



WEBSITE REDESIGN & DEVELOPMENT

CASE STUDY

Project Overview

A full-scale website redesign and development aimed at bringing DivyaSree's legacy of real estate excellence into a modern, responsive, and performance-driven digital experience.

The project focused on building a visually compelling, and user-friendly platform that communicates trust, scale, and innovation across all property categories.

Client Overview

DivyaSree is among India's leading real estate developers, renowned for its premium commercial and residential projects across Bangalore, Hyderabad, and Chennai. With landmark developments that house global enterprises and luxury communities, DivyaSree sought a digital identity that truly reflects its design leadership and corporate stature.

Client Pain Points

Outdated Digital Experience

The older website didn't represent DivyaSree's modern architectural ethos or its scale of operations, creating a disconnect between the brand's real-world presence and online identity.

Inconsistent Visual Identity

Each property vertical followed a different visual language, resulting in fragmented brand perception and weak digital recall.

Complex User Navigation

Navigation was unintuitive, with unclear pathways for users to explore projects or make inquiries effectively.

Reduced Online Impact

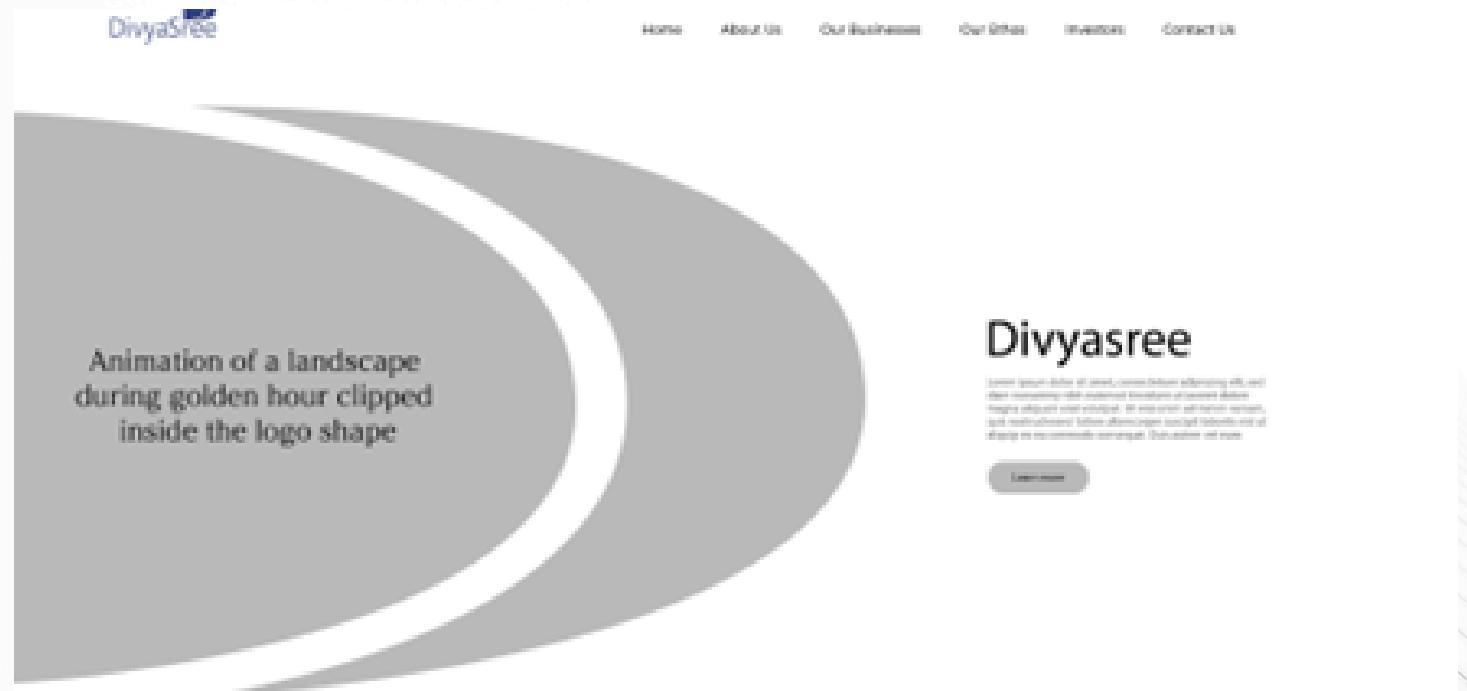
Slow page performance limited the website's discoverability.

Audit Findings

Focus Area	Observation	Business Impact
UX & Navigation	Scattered menus and disjointed content structure.	Lower engagement and high bounce rate.
Visual Design	Outdated interface lacking alignment with brand tone.	Weak brand trust and user retention.
Responsiveness	Poor mobile performance and layout inconsistencies.	Limited accessibility and conversions.
SEO Aligned Content	Minimal keyword strategy.	Reduced discoverability.
Performance	Slow load times and unoptimized images.	Drop in lead generation and retention.

NEXT SLIDE





Project Objectives

► Reinforce Brand Leadership

Redefine DivyaSree's digital presence through a modern design language that reflects trust, quality, and innovation.

► Simplify User Experience

Enhance navigation, improve accessibility, and structure information for faster project discovery and inquiries.

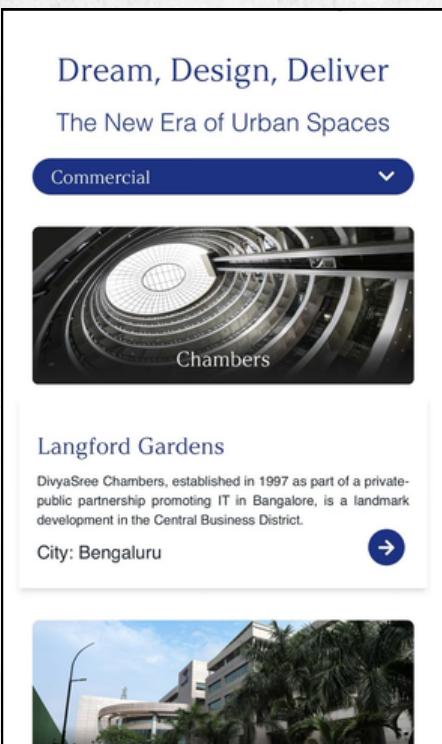
► Unify Brand Presence

Create a consistent visual and tonal identity across all property categories and digital touchpoints.

► Improve Search Readiness

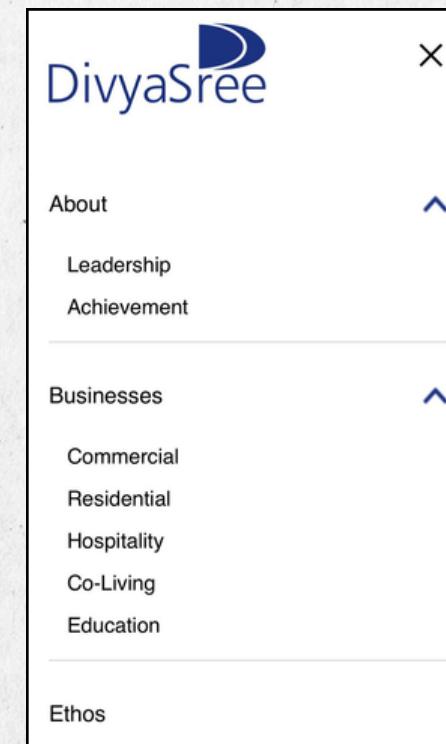
Implement foundational SEO best practices to strengthen visibility.

Solution Delivered



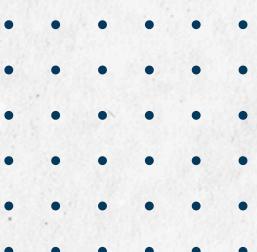
Modern Visual Identity

Introduced a clean, grid-based layout system inspired by architectural symmetry using refined typography, balanced whitespace, and imagery that emphasized scale and sophistication.



Reengineered User Experience

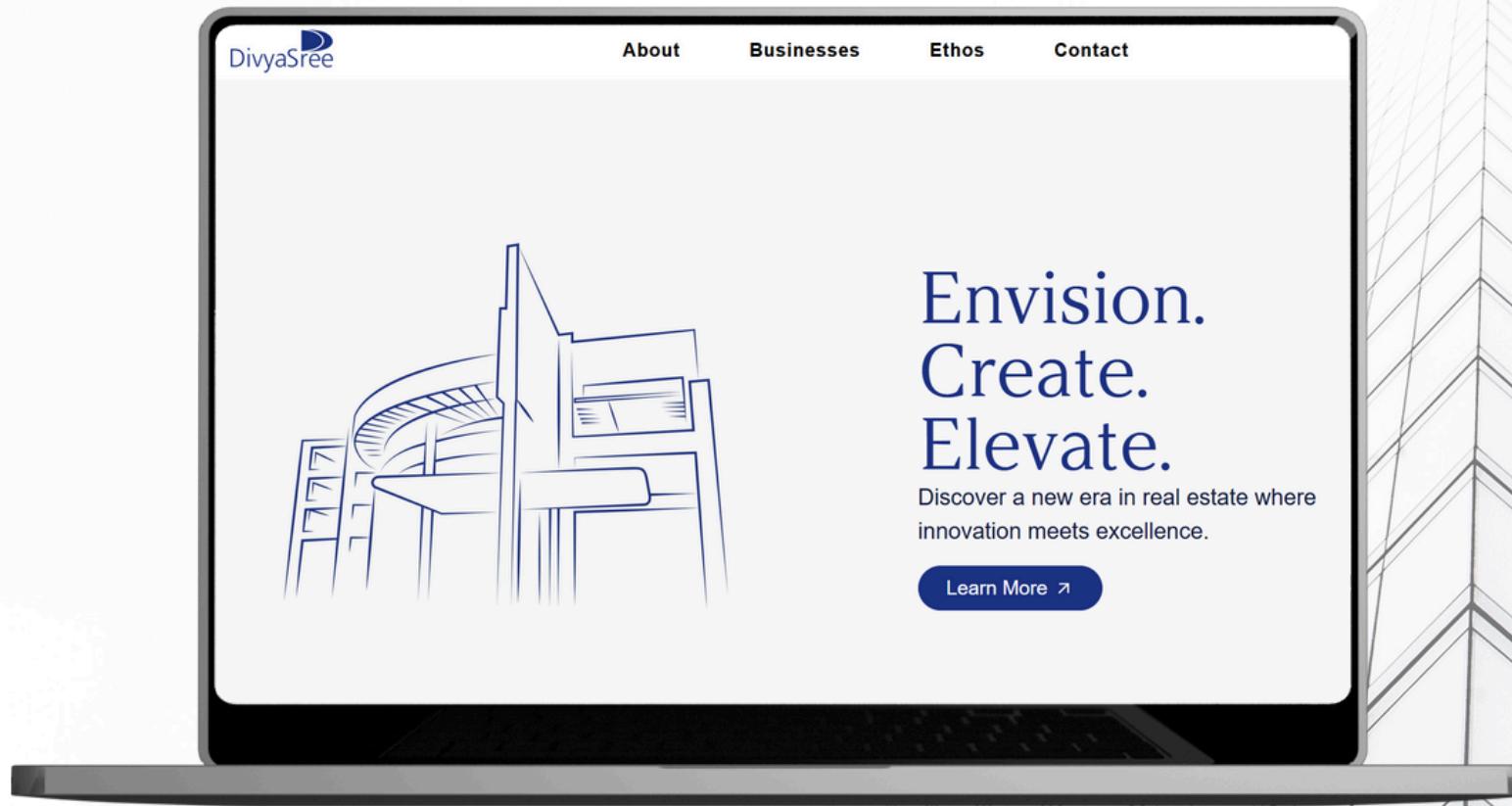
Rebuilt the entire navigation architecture to create seamless pathways for visitors to explore residential, commercial, and leasing projects intuitively.



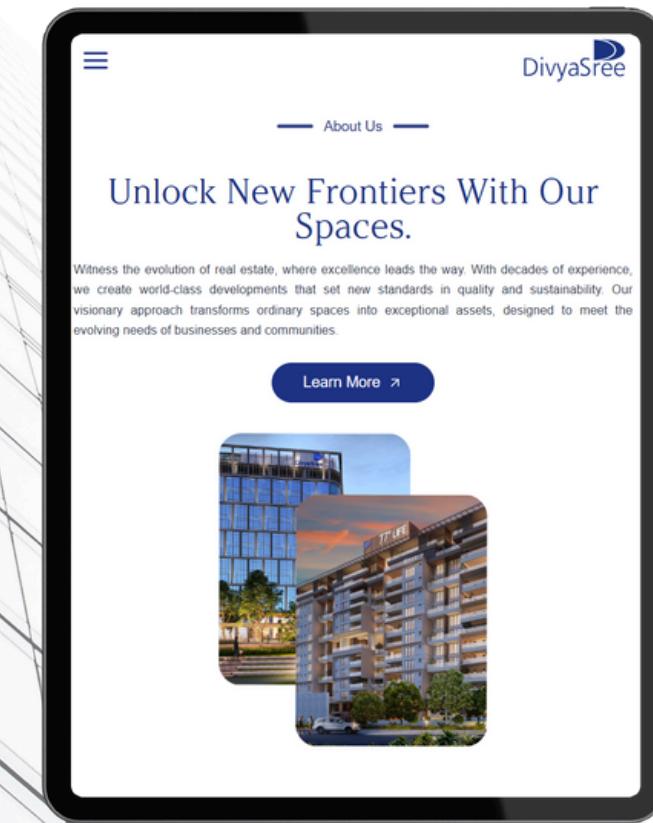
Responsive Development

Developed a fully responsive platform optimized for performance across desktop, tablet, and mobile devices.

Desktop View

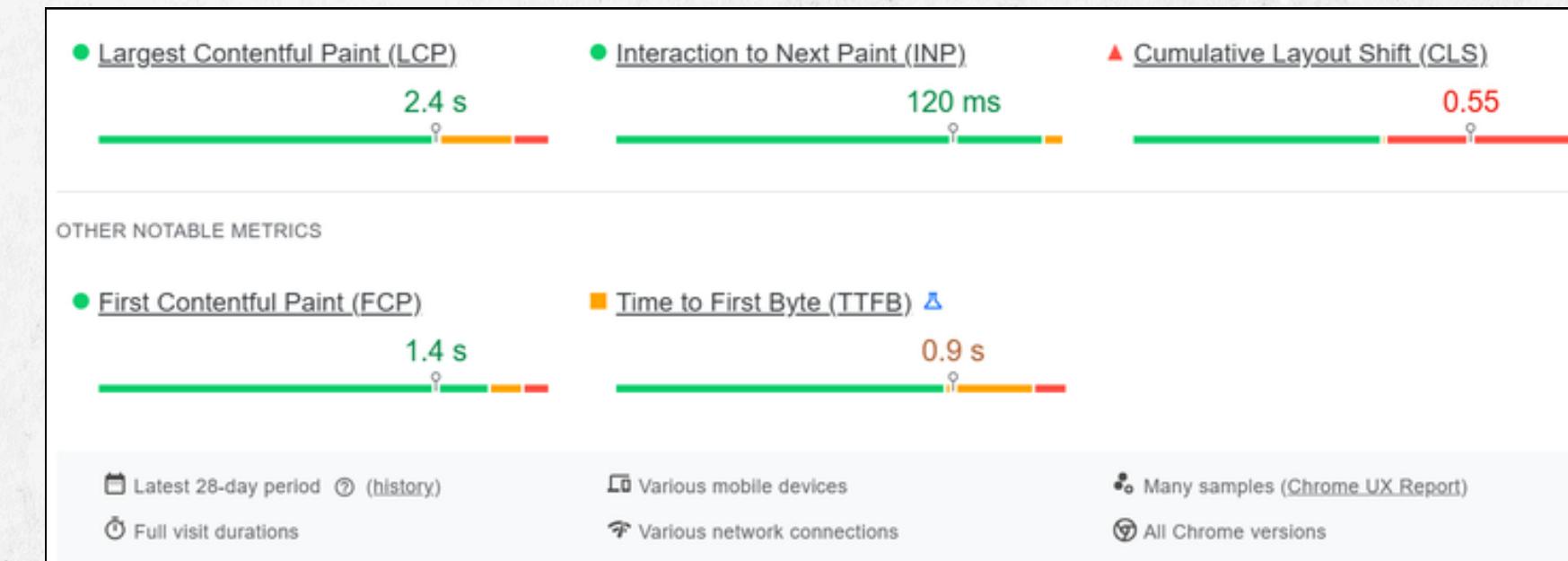
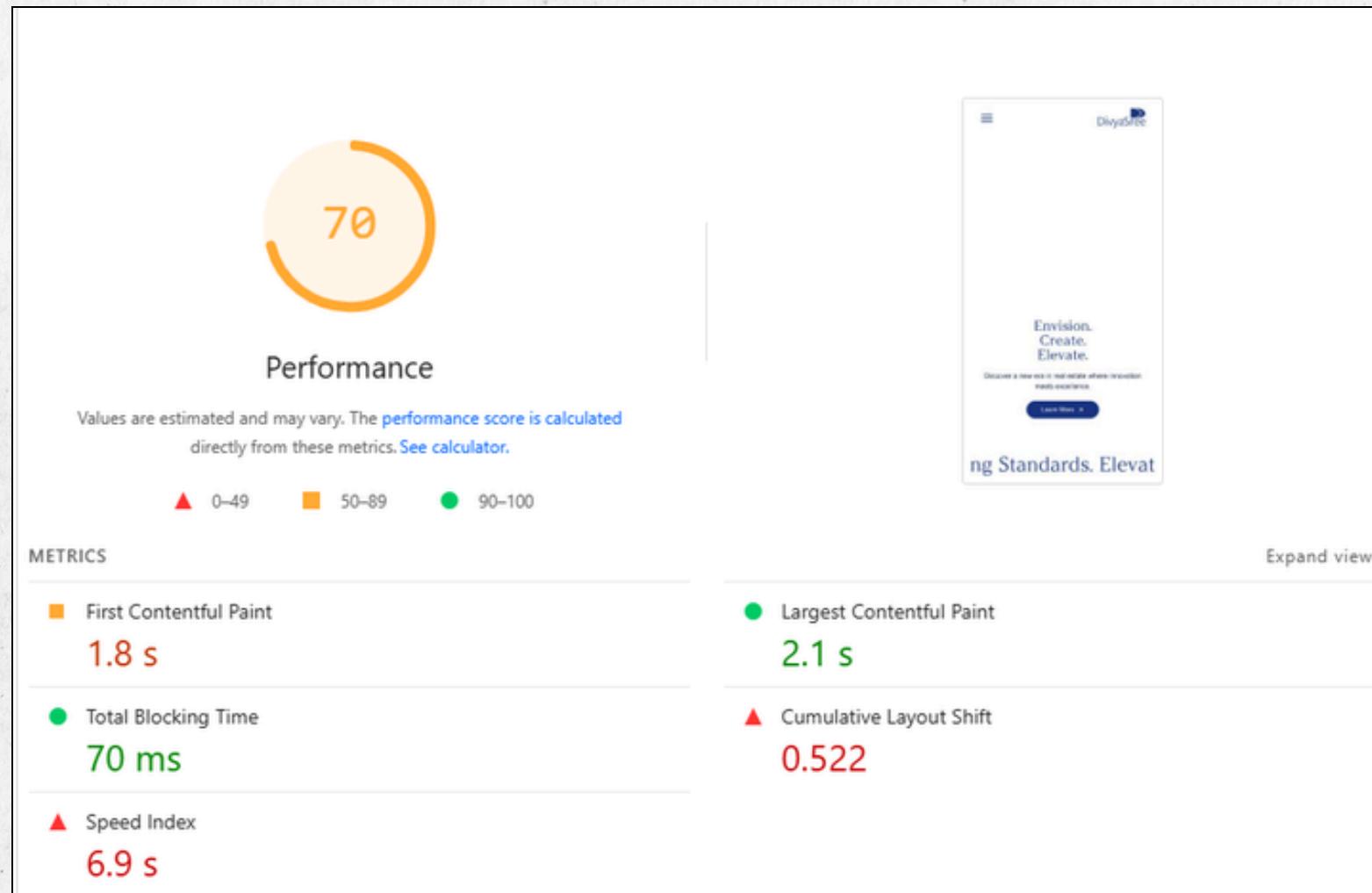


Tablet View



Mobile View





Page Speed Performance (Google PageSpeed)

Content Restructuring & SEO Alignment

Restructured the website content with SEO best practices in mind, aligning it closely with the brand's positioning and ensuring content hierarchy, keywords, and internal linking were optimized for better discoverability and engagement.

Performance Optimization

Optimized website load speeds, visuals, and backend architecture to ensure a smooth browsing experience and stronger Core Web Vitals compliance.

Latest Performance Report for:

<https://divyasree.com/>

Report generated: Tue, Oct 21, 2025 8:48 AM +0300

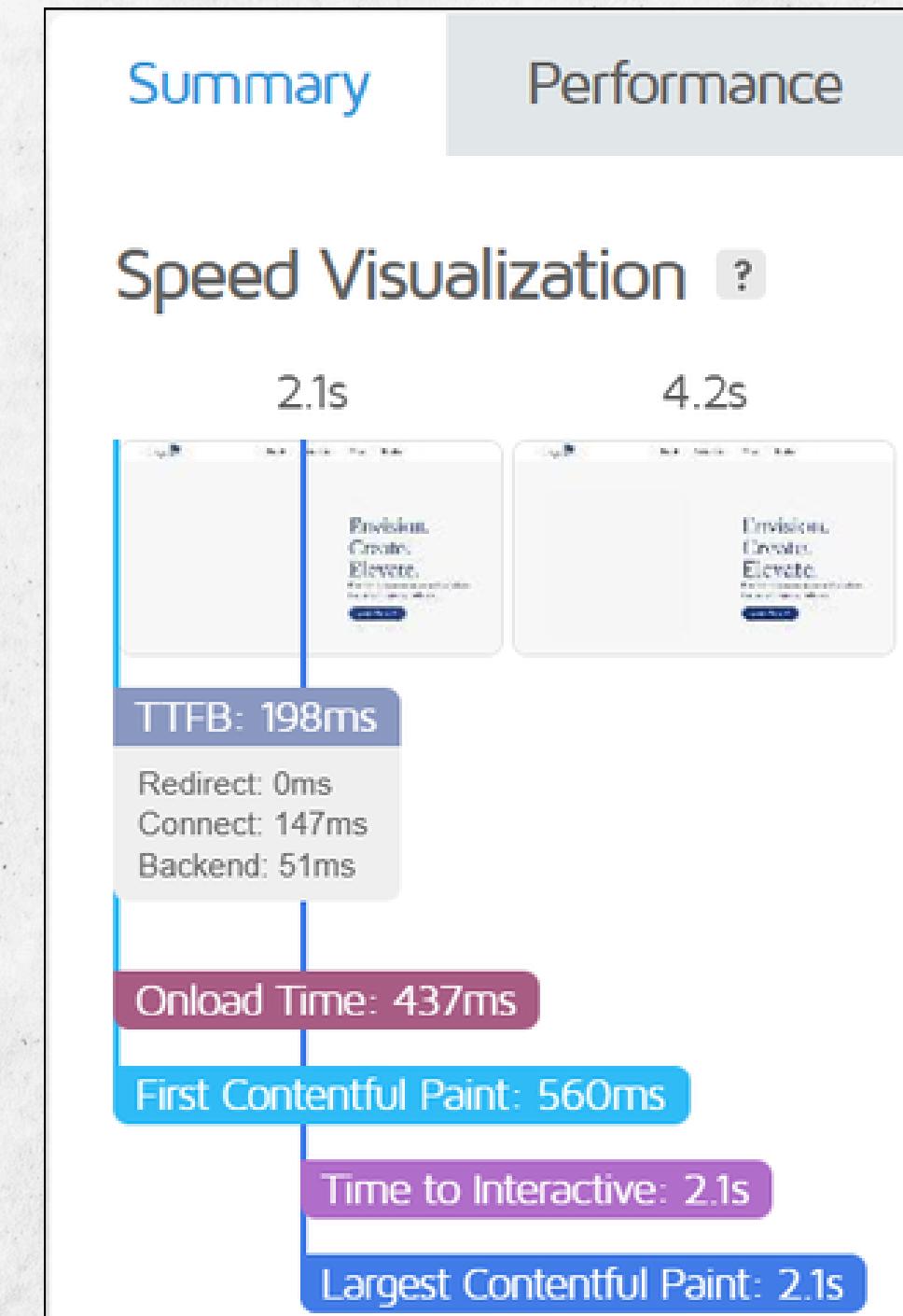
Test Server Location:  Pune, India

Using:  Chrome 125.0.0.0, Lighthouse 12.3.0

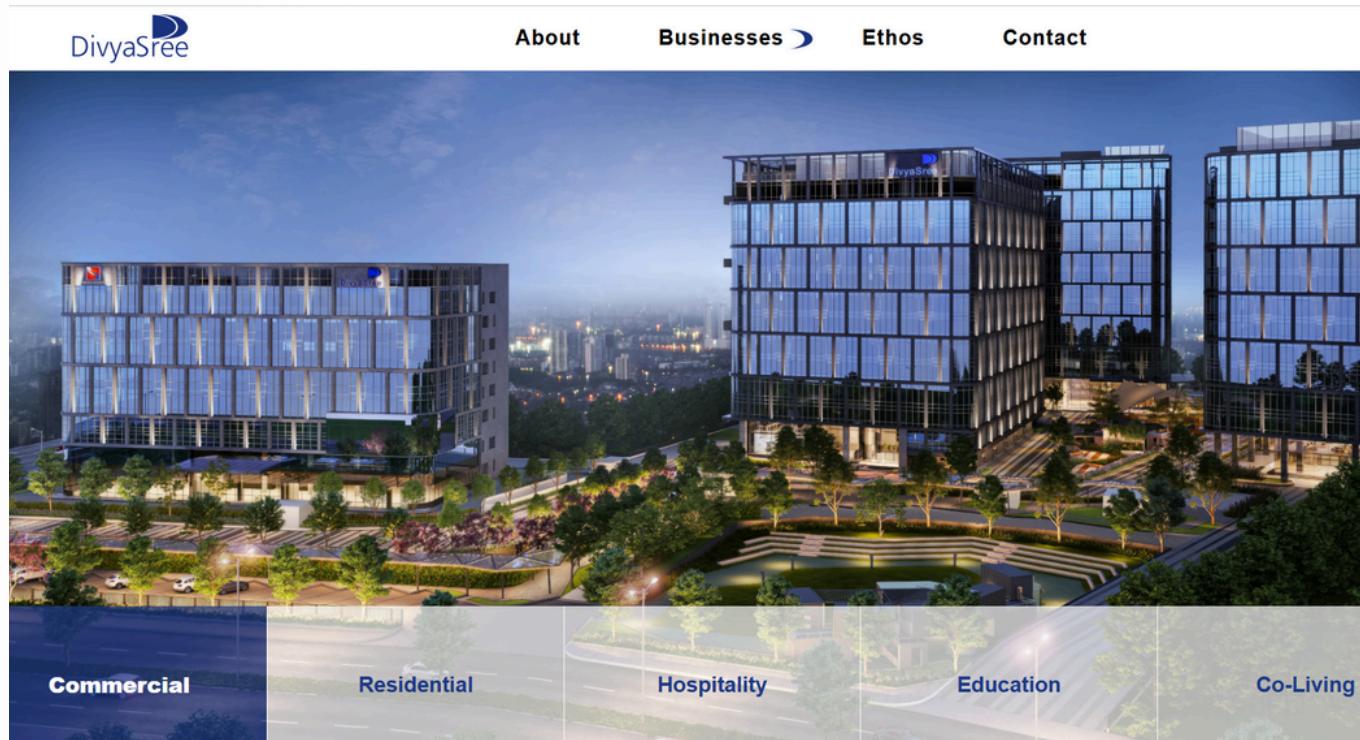
Connection:  Broadband Fast (20/5 Mbps, 25ms)

Web Vitals

Structure ?	LCP ?	TBT ?	CLS ?
81%	2.1s	208ms	0.56

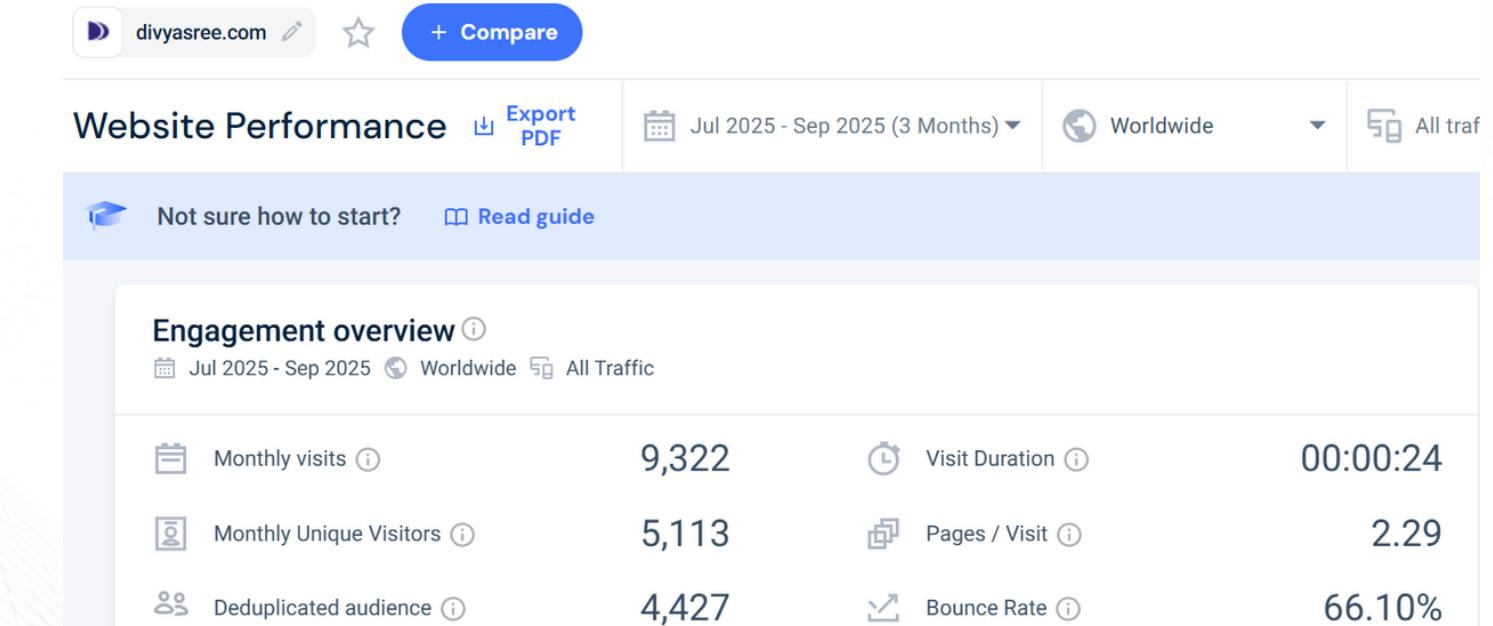


Value to the Client



Strengthened Brand Credibility
through a modern, scalable digital presence

Enhanced Mobile Experience
ensuring accessibility across devices



Improved User Engagement
via structured content and intuitive flow

Consistent Brand Identity
uniting all divisions under one cohesive design system

Better Search Visibility
through improved crawling and page performance

Website: <https://divyasree.com/>



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