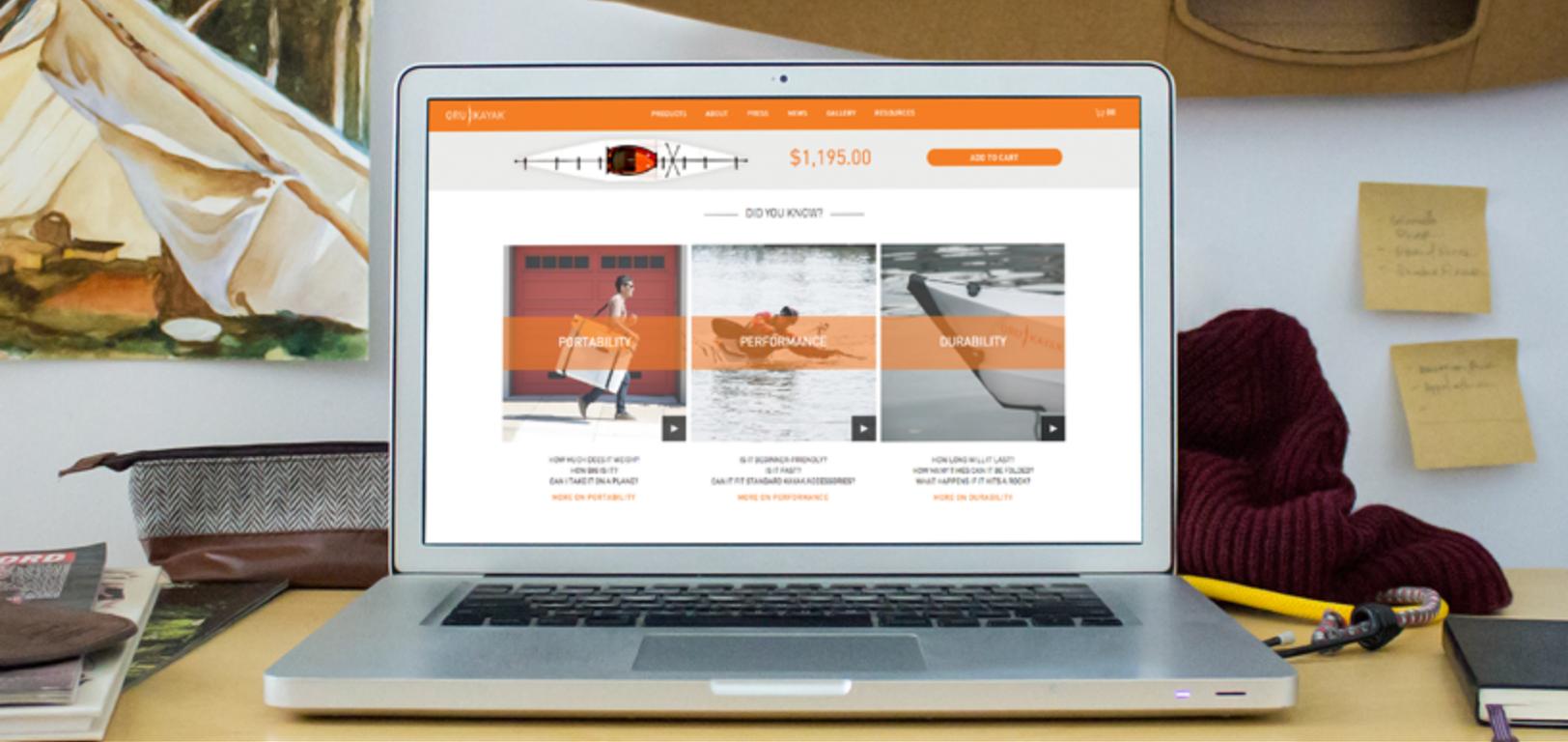
The Bay

\$1,275.00

As low as \$117.77/mo

ADD TO CART

RENT A KAYAK



41%

Increase in Revenue



200%

Increase in New Users



167%

Increase in Sessions



WINNER

W3 Silver: General Websites
Consumer Goods

SCIENCE. STORYTELLING. PURPOSE.

Lucid Fusion is a digital agency, passionate about the power of innovation. We're a team of strategic and creative thinkers—scientists, storytellers, artists, and builders—who leverage our role as digital innovators to concept, design, develop, and implement actionable strategies quickly, helping you stay ahead in this high velocity world of change.

Let's do something great together.

