



January 30, 2025

Kathmandu Helmets



Contributor
Sunny Kumar Yadav

Contributor
Momik Shrestha

Contributor
Jenish Pokhrel



Project Details

01 Kathmandu Helmets

02 Ecommerce

03 www.kathmanduhelmets.odoo.com

04 Cloud based hosting (odoo)



Tech. Used

Frontend	HTML, CSS, JavaScript
Backend	Odoo framework (python)
Database	PostgreSQL
SEOTools	Google Analytics, Keyword Planner

Objective

Create a comprehensive online store showcasing

Use of ecommerce in digital marketing.

Implementation of relevant digital marketing techniques

Website Overview

The Kathmandu Helmets website functions as an e-commerce platform dedicated to selling quality helmets. It is designed to effectively showcase a wide range of helmets from reputable brands and support digital marketing initiatives.

Website Design & Layout

(Design desc)

The website features the use of "zebra striping" design, often referred to as "alternating color blocks" design. It's a minimalist approach commonly used to create visual contrast and help differentiate content sections on a page, improving readability and user experience.

Website Design & Layout

(Layout Desc)

The website follows a clean, minimalist layout with the following sections:

- Navigation section
- Hero section
- Banner section
- Product highlights section
- FAQ section
- Call-to-action (CTA) section
- Footer

Home Page

(Landing pag)

Free Returns and Standard Shipping

HomeShopBrandsAbout UsContact Us

My CartSign In

Search

Contact Us

Ride Safe, Ride in Style

Explore our extensive collection of helmets, featuring bestsellers and unique designs crafted to elevate your riding experience while prioritizing safety.


SHOP NOW

SAFE, AFFORDABLE, STYLISH.

Top Picks for Every Rider

Customer Favorites: Trusted Choices Loved by Riders Everywhere.

01




Shark D-SKwal 3 Szlzer

The D-SKwal 3 is a full-face helmet that combines technical features and comfort thanks to a design and development process focused on ...

Rs 42000/-

02




Ignite IGN-4 Subway

Ignite IGN-4 Subway Surfer ISI/ DOT Certified Double Visor Full Face Graphic Helmet with Outer Anti-Fog Clear Visor and Inner Smoke Sun Shield.

Rs 9500/-

03




KYT R2R Pro Assault - KYT

KYT R2R Pro Assault Matt Silver is a full face helmet with Double D-Ring straps & the latest ECE 22.06 certification providing highest safety standards.

Rs 35000/-

04



Shark Ridill II Motokai

Ridill 2 offers all the essentials of Shark know-how in the design of full-face helmets. It is equipped with a scratch-resistant visor, prepared for Pinlock ...

Rs 32000/-

Frequently Asked Question

Find quick answers to common questions about our helmets, services, and policies.

What is your return policy?

Do you offer helmet customization?

Can I request a helmet that's out of stock?

Discover new styles, shop our bestsellers today!

Explore our innovative designs, gear up for your next ride

SHOP NOW

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FacebookTwitterInstagramPinterest

Powered by The #1 Open Source eCommerce

Shop Page

Price Range

3,100.00 Rs 61,500.00 Rs

Search...

Q

Sort By: Featured



Igryte RGN-4 Goos
8,900.00 Rs



FOX V1 NPOZR
35,000.00 Rs



Bilmola Rapid RST Initial D
22,500.00 Rs



Igryte RGN-4 Subway
9,500.00 Rs



Bill MOLA Rapid S DBZ Vegeta
18,900.00 Rs



Shark D Skwal 3 Blast R
42,000.00 Rs



Shark D Skwal 3 Sizer
42,000.00 Rs



Scorpion Exo Combat II Xenon
38,000.00 Rs



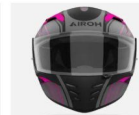
Igryte RGN-4 Trevor
8,900.00 Rs



MT Thunder 3 SV Solid
10,500.00 Rs



Shark RSB II Solid
28,000.00 Rs



Airoh Commor Achieve
28,000.00 Rs



Spyder Core
11,500.00 Rs



Scorpion Exo RI Air Vais Helmet
61,500.00 Rs



Airoh Commor Myth
23,500.00 Rs



LS2 Flash Dimmit Helms
9,500.00 Rs



LS2 Flash Vibes Helms
9,500.00 Rs



Bilmola Rapid RS Polzia
11,500.00 Rs



MT Hammer Oasis
6,500.00 Rs



MT Hammer Neron
6,500.00 Rs

< 1 2 >

USEFUL LINKS

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Product Page

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[Contact Us](#)

[All Products](#) / [Shark D Skwal 3 Sizler](#)



Shark D Skwal 3 Sizler

About Item

- 2 high-impact LEXAN™ injected polycarbonate shell sizes
- Multi-density EPS
- Optical Class 1 Anti-Scratch Visor with Pinlock® 70
- Anti-Scratch & Anti-Fog sun visor
- Visor locking system with air inlet position
- Best Fit™ by Shark
- Patented ergonomic textile fixing system
- Micrometric adjustment buckle
- Weight: 1540g
- Certification: ECE 22.06

Item Specifications

Brand	SHARK
Graphics	
Product Model	D Skwal 3
Manufacturer	France

42,000.00 Rs

- 1 +

Add to cart

[Terms and Conditions](#)
07-day money-back guarantee
Shipping: 2-3 Business Days

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[\(+977\) 9860864424](tel:+9779860864424)



Brands Page

Brands

Brands Options

Listing out few popular helmet brands available in our site.



MT HELMETS

MT offer quality motorcycle helmets at cheap prices. If you're on a budget but refuse to compromise on build quality, MT is definitely the right brand for you and if you change your mind, it won't cost you a penny.

[SHOP NOW](#)

- ✓ Guaranteed Original Product
- ✓ Helmet design and development
- ✓ Customization
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



AIROH HELMETS

Airoh is mainly well known for its off-road helmets for dirt biking and adventure riding. These helmets with the aid of off-road environments featuring rugged construction, effective ventilation systems, and extended visors to shield against dirt, debris, and the sun.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Access all helmet models
- ✓ Limited color options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



SPYDER HELMETS

The Spyder helmet is engineered for riders who seek the perfect blend of safety, comfort, and cutting-edge style. With advanced aerodynamics, superior ventilation, and a snug fit, it's designed to enhance your riding experience while keeping you protected.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Custom fit options
- ✓ Limited color options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



LS2 HELMETS

LS2 Helmets (Lao System 2) is a manufacturer of helmets for motorcycles. The company was founded in 1990 by Arthur Liao in Jinhua, People's Republic of China. It is serving the domestic market from 1990. LS2 was introduced as a helmet brand from 2006, and European sales began in 2008.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Helmet design and development
- ✓ Customization
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



BILMOLA HELMETS

Bilmola is a motorcycle helmet company that makes a variety of helmets, including full-face helmets, flip-up helmets, and racing helmets. Bilmola helmets are known for their safety features, modern design, and comfort.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Access all helmet models
- ✓ Limited color options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



SHARK HELMETS

Shark helmets are motorcycle helmets designed for safety and performance. They come in a variety of styles and colors, and are made from materials like polycarbonate, fiberglass, and carbon fiber.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ All styles & features
- ✓ Custom fit options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



FOX HELMETS

Fox's Mainframe is a fairly simple helmet when compared to the likes of the previously mentioned Speedframe Pro MIPS. The Mainframe has a basic in-mold EPS liner that features channels to lock up the shells 13 vents and move air over the head. The rear of the helmet has been extended for added protection.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Helmet design and development
- ✓ Customization
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



SCORPION HELMETS

Renowned for top-notch protection, unmatched comfort, and high-performance design, Scorpion EXO helmets feature advanced safety technology, including impact-resistant materials, multi-density EPS liners, and anti-fog, scratch-resistant visors.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ Access all helmet models
- ✓ Limited color options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.



IGNITE HELMETS

These helmets are designed with high-impact ABS material and also includes multi-layered, high-density EPS for better impact resistance and dual certifications from DOT and ECE on select models.

[SHOP NOW](#)

- ✓ Multiple Sizes
- ✓ All styles & features
- ✓ Custom fit options
- ✓ Warranty on factory damage

Quick delivery, satisfaction guaranteed.

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ABOUT US

Our story

Kathmandu Helmets was founded in 2024 by a group of passionate bikers. Recognizing the rising demand for high-quality, certified helmets, Kathmandu Helmets is dedicated to providing safe and stylish options, transforming the way helmets are purchased and owned.



WHY CHOOSE US



Why chose us ?

Certified Quality: We offer helmets that meet the highest safety standards, ensuring maximum protection for every rider.

Stylish Designs: Our collection combines safety with style, giving you helmets that look as good as they perform.


Customer Satisfaction: We prioritize your experience, offering reliable products and exceptional service.

Affordable Pricing: Enjoy competitive pricing without compromising on quality or safety.

Trusted Expertise: Backed by passionate riders, we understand your needs and deliver products that exceed expectations.

The best things in life are safe rides and great adventures.


Meet the team



Sunny Kumar Yadav

Executive Officer


Founder and chief visionary, Sunny is the driving force behind the company. He loves to keep his hands full by participating in the development of innovative helmet designs, marketing, and customer experience strategies.



Momik Shrestha

Chief Technical Officer

Momik is one of the iconic people in life who can say they love what they do. He designs innovative helmets and looks after the community of thousands of safety enthusiasts.



Jenish Pokhrel

Chief Safety Officer

Jenish is a safety enthusiast. With years of experience in the helmet industry, Jenish has been pivotal in enhancing our product line. He is a true innovator.

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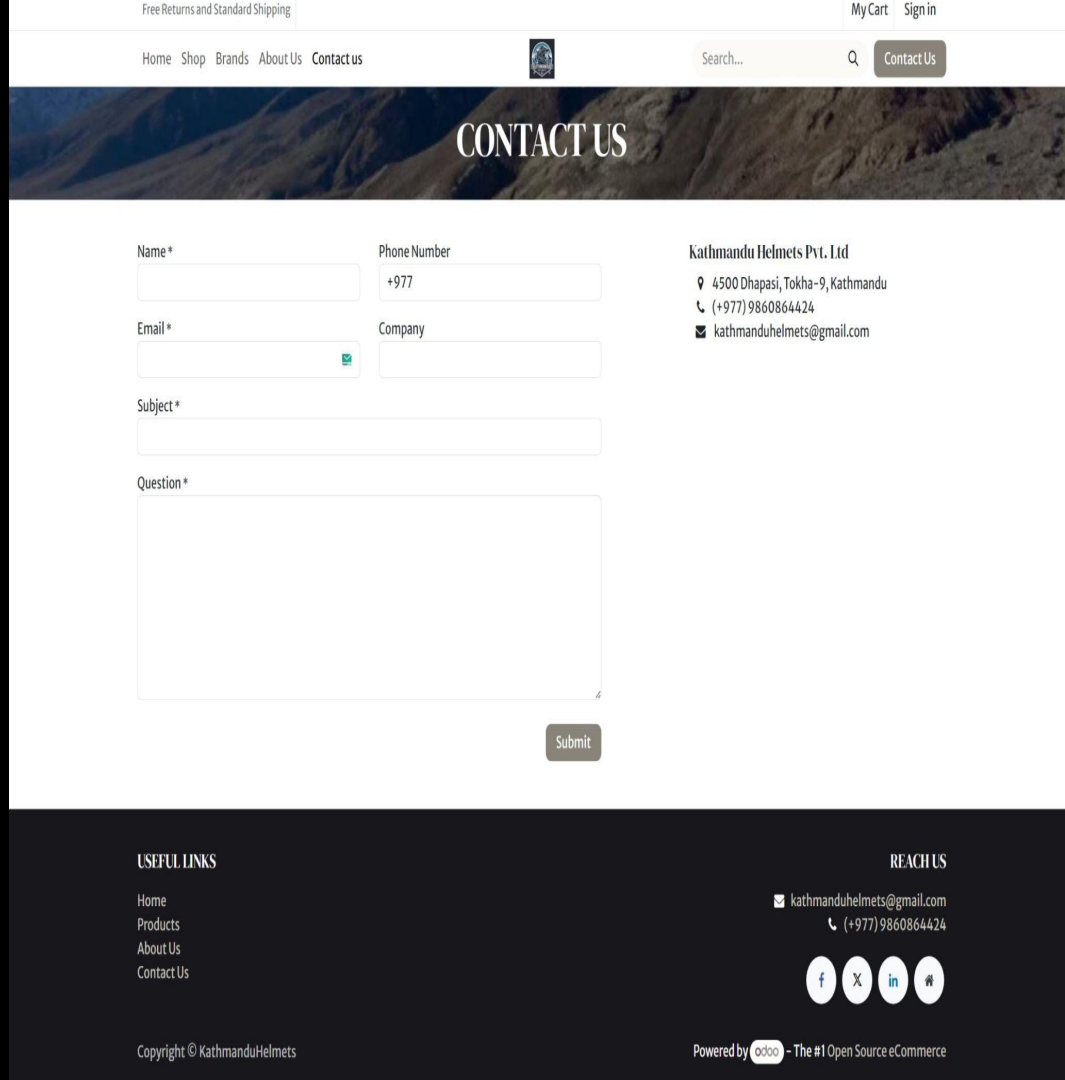
+

in

we

Powered by  - The #1 Open Source eCommerce

Contact Us Page



User Experience Enhancements

The website is designed with a strong focus on user experience, incorporating several features to ensure a smooth and enjoyable browsing experience.

User Experience Enhancements

Intuitive Navigation with Search Bar
and Filter

A prominent search bar, combined with effective filtering options, allows users to quickly find the products they're looking for.

User Experience Enhancements

Fast-Loading

Optimized for speed, the website's fast-loading pages ensure a seamless browsing experience.

Page

User Experience Enhancements

Responsive Design:

The website features a fully responsive design, adjusting seamlessly to any device, whether it's a smartphone, tablet, or desktop.

Content Strategy

Conversion And Engagement

To maximize conversions and enhance user engagement, the Kathmandu Helmets website employs several key strategies aimed at driving customer action and fostering long-term relationships.

1. Clear Call-to-Action (CTA) Elements

Strategically placed call-to-action buttons guide users through their journey, encouraging them to take desired actions, whether it's adding a product to the cart, signing up for a newsletter, or exploring special promotions.

2. Social Media Integration

Social media links are prominently displayed on the website footer across all web pages, allowing users to follow the brand on various platforms.

3. Human Content:

The website features easy-to-read, relatable content that speaks directly to the audience's needs and interests.

Digital Marketing Techniques

To attract traffic and boost conversions, the Kathmandu Helmets website will leverage a range of digital marketing strategies aimed at engaging and reaching its target audience.

1. Search Engine Marketing (SEM)

The website will implement SEM tactics, including paid search ads and keyword optimization, to enhance visibility on search engine results pages.

2. Social Media Marketing (SMM)

A strong social media strategy will be adopted, utilizing platforms such as Facebook, Instagram, and Twitter to reach a wider audience.

3. Content Marketing

A blog section will be created, offering insightful and engaging content on topics like helmet safety, product maintenance, and industry news.

Results and Analysis

Mobile

Desktop



Discover what your real users are experiencing

[No Data](#)



Diagnose performance issues



Performance



Accessibility



Best Practices



SEO



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49

■ 50–89

● 90–100



METRICS

[Expand view](#)

▲ First Contentful Paint

3.5 s

● Total Blocking Time

130 ms

■ Speed Index

4.6 s

▲ Largest Contentful Paint

4.1 s

● Cumulative Layout Shift

0.028

📅 Captured at Jan 30, 2025, 6:04 AM GMT+5:45

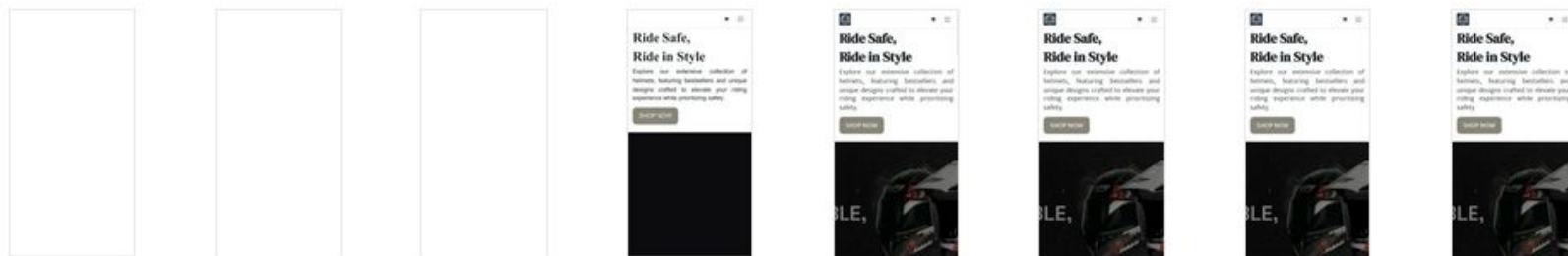
🕒 Initial page load

📱 Emulated Moto G Power with Lighthouse 12.2.3

🌪️ Slow 4G throttling

🔗 Single page session

🔍 Using HeadlessChromium 131.0.6778.264 with Ir

 [View Treemap](#)Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

DIAGNOSTICS

▲ Eliminate render-blocking resources — Potential savings of 2,500 ms



▲ Largest Contentful Paint element — 4,110 ms



▲ Reduce unused CSS — Potential savings of 116 KiB



▲ Properly size images — Potential savings of 138 KiB



▲ Minify CSS — Potential savings of 10 KiB



■ Image elements do not have explicit `width` and `height`



■ Serve static assets with an efficient cache policy — 5 resources found



■ Reduce unused JavaScript — Potential savings of 400 KiB



https://kathmanduhelmets.odoo.com/

Analyze



Mobile



Desktop



Discover what your real users are experiencing



No Data



Diagnose performance issues



Performance



Accessibility



Best Practices



SEO



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)



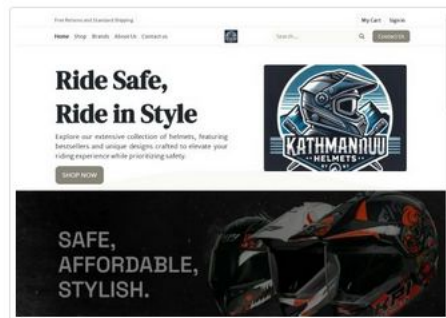
0-49



50-89



90-100



METRICS

Expand view

● First Contentful Paint

0.9 s

● Total Blocking Time

70 ms

■ Speed Index

1.5 s

● Largest Contentful Paint

0.9 s

● Cumulative Layout Shift

0.006

📅 Captured at Jan 30, 2025, 6:04 AM GMT+5:45

🖥️ Emulated Desktop with Lighthouse 12.2.3

👤 Single page session

🕒 Initial page load

🔧 Custom throttling

🔒 Using HeadlessChromium 131.0.6778.264 with Ir

🗺️ [View Treemap](#)



Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

Show audits relevant to: [All](#) [FCP](#) [LCP](#) [TBT](#) [CLS](#)

DIAGNOSTICS

- ▲ Eliminate render-blocking resources — Potential savings of 560 ms
- ▲ Reduce unused CSS — Potential savings of 117 KiB
- Image elements do not have explicit width and height
- Minify CSS — Potential savings of 10 KiB
- Serve static assets with an efficient cache policy — 6 resources found
- Properly size images — Potential savings of 211 KiB
- Reduce unused JavaScript — Potential savings of 400 KiB
- Initial server response time was short — Root document took 430 ms
- JavaScript execution time — 0.3 s
- Minimizes main-thread work — 0.6 s
- Avoid long main thread tasks — 2 long tasks found

Challenges

Customization Complexity

Odoo provides many built-in features, but customizing modules to match specific business requirements can be complex, especially if you're unfamiliar with its framework.

Challenges

Design and Theme Customization

Odoo's default themes might not meet advanced branding or design needs, requiring customizations or third-party themes, which can increase costs and effort.

Challenges

SEO Optimization Limitations

While Odoo offers basic SEO tools, fine-tuning SEO elements like structured data, page speed optimization, and advanced metadata control may require additional customization or third-party apps, adding complexity to the process.

Conclusion

The Kathmandu Helmets e-commerce project successfully integrates both e-commerce functionalities and digital marketing strategies, offering a comprehensive solution for selling premium helmets. Leveraging Odoo's platform, we were able to build a robust online store with efficient product management while incorporating various digital marketing techniques such as SEO, content marketing, social media engagement, and email campaigns.

Conclusion

Throughout the project, we gained valuable insights into the challenges and opportunities of running an e-commerce platform, from customizing themes to optimizing for search engines and driving customer engagement. The hands-on experience provided a deeper understanding of how digital marketing can be seamlessly integrated with e-commerce to drive sales and brand awareness.

Conclusion

Moving forward, the project can be refined by further enhancing the user experience, exploring more advanced marketing strategies, and continuing to monitor performance to ensure sustainable growth and customer retention. Overall, this project has laid a solid foundation for leveraging digital marketing within the e-commerce landscape.