BaseBuild
Coders, On Demand

Case Study: Dwarven Forge: E-Commerce for Fantasy

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Client Overview

Dwarven Forge creates high-end modular terrain for tabletop gamers, with a cult following among D&D players and collectors. Their site needed to balance immersive storytelling with serious e-commerce muscle.

The Challenge

A large product catalog with variants, Kickstarter-backed launches, and a very loyal community required a custom-built WooCommerce site that didn't break under pressure—while still feeling magical.

Our Solution

Basebuild engineered a flexible Shopify setup that handled back-in-stock logic, pre-orders, and complex bundles. We also configured and supported multiple important product shipment campaigns that required custom scripts development.

Results:

- 99.9% uptime during major launch events

- Community-friendly UX that doesn't sacrifice conversion

Why it matters

Dwarven Forge's customers don't just buy—they quest. We made sure the buying experience was just as epic as the adventures their terrain inspires.

URL: https://dwarvenforge.com