

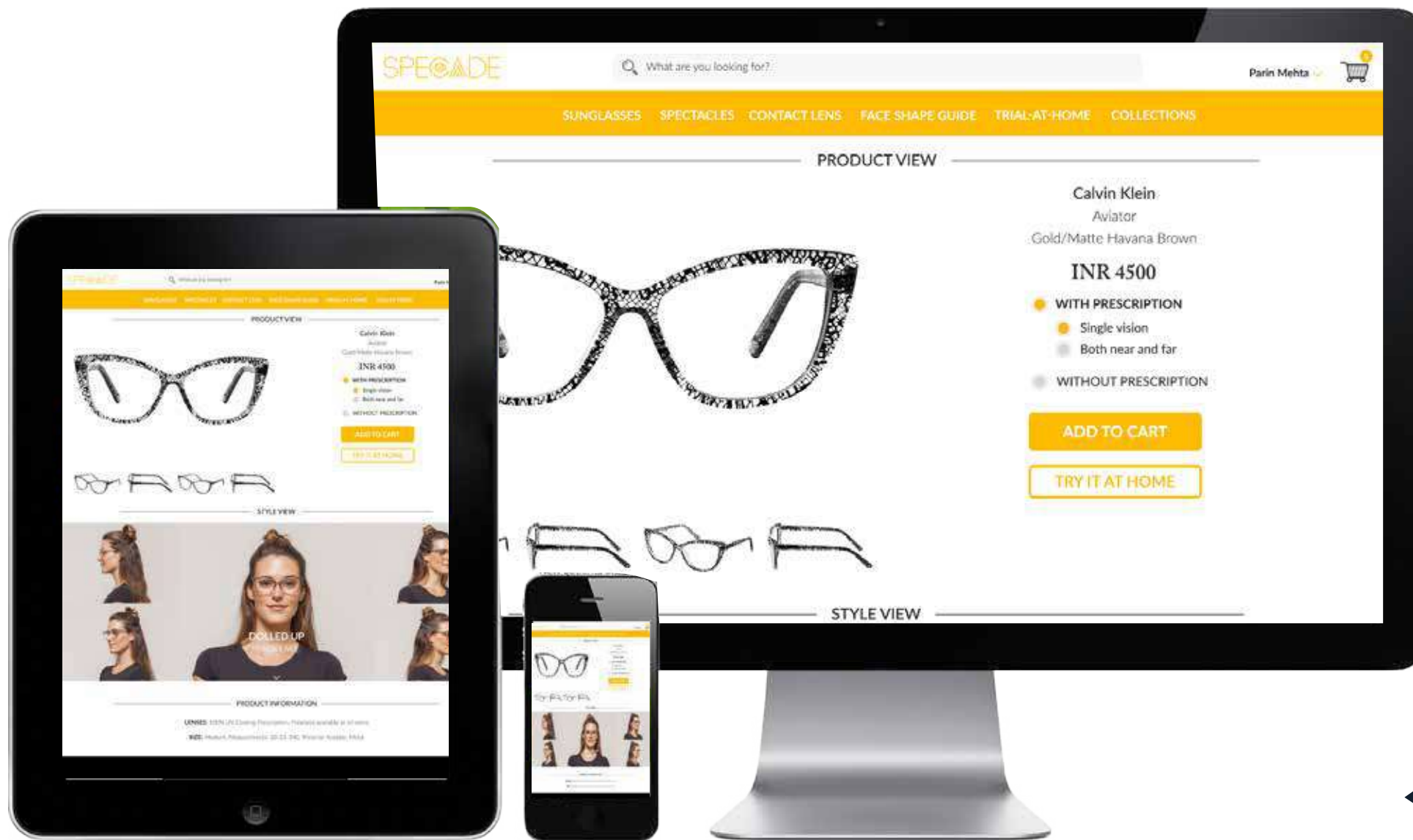


WARDDEL SOLUTIONS

WEBSITE PORTFOLIO

Information Architecture | User Interface Design | User Experience Design |
Custom CMS Design | ERP Systems | Photography | Content Writing | Landing Page
Optimization





BRAND NAME

SPECADE

CHALLENGES

Large Inventory of Products

Simplification of Content

Removing Redundancies from complicated procedures

Navigation Optimization

Intensive Indexing for Search Results

SPECADE

What are you looking for?

Parin Mehta



SUNGLASSES SPECTACLES CONTACT LENS FACE SHAPE GUIDE TRIAL-AT-HOME COLLECTIONS

GENDER

MEN

WOMEN

FRAME SHAPE

AVIATORS

CAT EYE

STYLE

RETRO

HIGH FASHION

FRAME TYPE

FULL FRAMES

HALF FRAMES

FACE SHAPE

HEART SHAPE

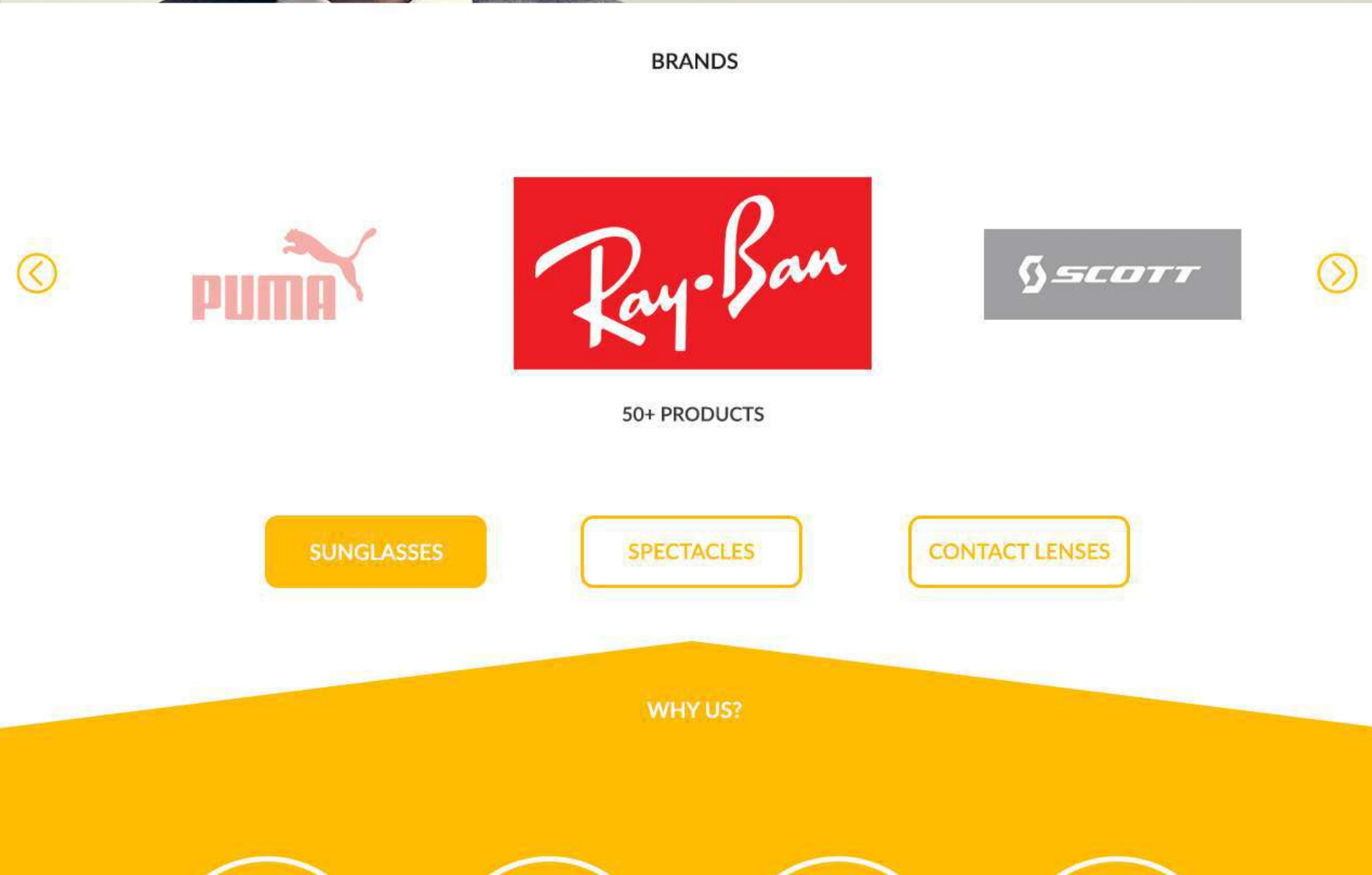
SQUARE SHAPE

BRANDS

CALVIN KLEIN

MICHAEL KORS





SOLUTIONS

Personalized Navigation Interface for reducing surf time for Inclined Customers

Knowledge Centre to drive relevant traffic to content heavy page

A/B Tested CTA Placement to ensure fastest and relevant navigation

THOUGHT PROCESS

Custom Designed Landing Page

WordPress Backend

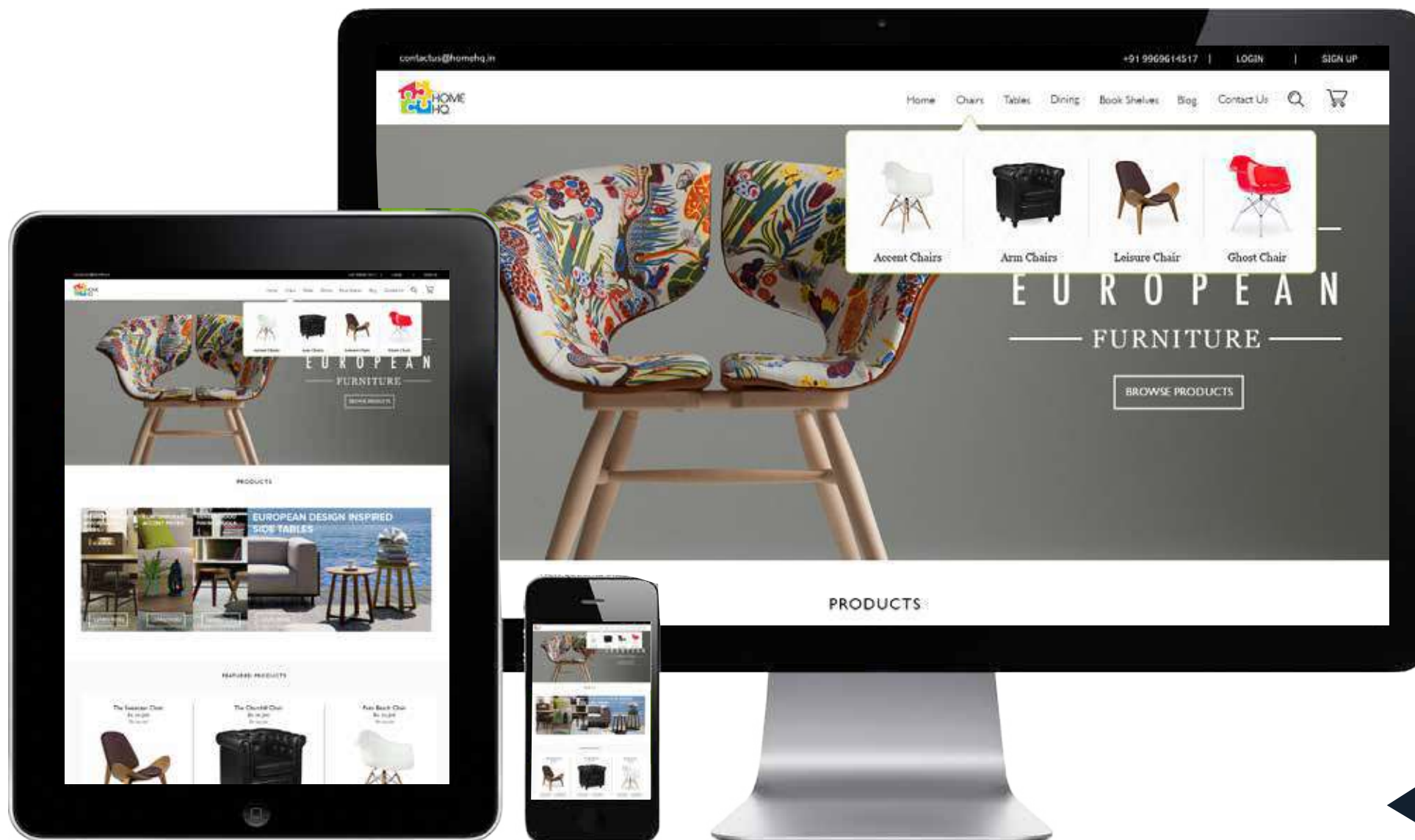
MailChimp Automation

A/B Testing Tools

CTA Testing

Incentive Creation

High Conversion Landing Page



PRODUCTS

BRAND NAME

HOME HQ

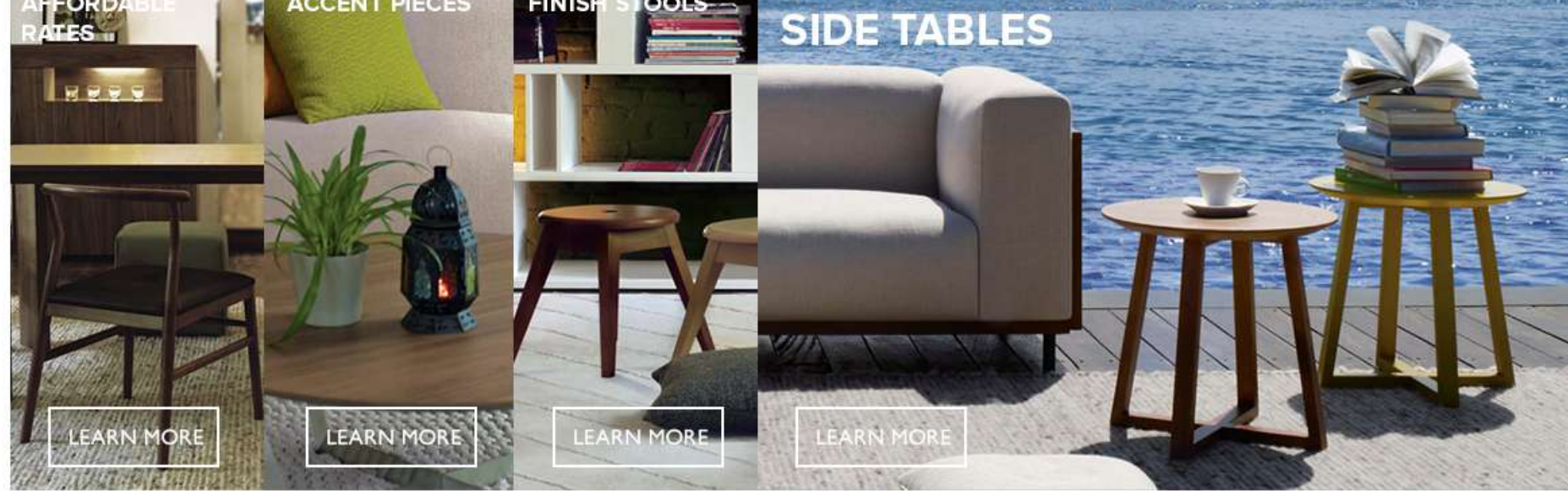
CHALLENGES

85% Bounce Rate

Complicated Navigation

Constraints on Customization due to Existing CMS





SOLUTIONS

High Converting Landing Page Design

Multiple Rounds of A/B Testing

Original Content Creation

UX Constraints were worked on by understanding CMS Wireframe Constraints

FEATURED PRODUCTS

The Sweetzer Chair

Rs. 16,500

~~Rs. 24,750~~



ADD TO CART

KNOW MORE

The Churchill Chair

Rs. 16,500

~~Rs. 24,750~~



ADD TO CART

KNOW MORE

Palm Beach Chair

Rs. 16,500

~~Rs. 24,750~~



ADD TO CART

KNOW MORE

THOUGHT PROCESS

Simple, Quick Communication

Minimalistic Design

Tested CTA

Single Page Navigation



AT WESTWIND MEADOWS



BRAND NAME

BAGAD PROPERTIES

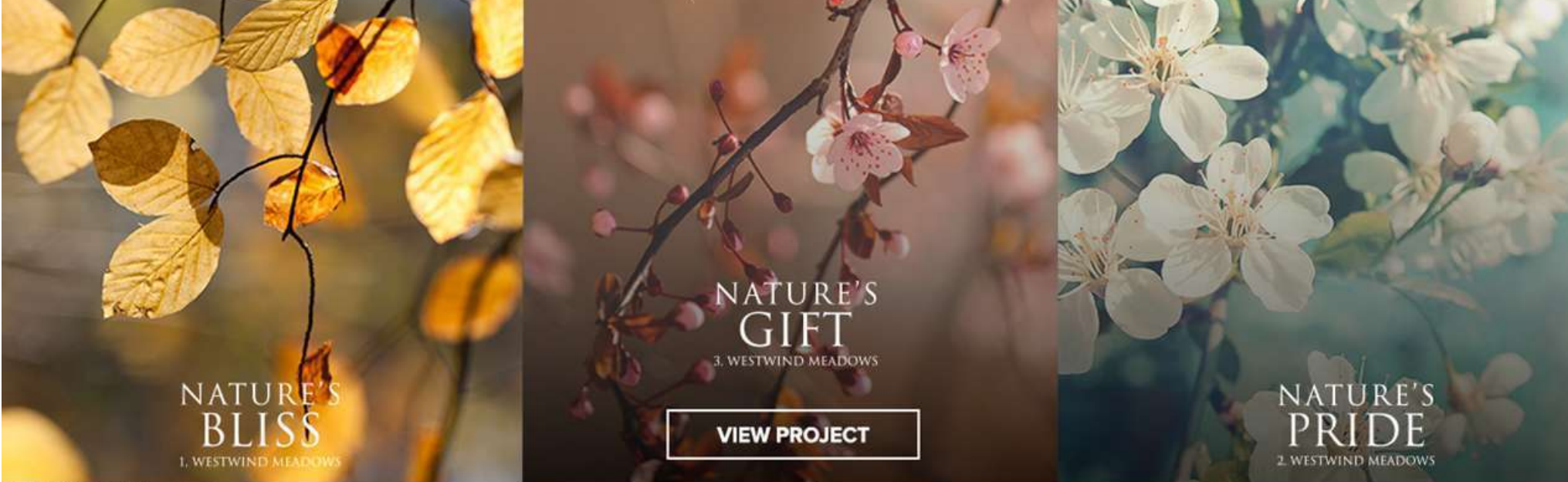
CHALLENGES

Deliver a close to reality experience of the Site

Visually Rich yet Informative

Conveying intangibles by Photography

Not a Mainstream Property Website



PROMENADE

Let us redefine your morning walks. A property so well planned, that the feeling of being away from the city is something that you will be constantly reminded of.

A stretch of road that is placed adjacent to the river, will be the perfect spot to see your kids learn to ride their first bicycle or your spouse learn to drive the car. It's a place that will build memories, memories that will last.

URBAN YET SERENE

Technologically at par with any residences in metro cities, the homes at Westwind Meadows are urban; minus the concrete jungle.

Get ready to experience redefined riverside living. A luxurious setting very close to nature. Because at the end, Luxury must be comfortable.



SOLUTIONS

Photography was conceptualized and undertaken in-house

Building a Lifestyle oriented Content Base

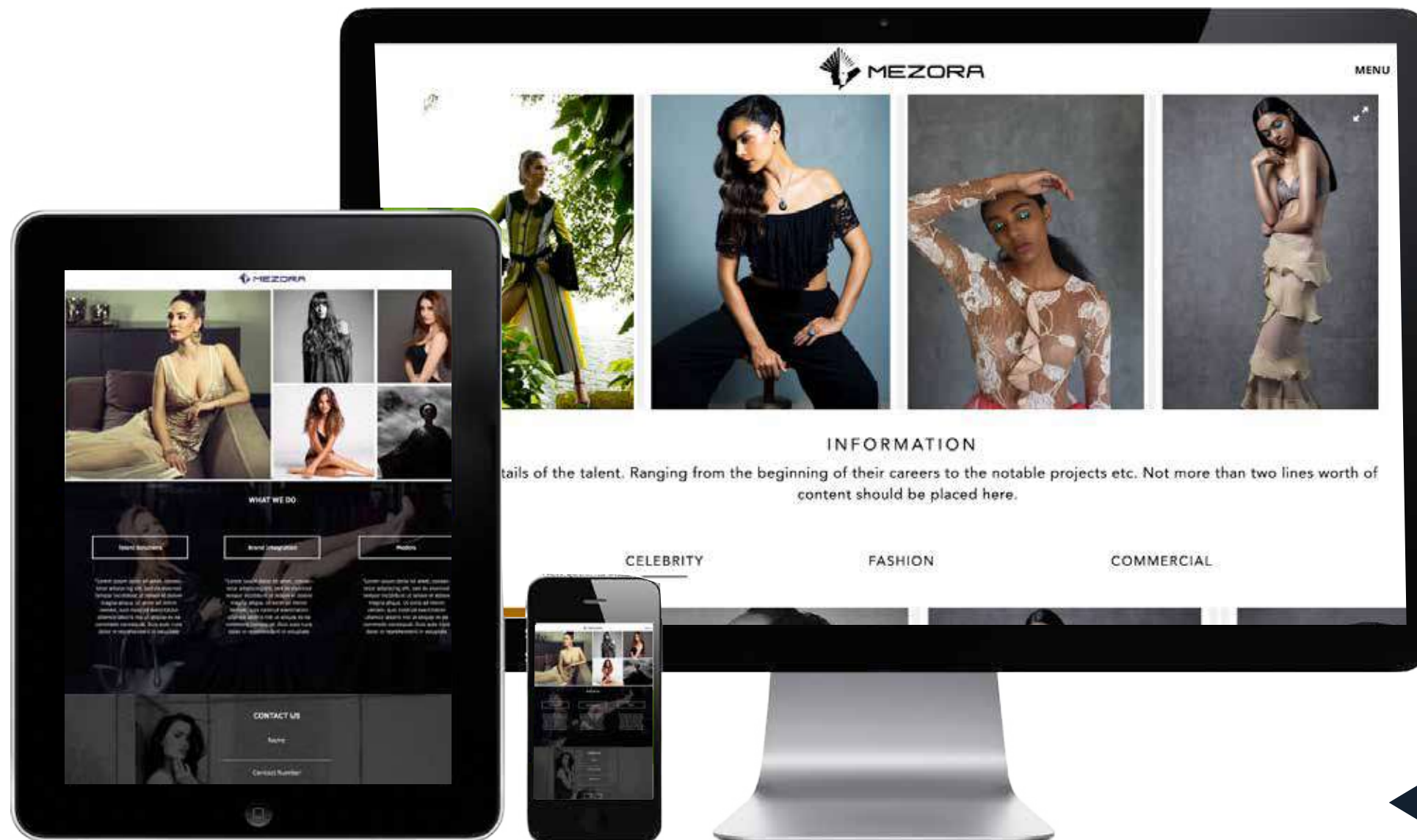
Simplifying Real Estate Content to look aesthetically pleasing

THOUGHT PROCESS

Capturing the Location in its truest essence

Creating a Life Across the Bridge

Convey the experience in a Digital Format



BRAND NAME

MEZORA TALENTS

CHALLENGES

Navigationally Weak

No Content Flow

Mobile Responsiveness

No CTA's



MENU



BRAND NAME

CITRIC FASHION

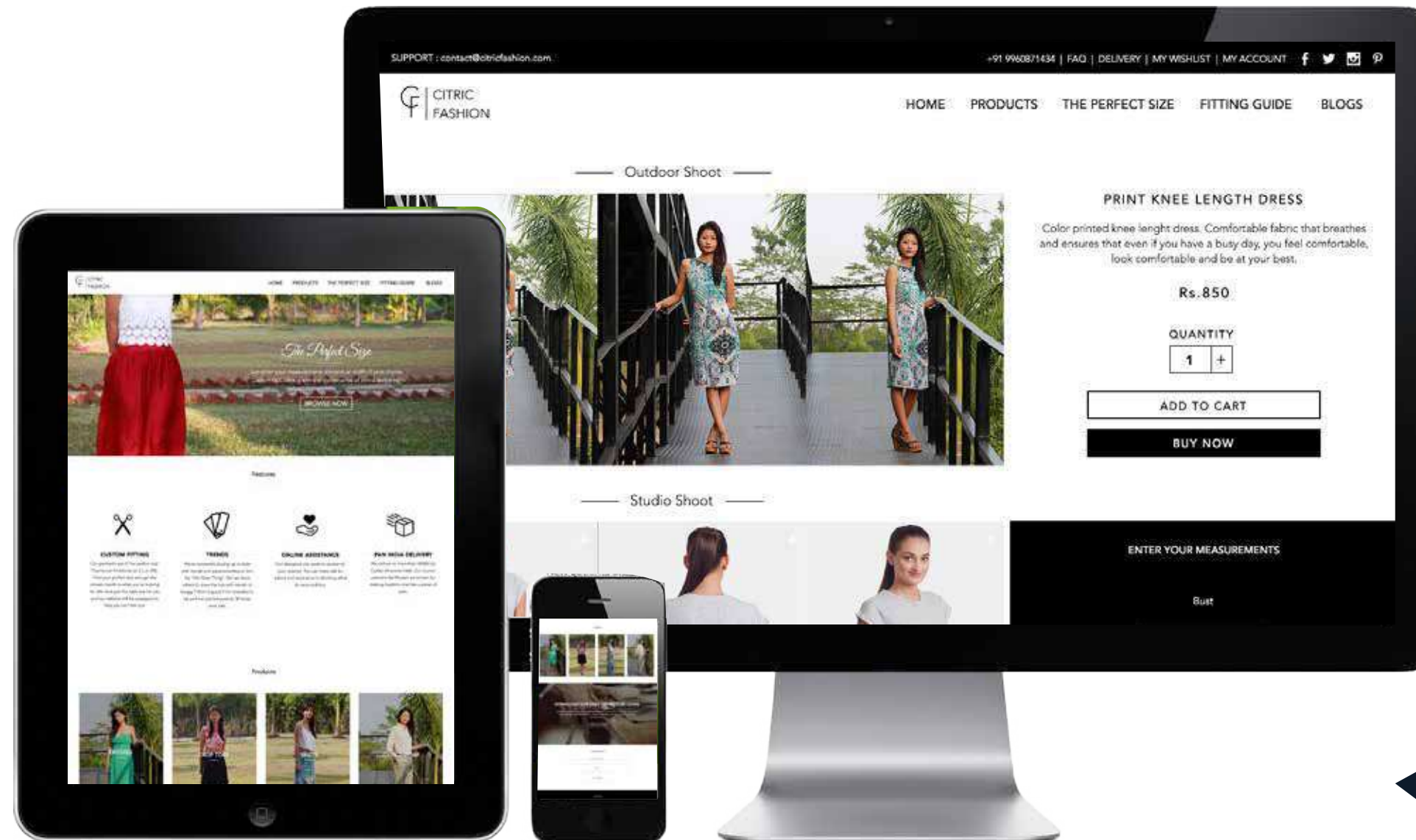
CHALLENGES

Building a simple input system for Measurements

A/B Testing

Visual Communication

Mobile Responsiveness



SUPPORT : contact@citricfashion.com

+91 9960871434 | FAQ | DELIVERY | MY WISHLIST | MY ACCOUNT



HOME PRODUCTS THE PERFECT SIZE FITTING GUIDE BLOGS

Outdoor Shoot

PRINT KNEE LENGTH DRESS

Color printed knee length dress. Comfortable fabric that breathes



BRAND NAME

BHARAT PETROLEUM

CHALLENGES

Collosal Amounts of Information

Simple Navigation

Rich Search Indexing

Mobile Responsiveness

Custom Built Website + Simple CMS





BRAND NAME

OCTAGA GREEN

CHALLENGES

Extensive Navigation

Create Visual Appeal for a B2B Site

Shift Focus on recently launched products rather than distillery

VISION

To lead the renewable energy space coupling a combination of cutting edge technologies, sustainable business practices with a green carbon and water footprint to ensure superior quality products.





BRAND NAME

BRUNCH N MUNCH

CHALLENGES

First Website

Apprehensiveness in maintaining Visuals to brand

Design Constraints due to CRM System

WHAT DOES YOUR TUMMY DEMAND TODAY?

Egg Regs
Yummies
Frittatas

(Only egg white option available)
(served with Toast or Pav)

SCRAMBLED EGGS





BRAND NAME

AMBI PUR - YUVO

CHALLENGES

Gamification of User Experience

Maintaining Dashboard along with Intricate User Journey Pages

Simple Dashboard which can be adapted for Mobile Versions

Missions

★ MISSION

5000
Points