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SENIOR UI/UX DESIGNER

WITH 15+ YEARS OF EXPERIENCE. BASED IN NEPAL  AVAILABLE WORLDWIDE

PDF Portfolio 2024

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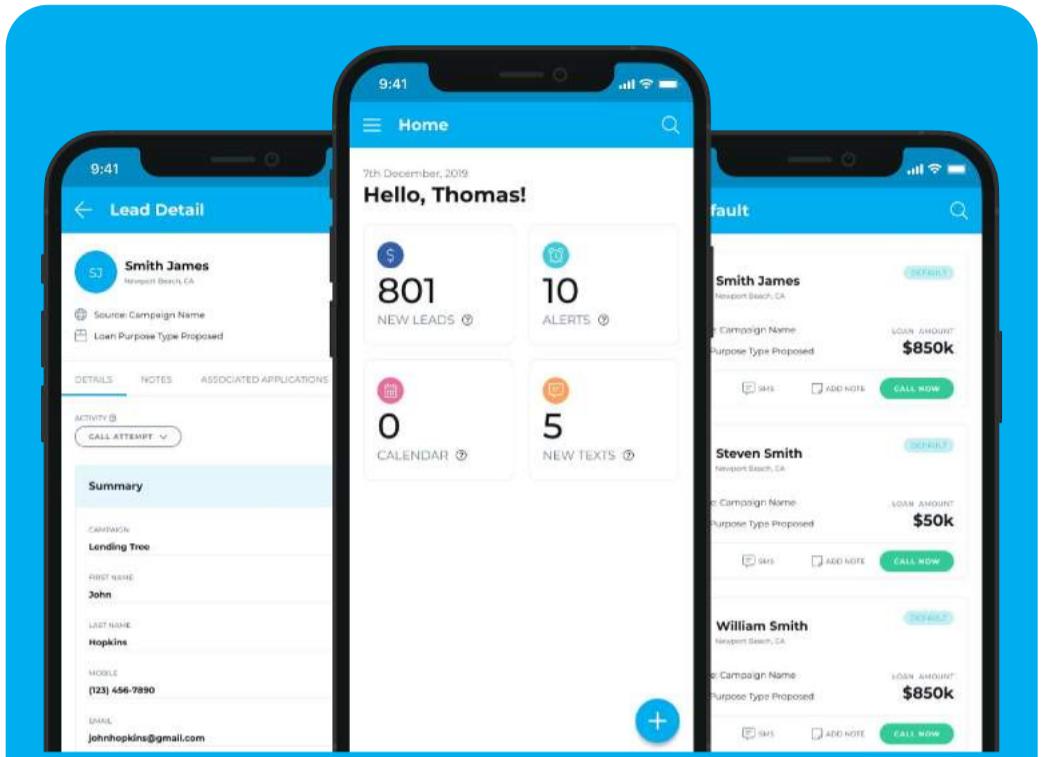
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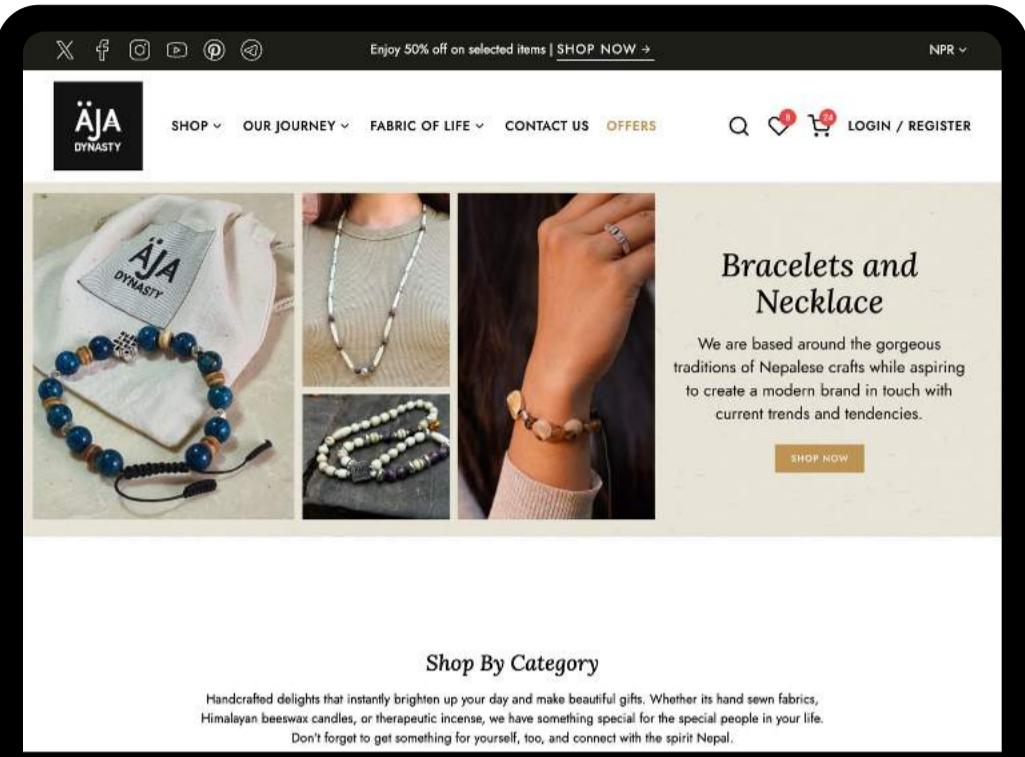
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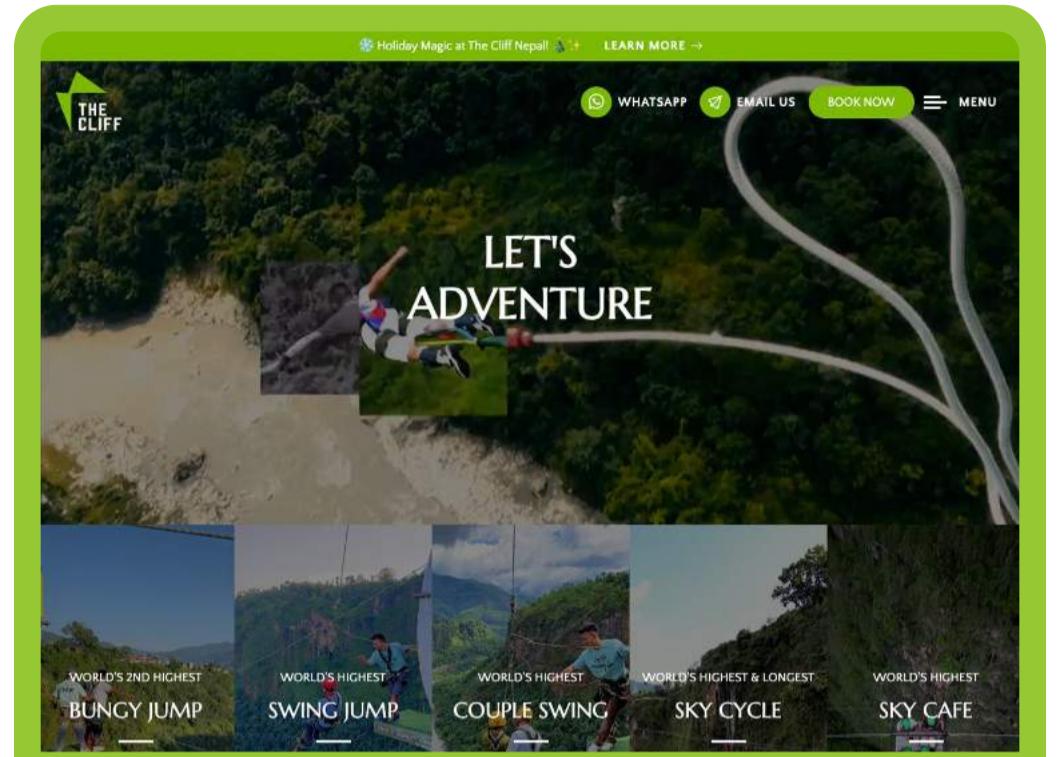
1. Insellerate

Enhance Insellerate's Mobile App to Optimize User Engagement and Efficiency



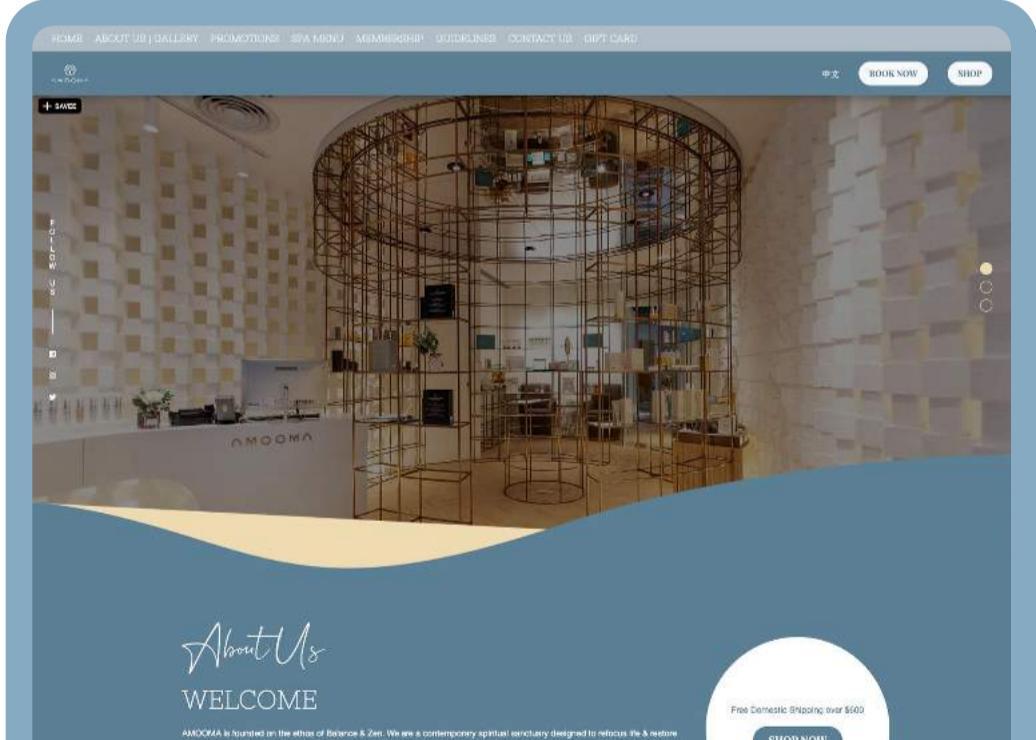
2. Aja Dynasty

Redesign the website to boost visibility, attract clients, & market services effectively.



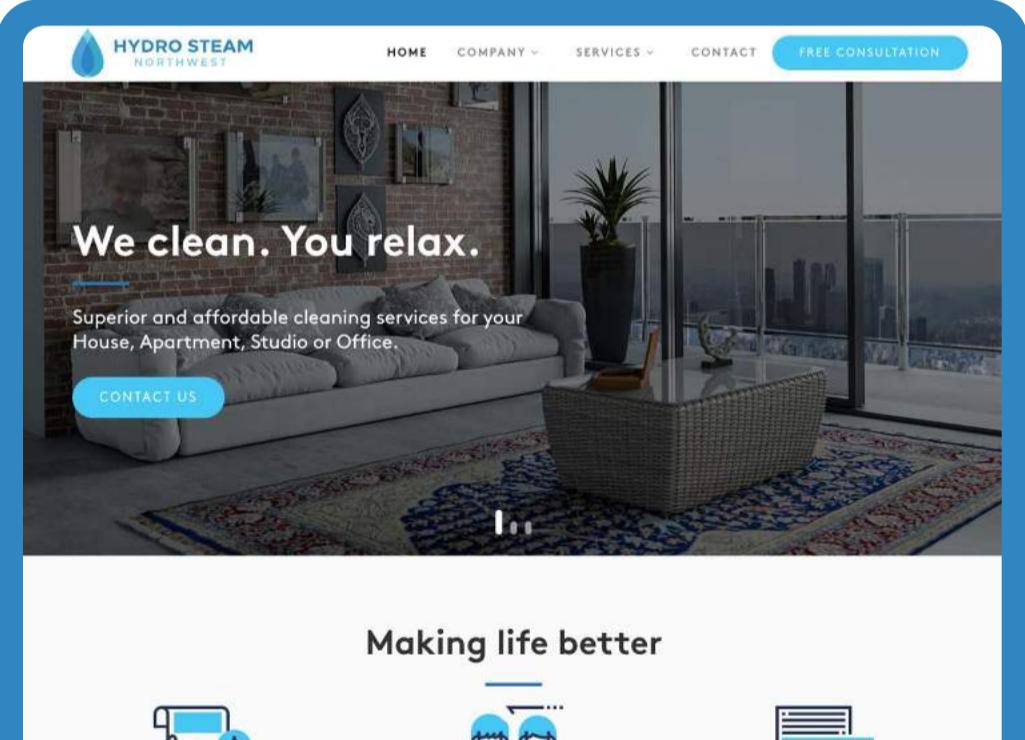
3. The Cliff Nepal

Revamp the Website to Boost Online Presence, Attract Clients, & Promote Business



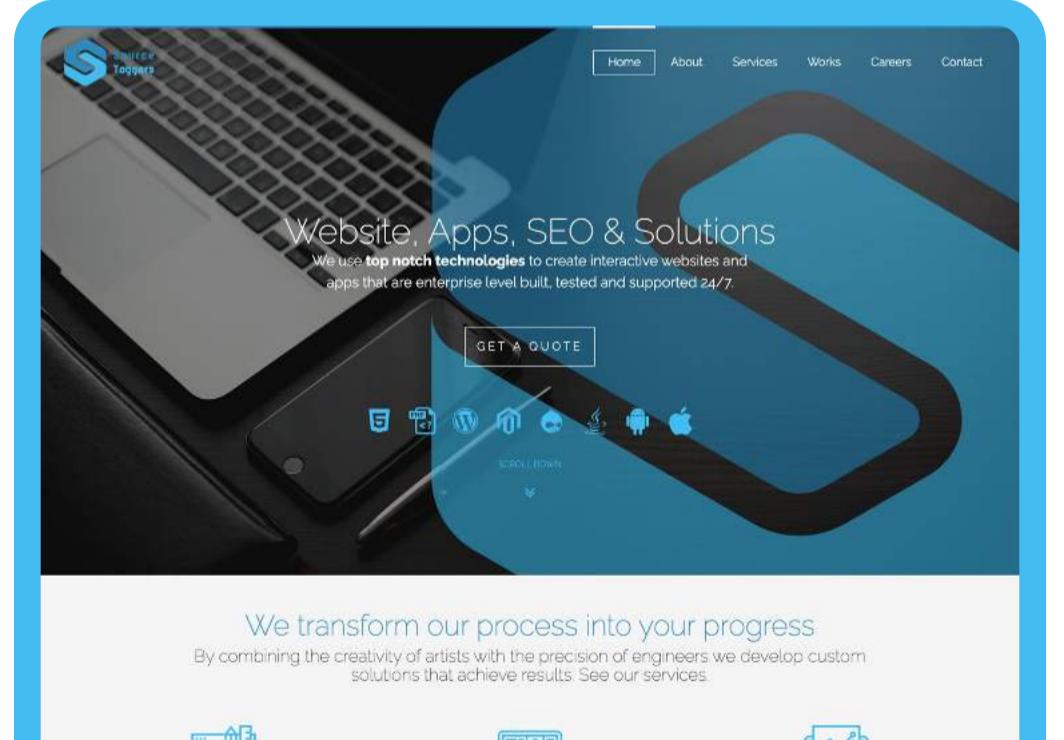
4. Amooma

Design website to establish a web presence, bring in new clients and advertise their business.



5. Hydro Steam Northwest

Creating an Online Hub: Enhancing Visibility, Attracting Clients, and Promoting Services



6. Source Taggers

Revamp Interface for Improved Usability and Streamlined Content Management

01.



AGENCY

Webbed Studio

YEAR

2019

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- App Design
- Interaction & Visual Design

TOOLS

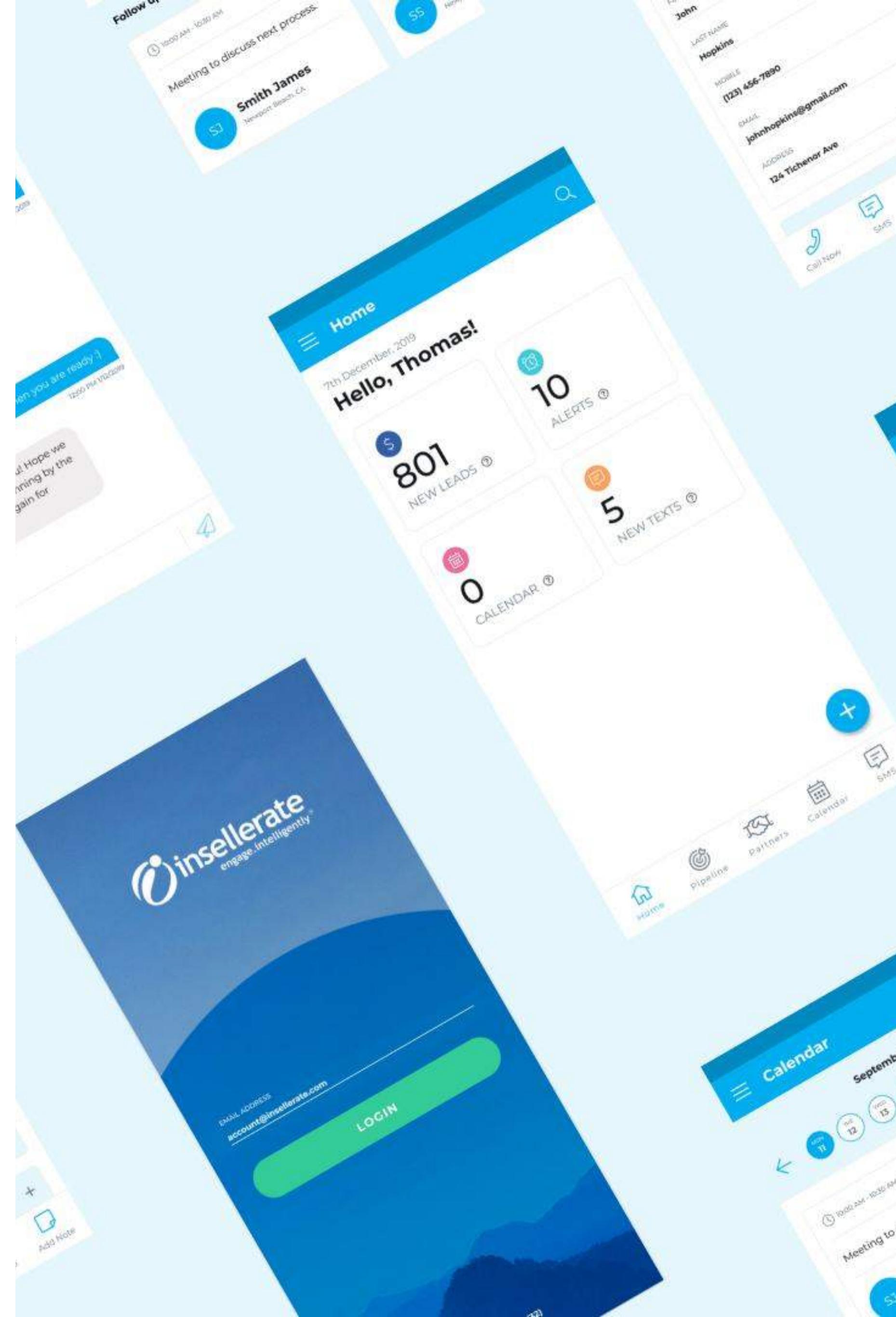
- Figma
- Adobe XD
- Zeplin
- Trello
- Adobe CC
- Illustrator
- Photoshop
- Slack

PROJECT BACKGROUND

Insellerate is a leading mortgage CRM platform that previously offered a robust web application. However, users faced challenges accessing the platform from mobile devices, which limited their ability to manage leads and engage with clients on the go. To address this issue, Insellerate commissioned the development of a mobile app that would replicate the full functionality of their web application, ensuring seamless access and enhanced user experience for loan officers.

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[VIEW FULL CASE STUDY](#)



THE PROCESS



1. START

- The Problem
 - The Solution
-
- Understanding the Client and Market
 - Analyzing the Competition
 - Identifying Target Audience
 - Gathering User Insights
 - Key Findings
 - Personas

3. DESIGN PROCESS

- Wireframes
- Global Design System
 - Typograph & Color palette
 - Components
- Explorations, usability testing and iterations
- Final Designs

5. CONCLUSION

- Key Learnings

01 START

THE PROBLEM

- **Limited Mobile Accessibility:** Users had difficulty accessing the web application on mobile devices due to poor optimization for smaller screens.
- **Cumbersome User Experience:** The web interface was not user-friendly on mobile devices, leading to inefficiency for loan officers managing leads and communicating with clients.
- **Fragmented Functionality:** Users had to log into multiple systems to access all necessary information, causing workflow disruptions.
- **Inefficient Communication Tools:** The communication tools were not optimized for mobile use, hindering quick borrower engagement.
- **Lack of On-the-Go Access:** Loan officers lacked the ability to access CRM tools and information remotely or in the field.

THE SOLUTION

- **Development of a Mobile App:** Created a dedicated mobile app to provide a seamless and responsive experience, replicating the web application's functionality.
- **User-Centered Design:** Designed an intuitive interface for easy navigation and access to key features like lead management and communication tools.
- **Integrated System Access:** Integrated CRM & LOS functionalities within the app, allowing access to all necessary information in one place.
- **Optimized Communication Features:** Enhanced communication tools, including click-to-call and two-way text messaging, to facilitate quick borrower engagement.
- **Enhanced Mobile Functionality:** Supported mobile-specific features like offline access and push notifications to keep loan officers productive on the go.

The research phase was crucial in ensuring the success of the Insellerate mobile app. It involved understanding the client's needs, the market landscape, and the users' requirements. This phase provided the foundation for informed design decisions, ensuring that the final product met user expectations and business goals.

UNDERSTANDING THE CLIENT AND MARKET

I started by gaining a comprehensive understanding of Insellerate's business model, services, and market position. This involved reviewing Insellerate's existing web application and features. I studied the mortgage industry to understand how CRM tools are utilized by loan officers and analyzed Insellerate's unique value proposition and how it differentiates from competitors.

ANALYZING THE COMPETITION

To ensure the Insellerate app would be competitive, I conducted a thorough analysis of other CRM solutions available in the market. This involved identifying direct and indirect competitors, evaluating their apps to identify strengths, weaknesses, and common features, and analyzing user reviews and feedback on competitor apps to understand common pain points and best practices.

IDENTIFYING TARGET AUDIENCE

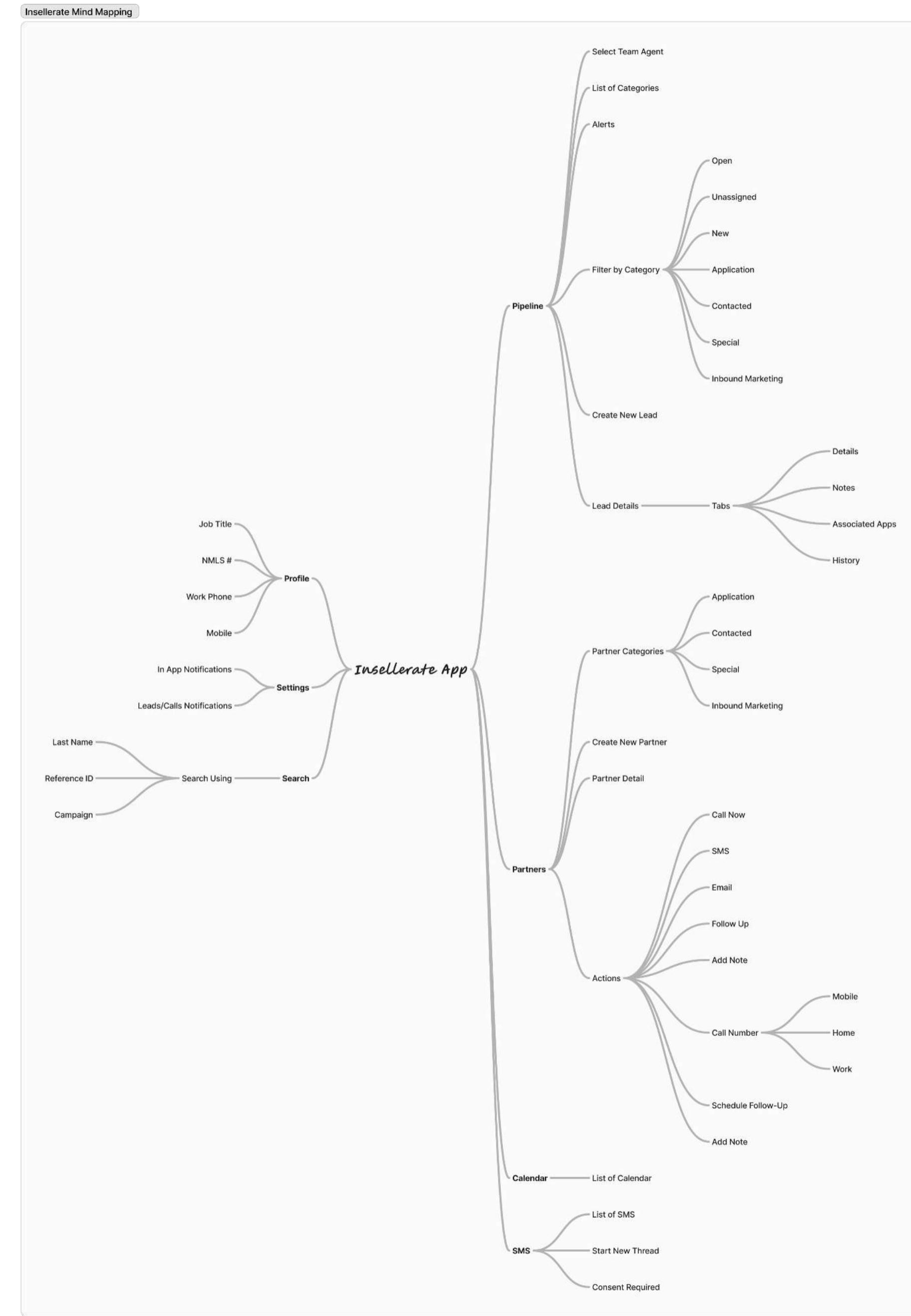
Understanding the target audience was key to designing a user-centric app. I identified the primary users as loan officers and managers within the mortgage industry. These professionals are often on the move and require mobile access to CRM tools, need efficient lead management and communication tools, and managers need real-time insights to oversee team performance.

GATHERING USER INSIGHTS

I conducted surveys, interviews, and focus groups with current Insellerate users to gather direct feedback on their experiences and expectations. Surveys provided quantitative data on user preferences and pain points, one-on-one interviews delved deeper into specific user needs and challenges, and focus groups facilitated discussions and gathered diverse perspectives.

MIND MAPPING

To visualize the structure and flow of the Insellerate app, I used mind mapping. This technique helped in organizing ideas, features, and functionalities, ensuring a comprehensive and user-friendly design. The mind map included core features, user actions, user needs, and the visual hierarchy, providing a clear roadmap for the app development.



KEY FINDINGS



Quick Access to Leads

Users needed quick access to leads on mobile devices to maintain productivity and ensure timely follow-ups.



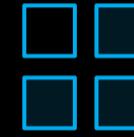
Mobile Optimization for Remote Work

With many loan officers working remotely or on the move, an optimized mobile app was essential for seamless navigation and functionality.



Efficient Communication Tools

Effective communication was a top priority. Users needed tools to easily call, text, or email clients from the app, ensuring strong borrower relationships.



User-Friendly Interface

An intuitive, user-friendly interface is crucial for minimizing learning curves, enhancing efficiency in daily tasks, and ensuring high user satisfaction and app adoption.

PERSONAS



Mike, 28

Mortgage Broker

GOALS: Close more deals, manage clients efficiently, access tools on the go.

FRUSTRATIONS: Trouble accessing Insellerate on mobile, delayed responses, keeping track of clients.

NEEDS: Easy mobile access to client info, smooth communication, real-time notifications.



Laura, 32

Loan Officer

GOALS: Manage leads effectively, improve client satisfaction, work remotely.

FRUSTRATIONS: Limited mobile access to Insellerate, task prioritization, communication issues.

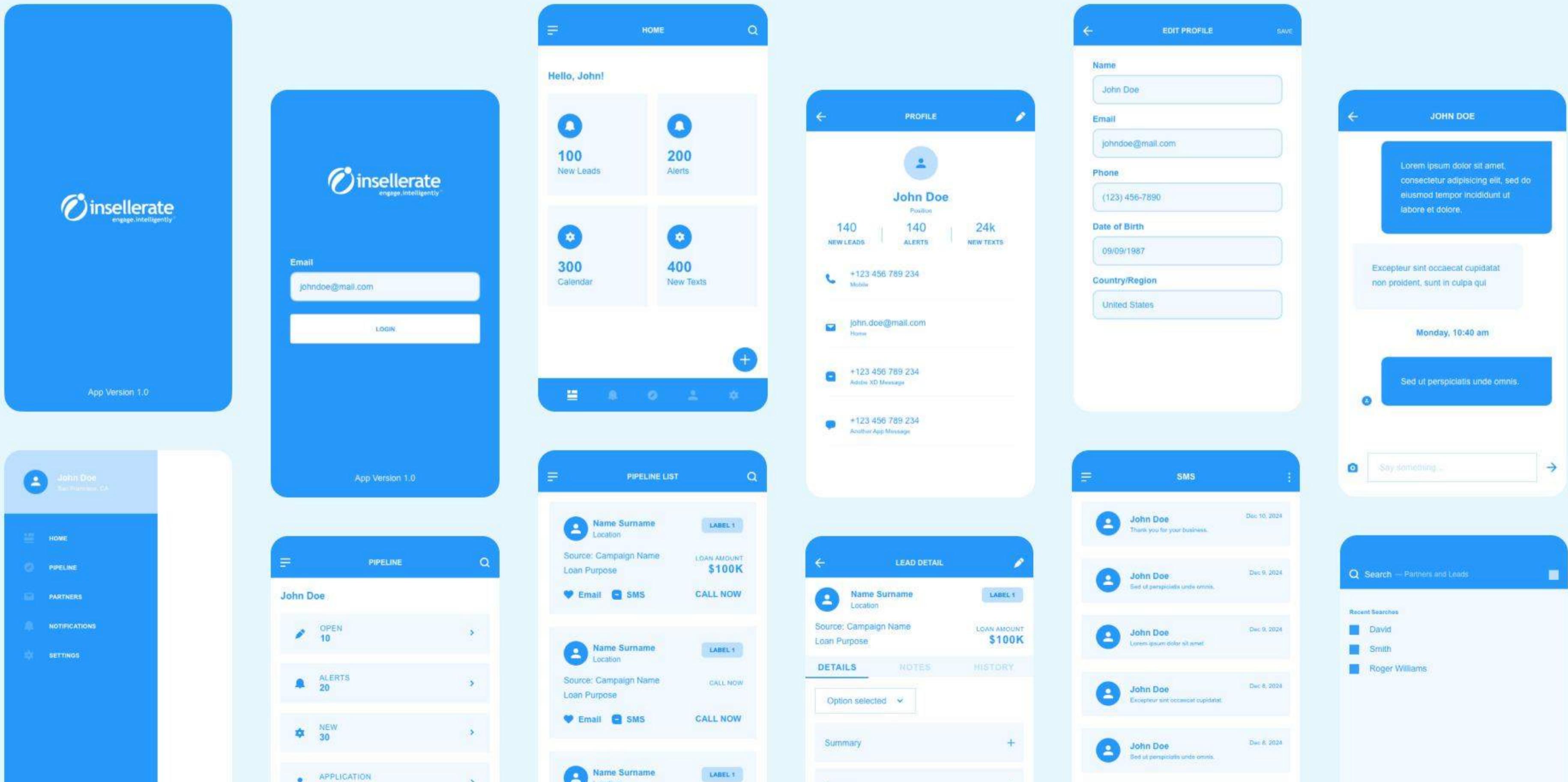
NEEDS: Mobile app with CRM features, user-friendly interface, seamless integration.

03

DESIGN PROCESS

WIREFRAMES

The wireframing process was an essential step in the designing the Insellerate mobile application. It served as a blueprint, outlining the basic structure and layout of each screen and interface element before diving into detailed design.



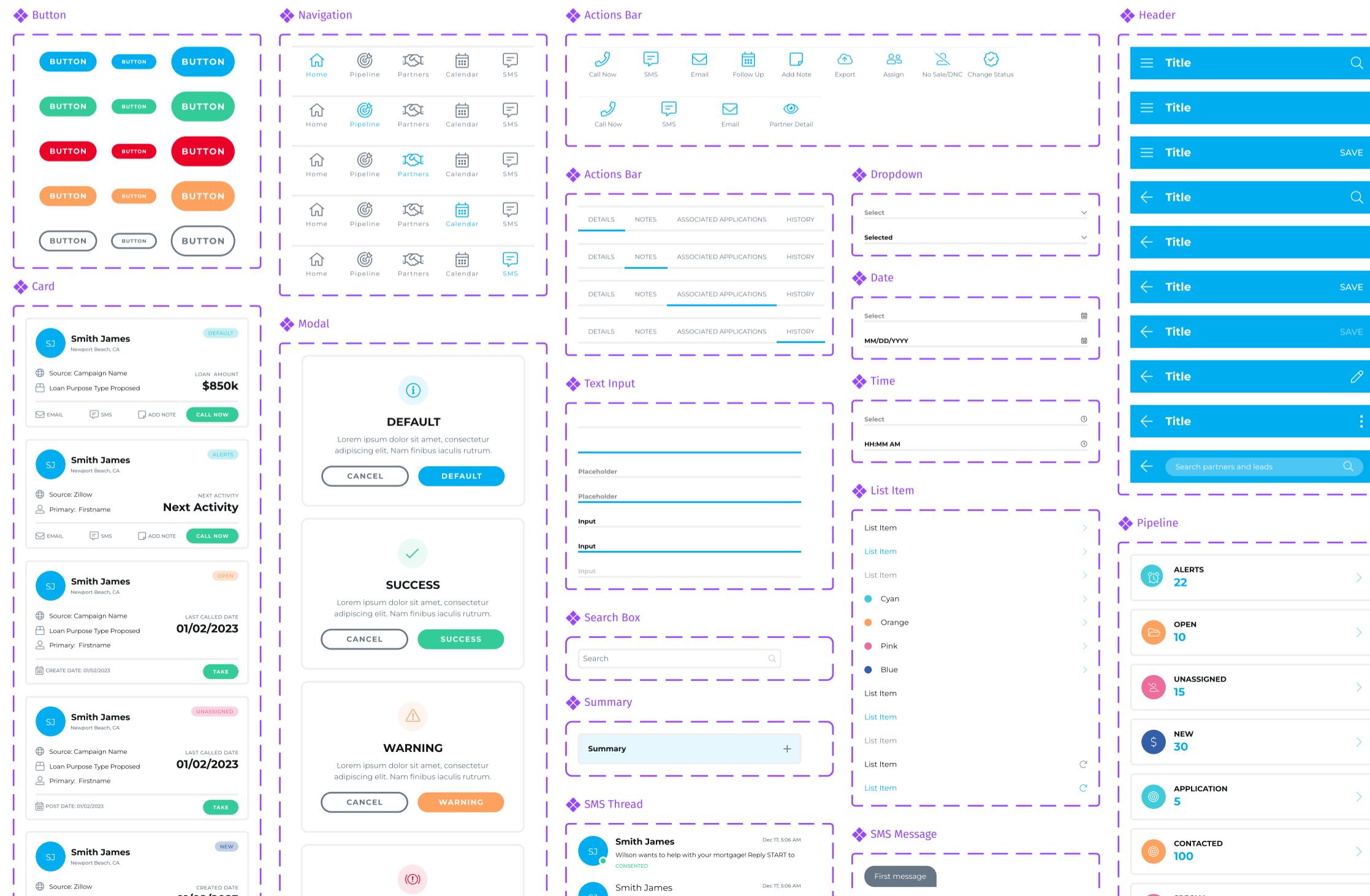
GLOBAL DESIGN SYSTEM

A robust global design system was implemented to ensure consistency and coherence throughout the Insellerate mobile app. This system encompassed various elements, including typography, color palette, and UI components, to create a unified and visually appealing user experience.

TYPGRAPHY

Montserrat
Aa123

COMPONENTS



COLOR PALETTE

#00AEEF

#008AC1

#33CC99

#40CBD8

#FDA15F

#EC6D9B

#335EA8

#121619

#FFFFFF

EXPLORATIONS, USABILITY TESTING AND ITERATIONS

This phase was a crucial part of the UI/UX design process for the Insellerate mobile app, involving repeated cycles of designing, testing, and refining to ensure the app met user needs and business goals.

DASHBOARD

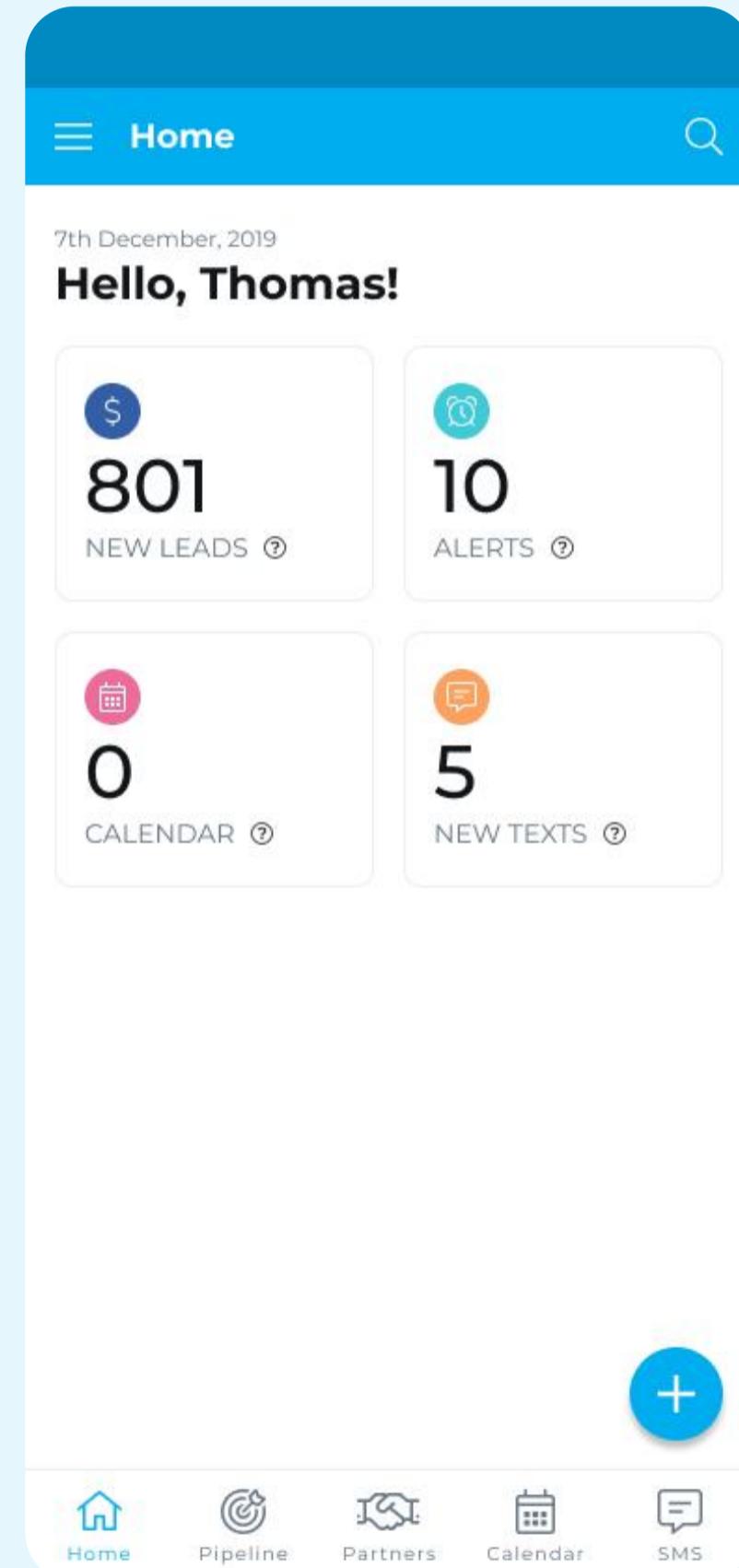
I analyzed the two screen designs based on usability, visual hierarchy, and overall user experience, noting the pros and cons of each. I then presented my findings to the customer, focusing on key aspects like ease of use, readability, and visual appeal. The customer provided feedback, appreciating the clean and professional look of the fourth design. Based on this feedback, we chose the first design (**VERSION 1**) for its minimalist approach and clear readability, ensuring it met the customer's expectations and user experience needs.

The “**VERSION 1**” was determined as the best choice overall. Here’s why:

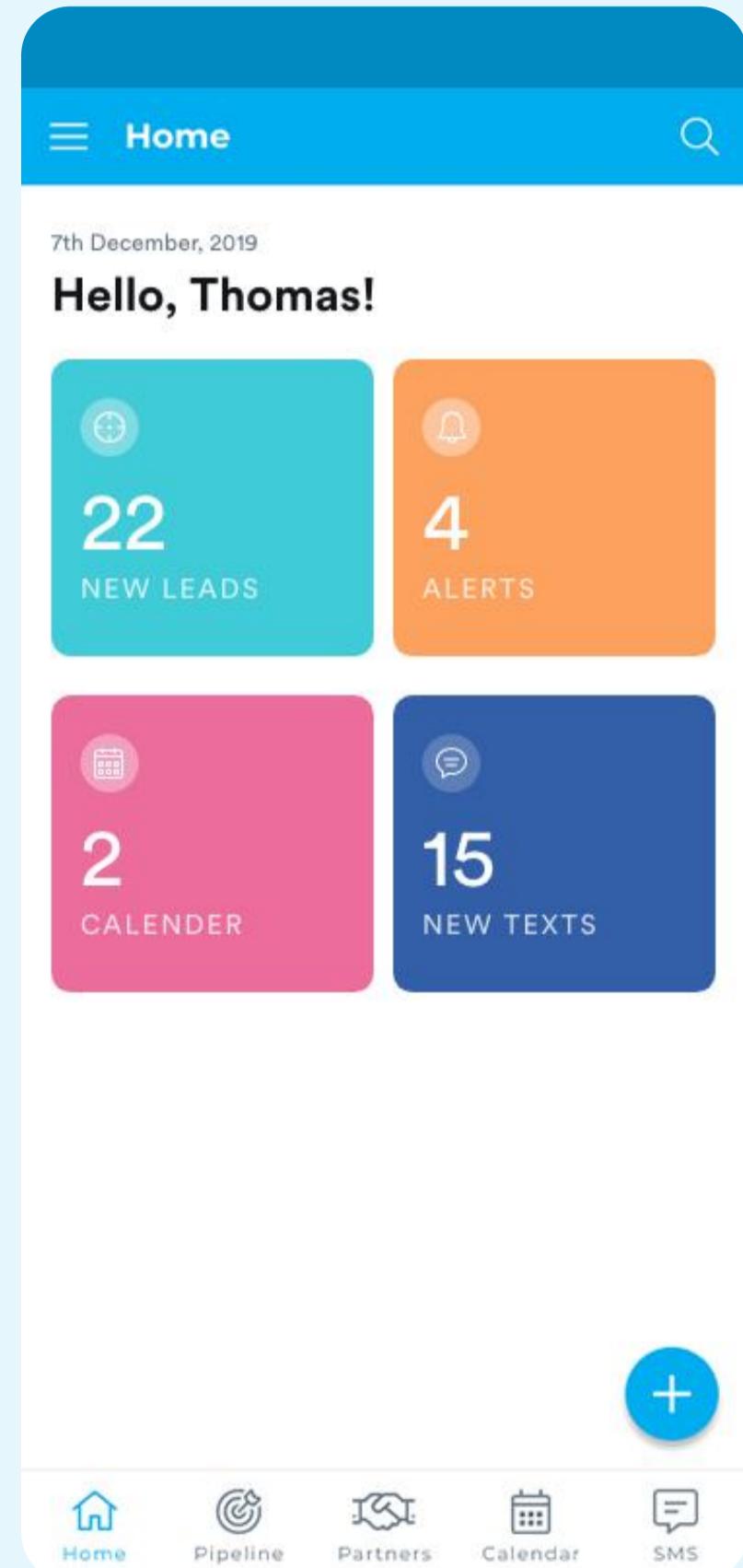
- **Clean and Minimalistic:** Less clutter and use of minimal color make it easy to focus on key information.
- **Good Visual Hierarchy:** Clear separation and ample white space make it easy to scan quickly.
- **Professional Look:** The simplicity gives a modern and professional appearance.
- **Readability:** Text and icons are clear and easy to read.

This design strikes the best balance between simplicity, readability, and professionalism.

VERSION 1



VERSION 2



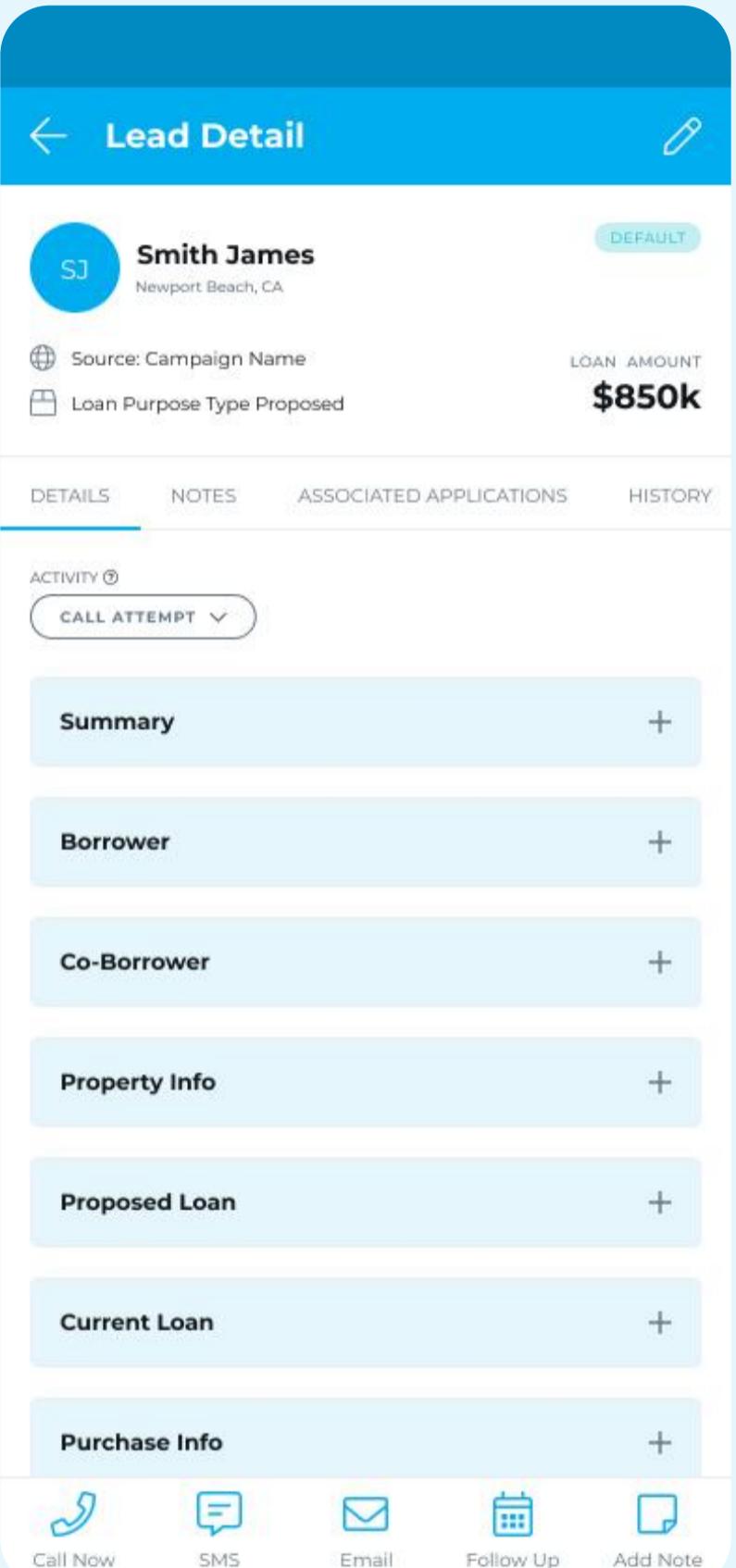
LEAD DETAIL

Between the two designs, the first design “**Version 1**” stands out as the better option for several reasons:

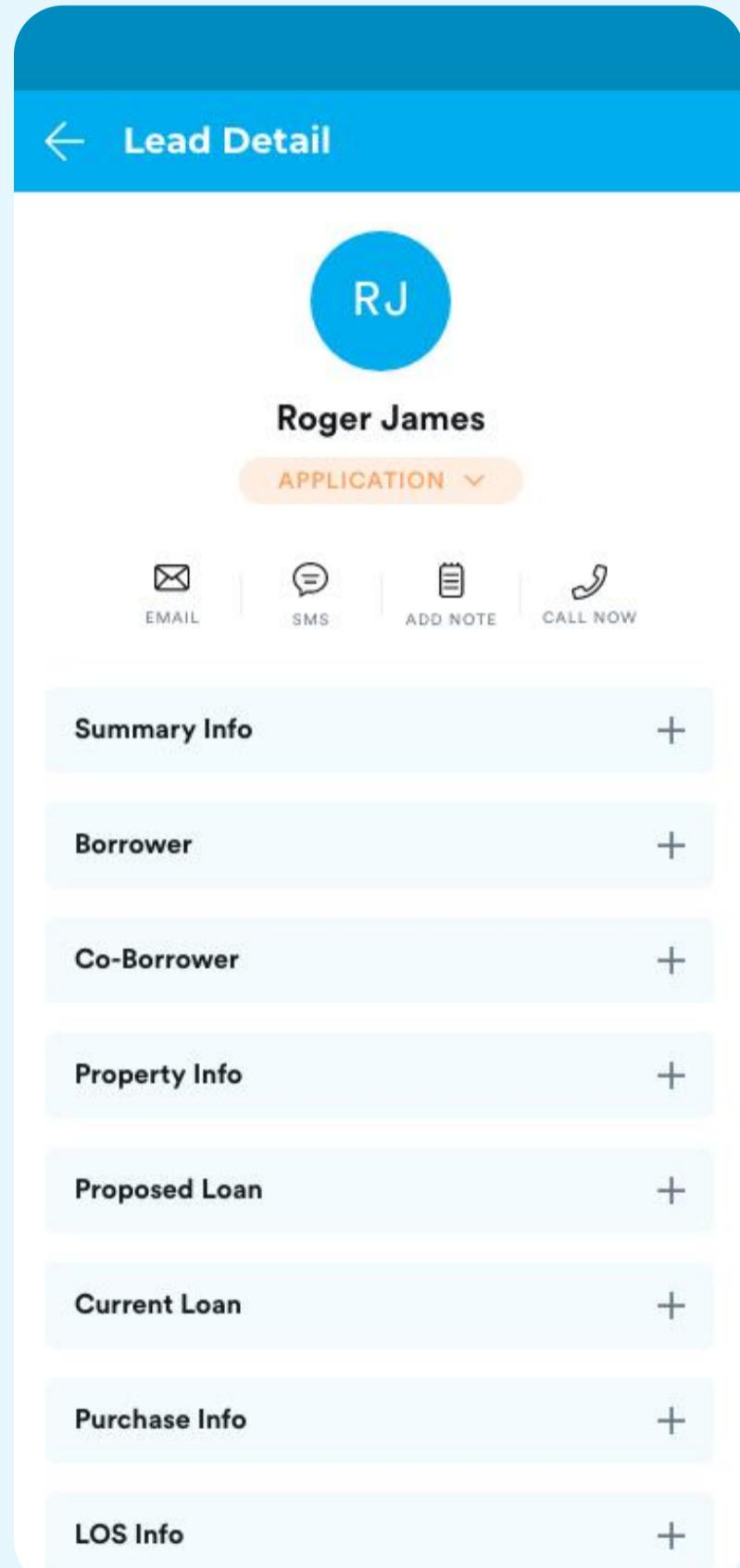
- **Easy Navigation:** Email, SMS, and other links are fixed at the bottom, making them always accessible.
- **Comprehensive Information Display:** It shows the source, campaign, and loan amount at the top, giving a quick overview.
- **Edit Option:** The edit button at the top makes it easy to make changes.
- **Status Tag:** The "Default" tag shows the lead's status clearly.
- **Tabbed Sections:** Tabs for Details, Notes, Associated Applications, and History help organize information and make it easy to find.

In conclusion, the first design offers better usability and functionality due to its fixed action buttons, detailed information display, convenient edit option, status tagging, and organized tabbed navigation.

VERSION 1



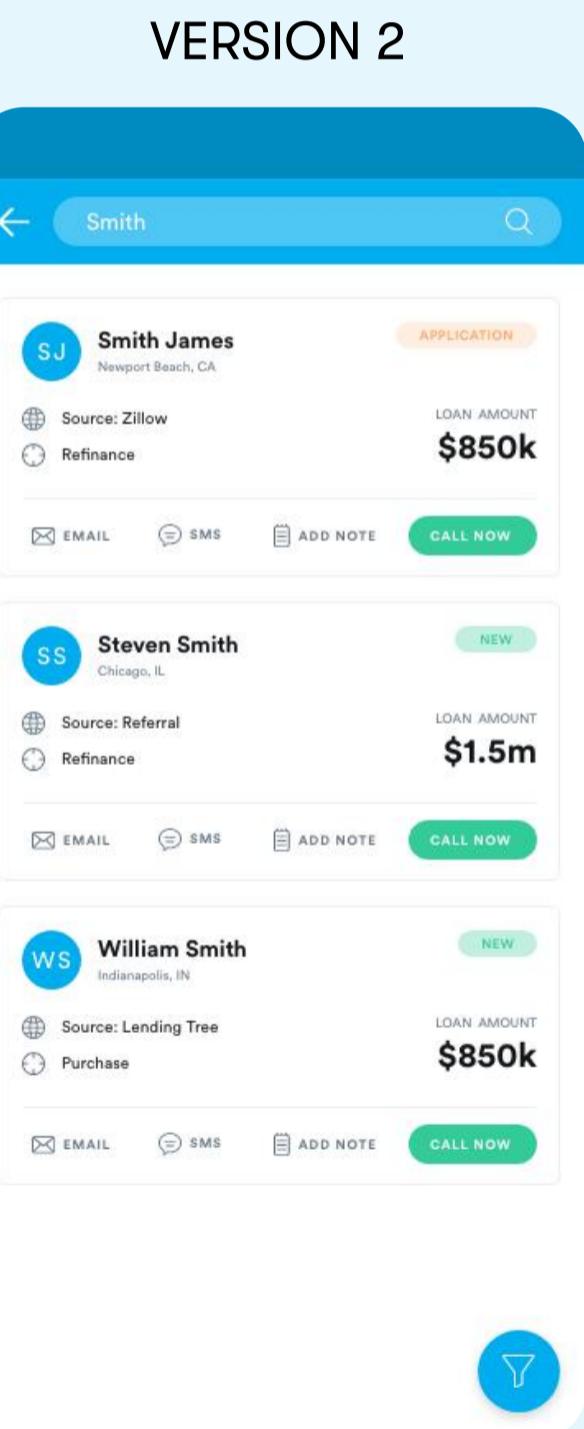
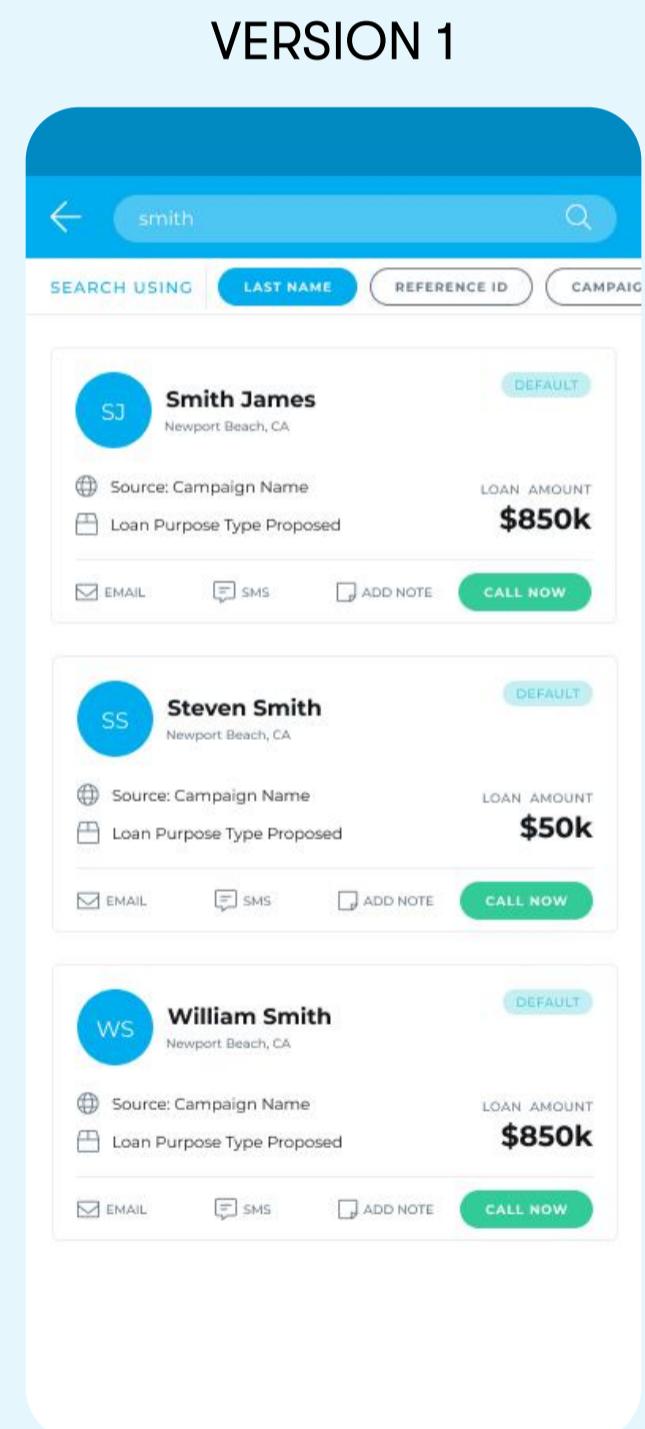
VERSION 2



SEARCH

Both designs have their merits, but the first design “**VERSION 1**” (on the left) seems to be more effective overall. Here’s why:

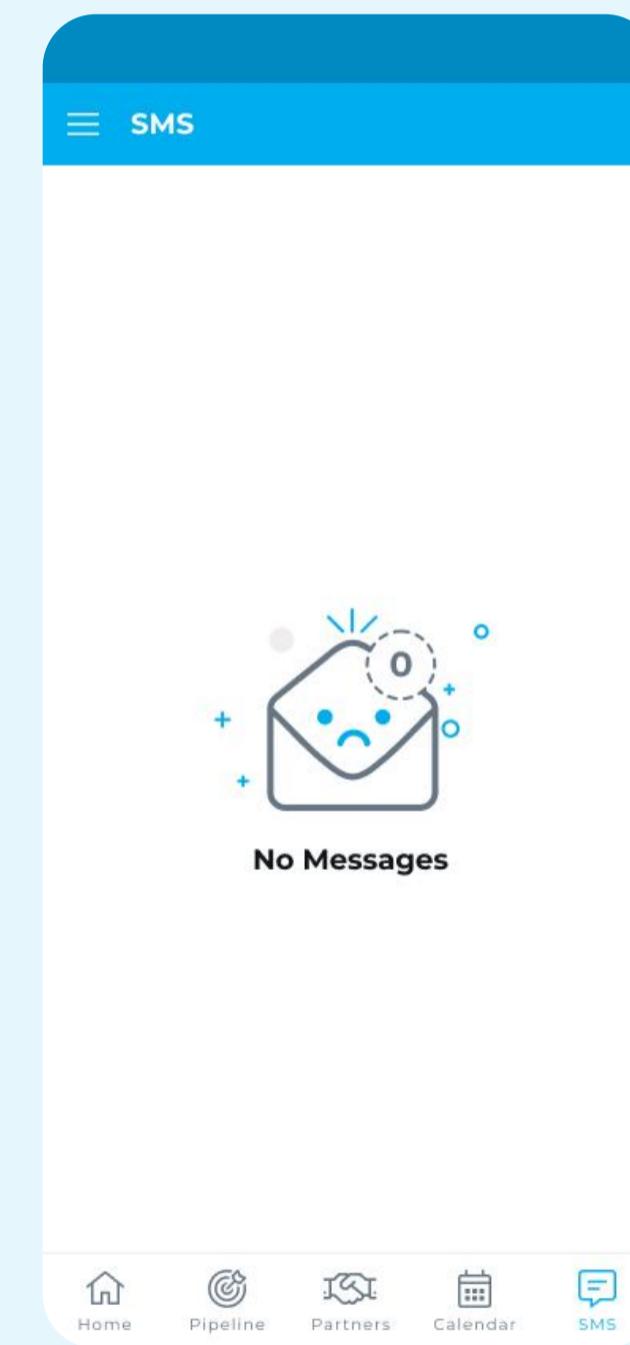
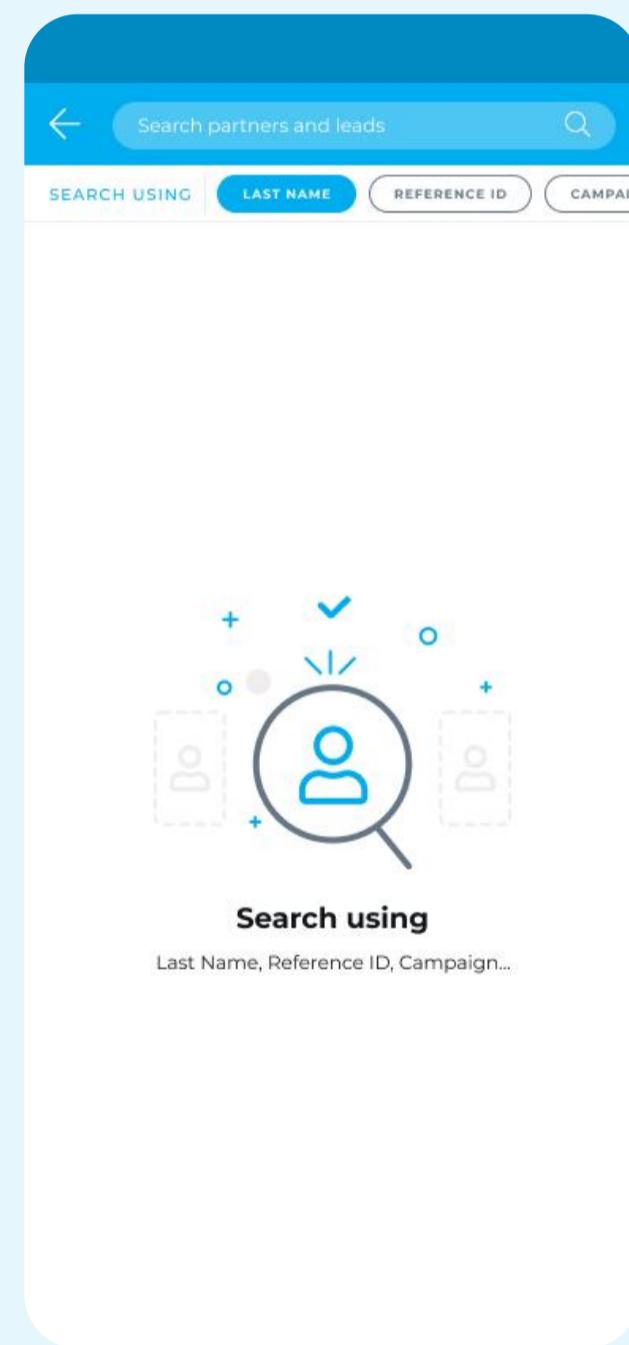
- **Filter Placement:** Filters are directly below the search box, allowing users to quickly refine their searches.
- **Quick Access:** Users can easily switch between different search criteria like Last Name, Reference ID, and Campaign.



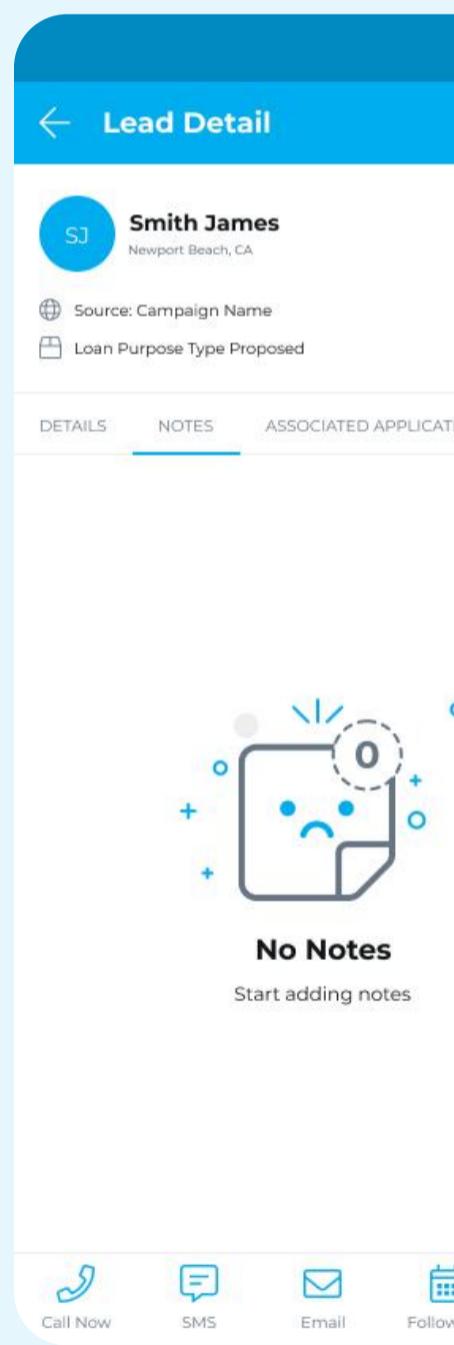
ENGAGING COPY AND DELIGHTFUL ILLUSTRATIONS

Both designs have their merits, but the first design “**VERSION 1**” (on the left) seems to be more effective overall. Here’s why:

- **Filter Placement:** Filters are directly below the search box, allowing users to quickly refine their searches.
- **Quick Access:** Users can easily switch between different search criteria like Last Name, Reference ID, and Campaign.



NO SEARCH

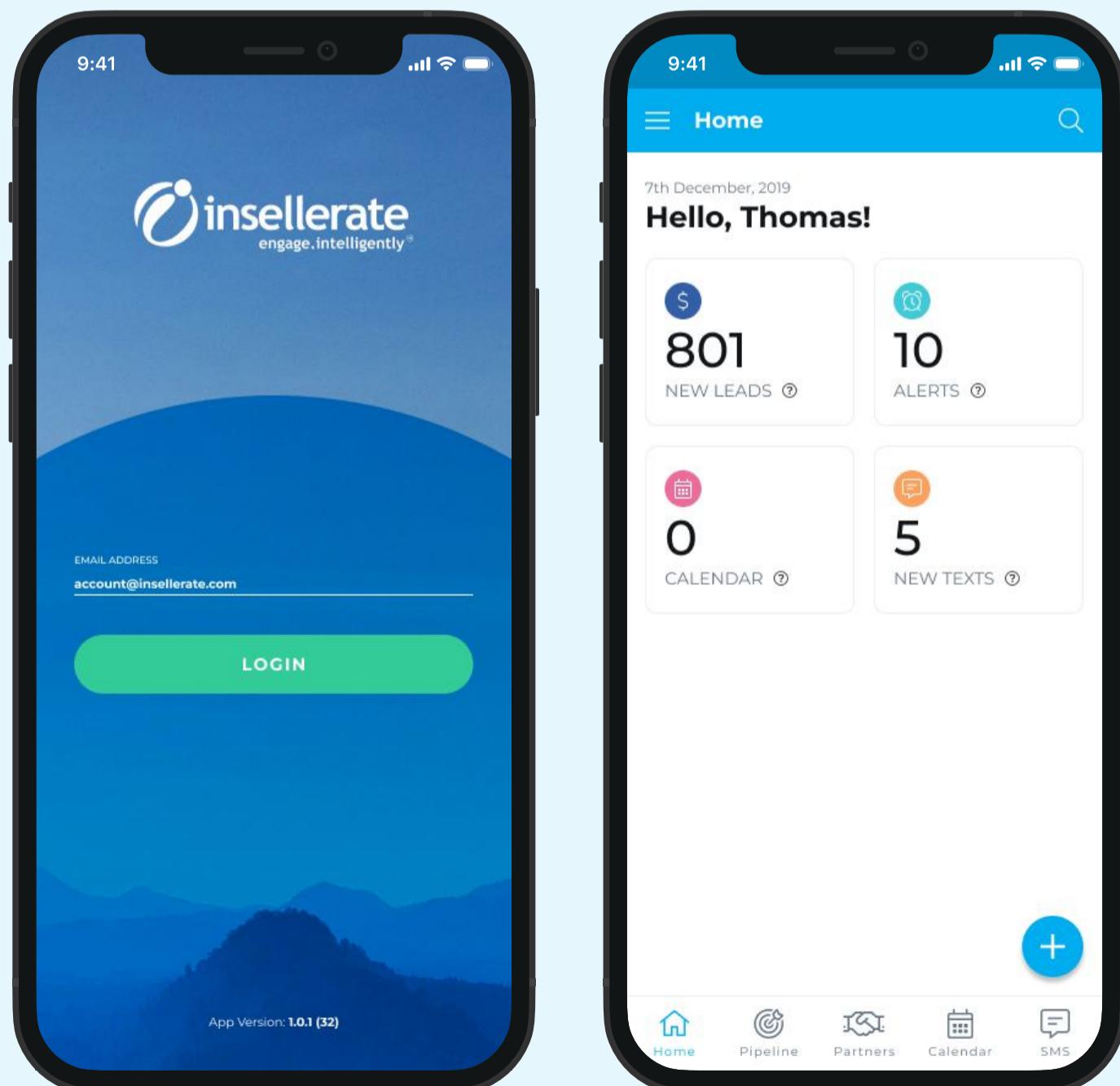


NO MESSAGES

NO NOTES

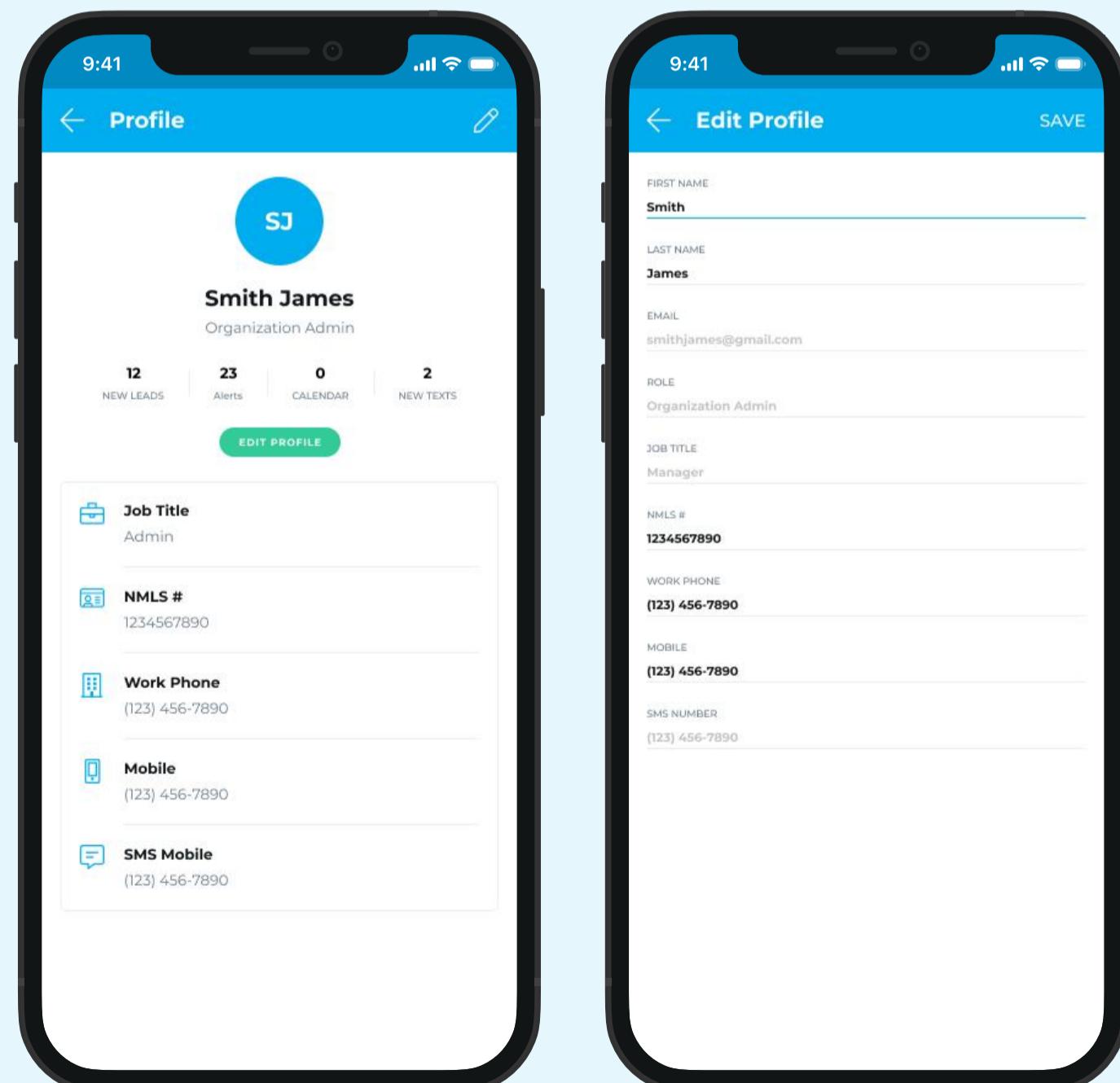
LOGIN & DASHBOARD

The login screen allows users to enter their credentials to access the app, while the dashboard provides an overview of key functionalities and information upon successful login in a card-based layout, a well-regarded approach in UI/UX Design. There's even a greeting at the top, like "Hello Thomas!" which personalizes the experience. The navigation bar at the bottom lets you easily jump to different sections of the app.



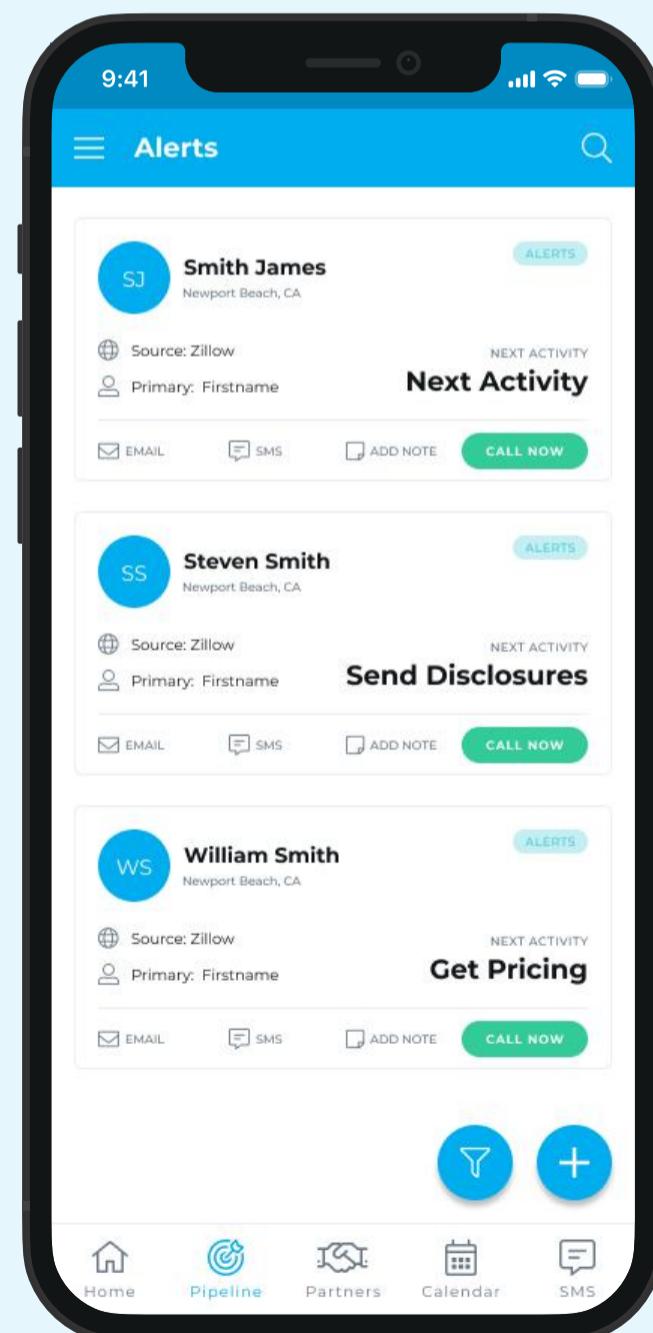
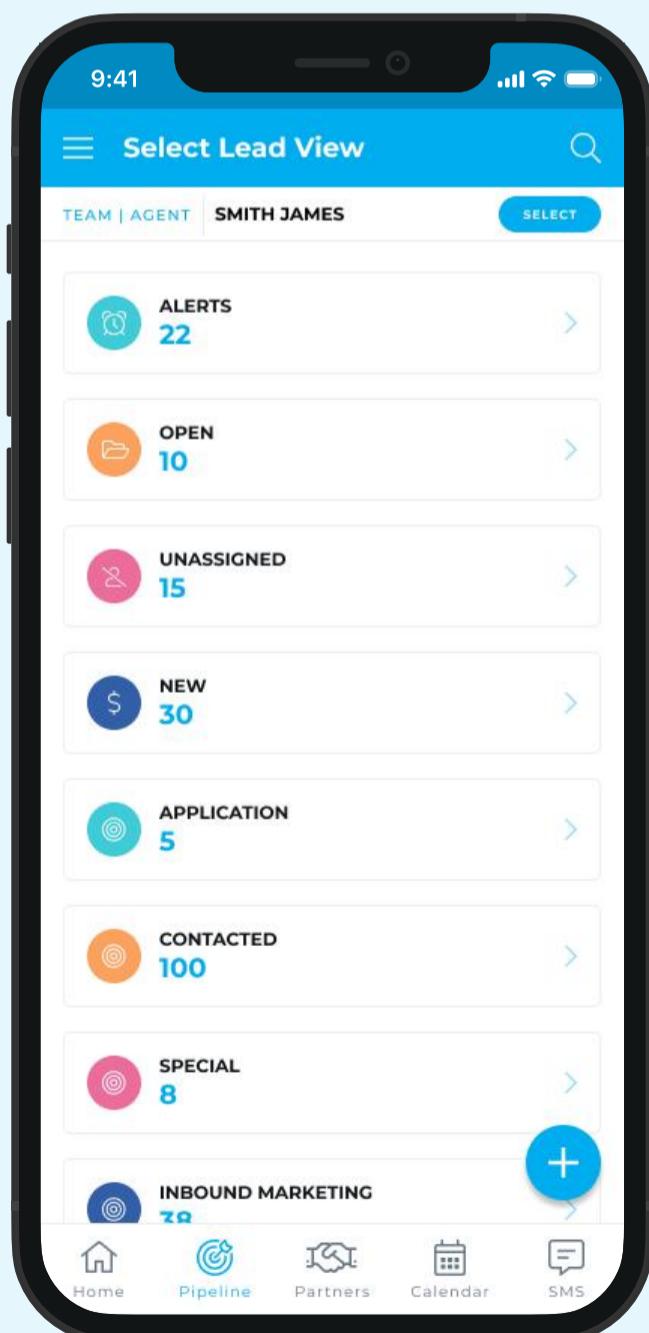
PROFILE

The Insellerate profile screens prioritize a user-friendly experience by keeping things clear and concise. They display essential information like name, contact details, and relevant metrics, and avoid cluttering the screen. The right screen allows for easy editing directly within the app, eliminating the need for complex navigation. Finally, a clear "SAVE" button ensures users understand how to save their updates.



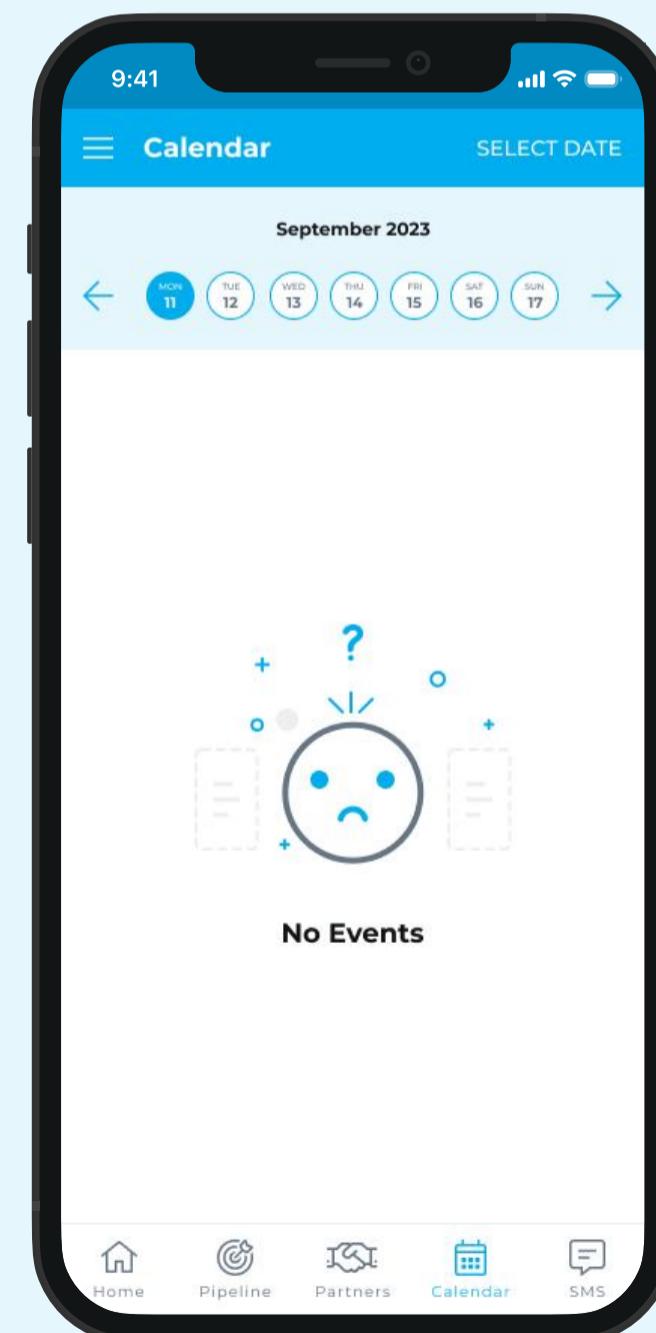
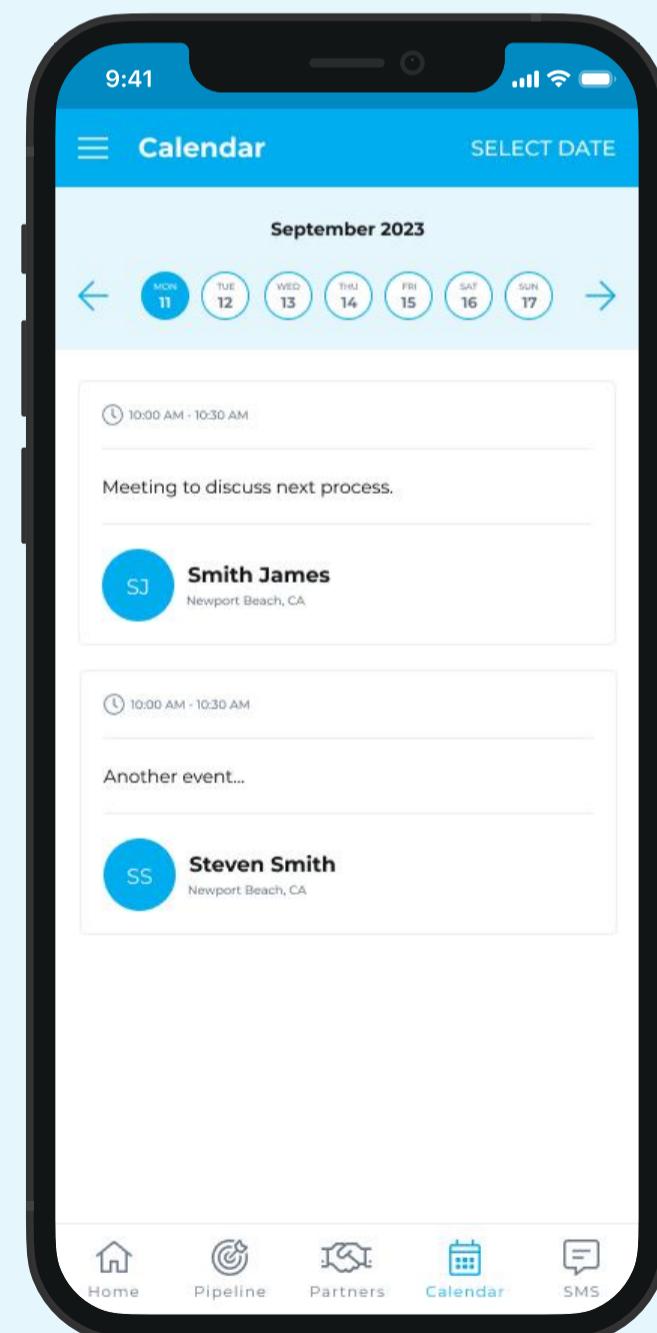
PIPELINE

The Pipeline screen lets you search for specific deals by using the magnifying glass at the top right. Alerts screen shows information in cards with titles like "Source" and "Next Step" to make it easy to read. Overall, these screens are user-friendly because they have clear labels, well-organized information, and possibly features like search and color-coding to help you find what you need fast.



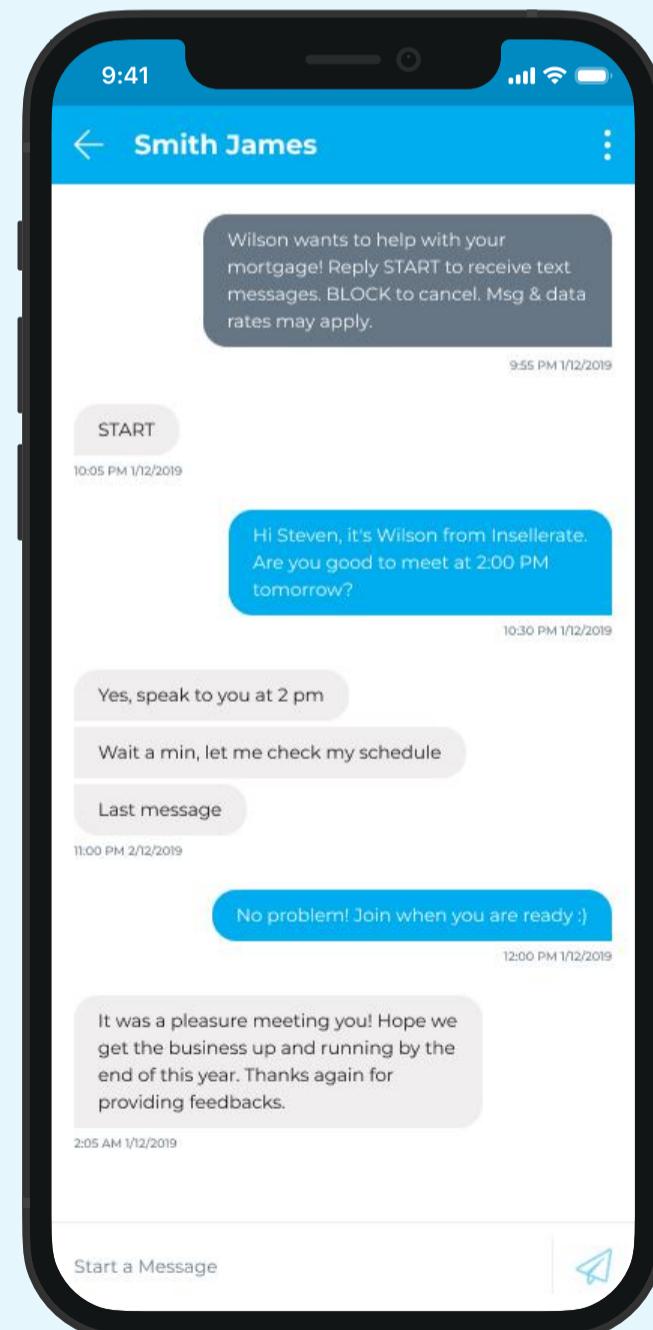
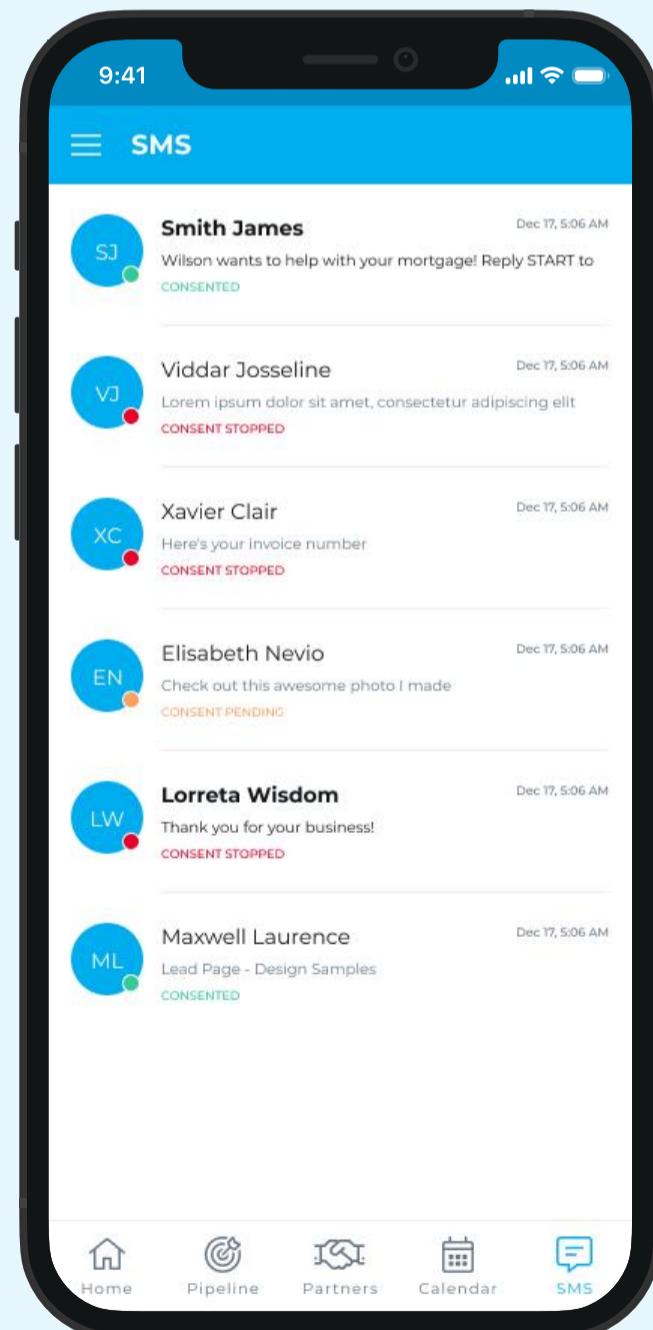
CALENDAR

This calendar screen incorporates best practices for a user-friendly experience. The current month and date are prominent, and the highlighted current day helps you orient yourself quickly. The week view provides a clear overview of your upcoming schedule, and squares on certain dates visually indicate events without cluttering the screen. Overall, the clean interface with clear information presentation allows you to see your schedule and identify important dates at a glance.



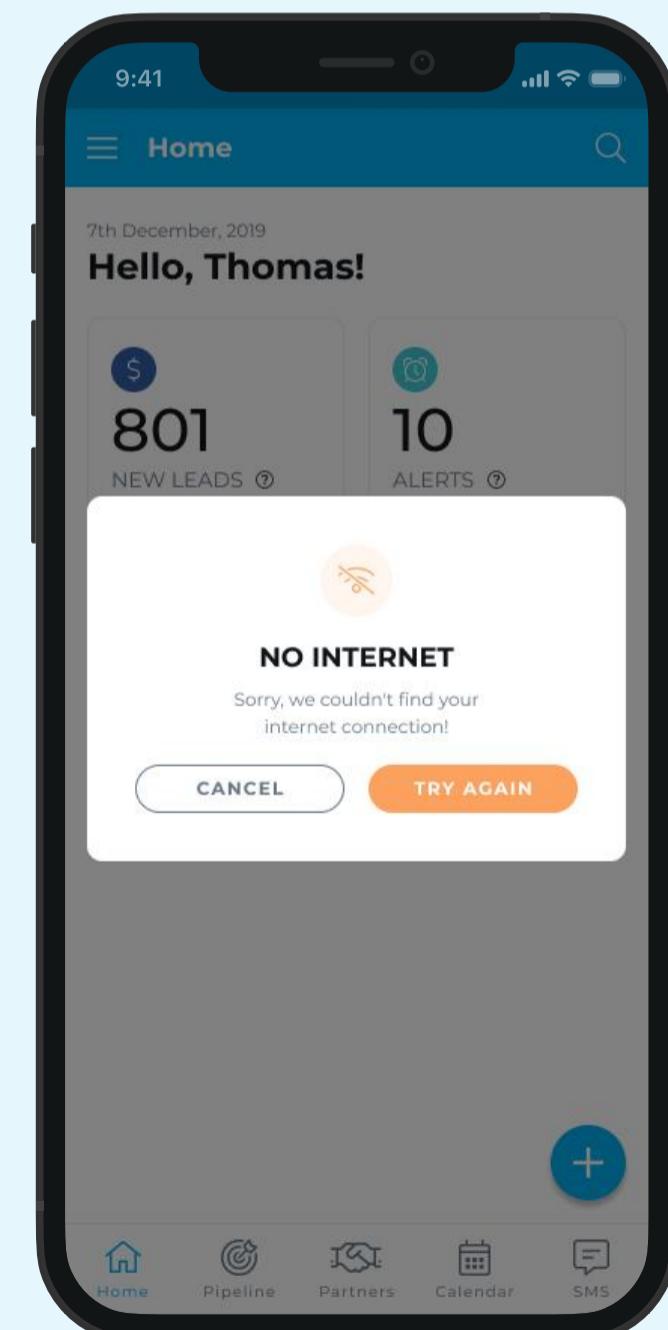
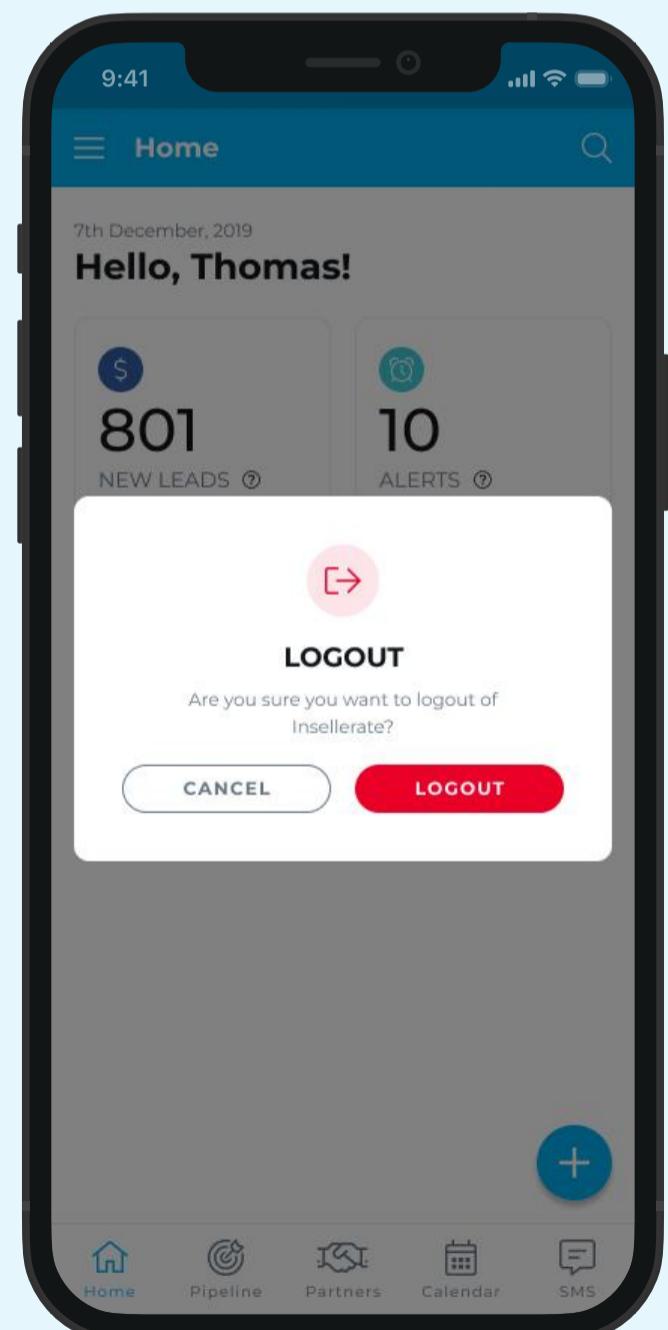
SMS

The SMS screens in the app are easy to use. The first screen shows who you texted recently and even lets you see the last message. In each conversation (second screen), the other person's name is at the top, and the messages are organized clearly with timestamps. You can easily tell who sent what because the messages look different. Typing a new message is simple with a box at the bottom and a "Send" button next to it. Overall, everything is clear and familiar, so you can chat with ease!

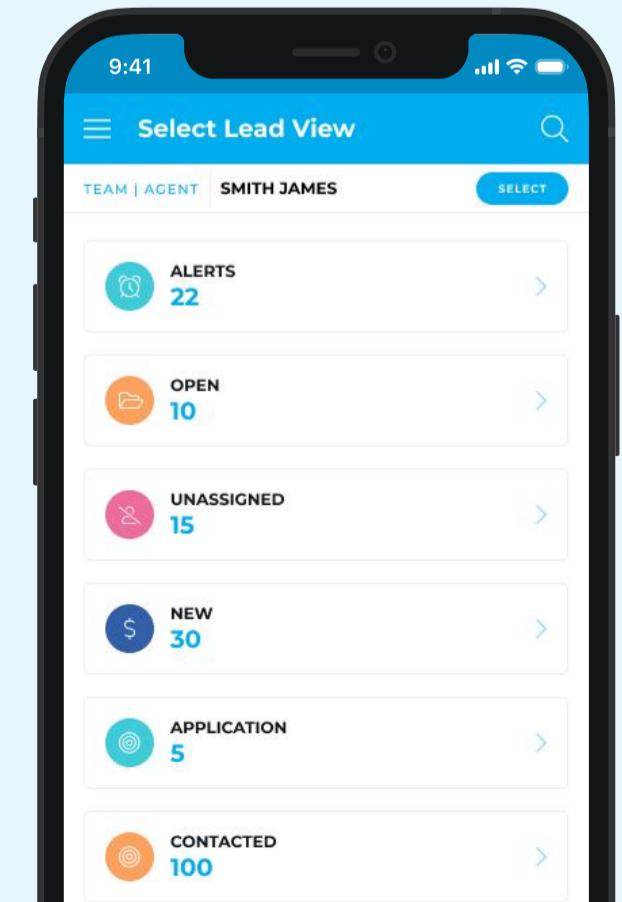
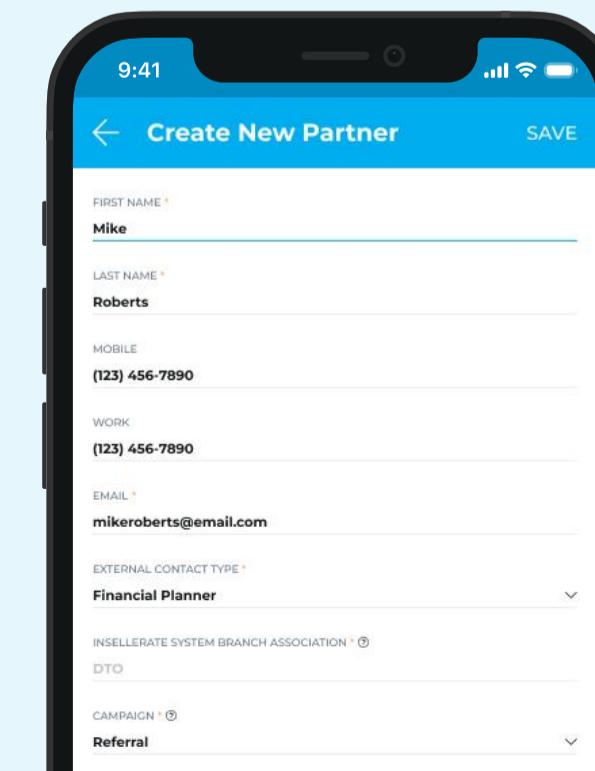
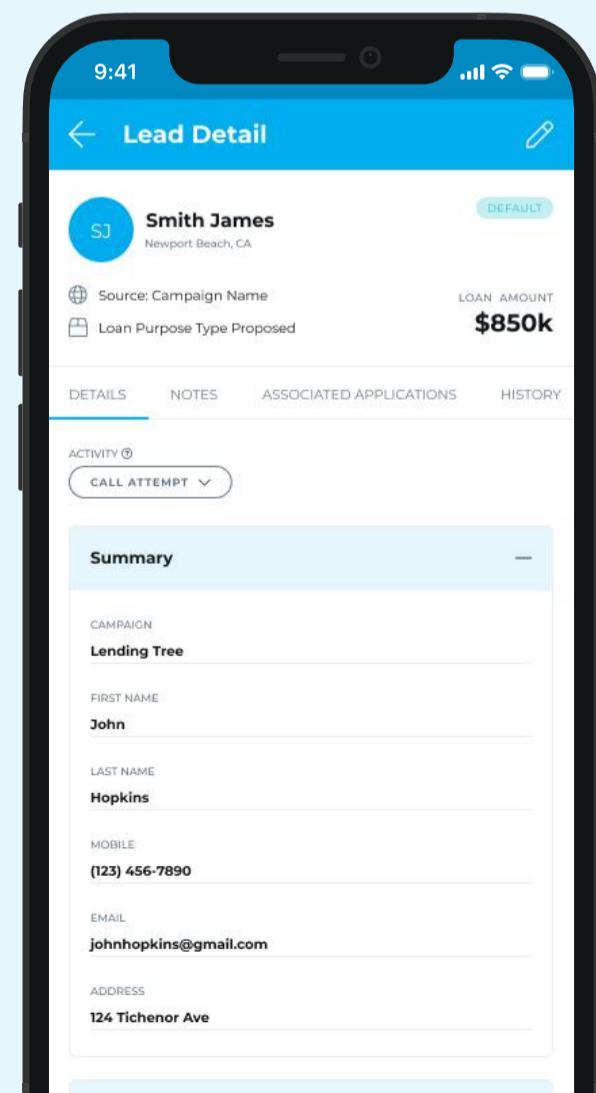
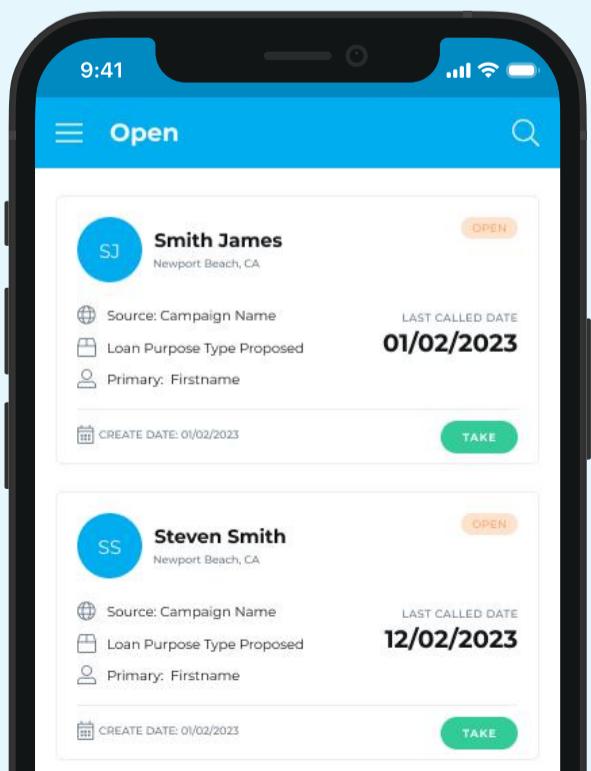
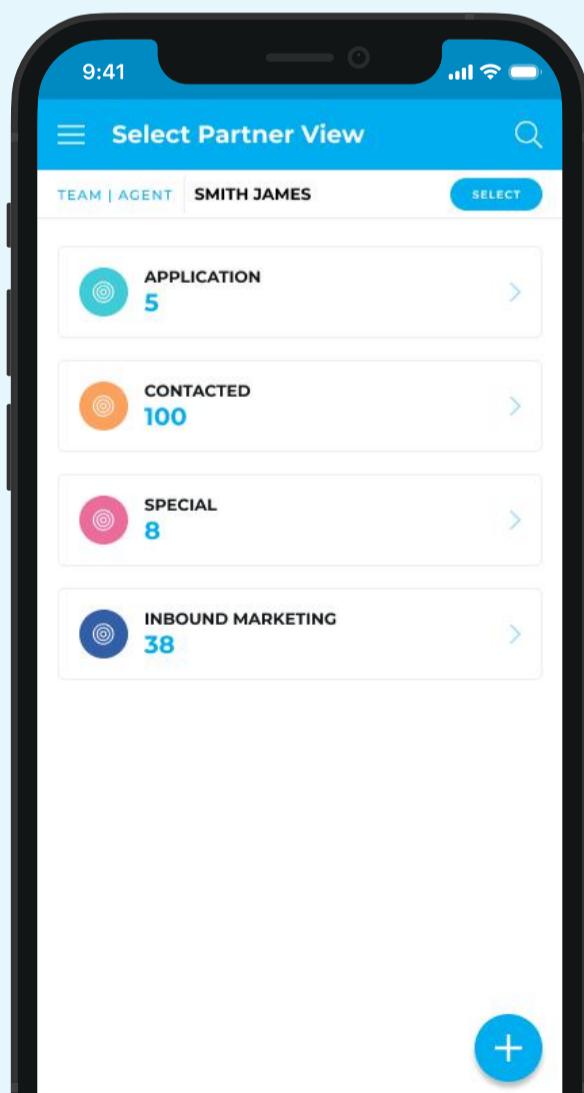
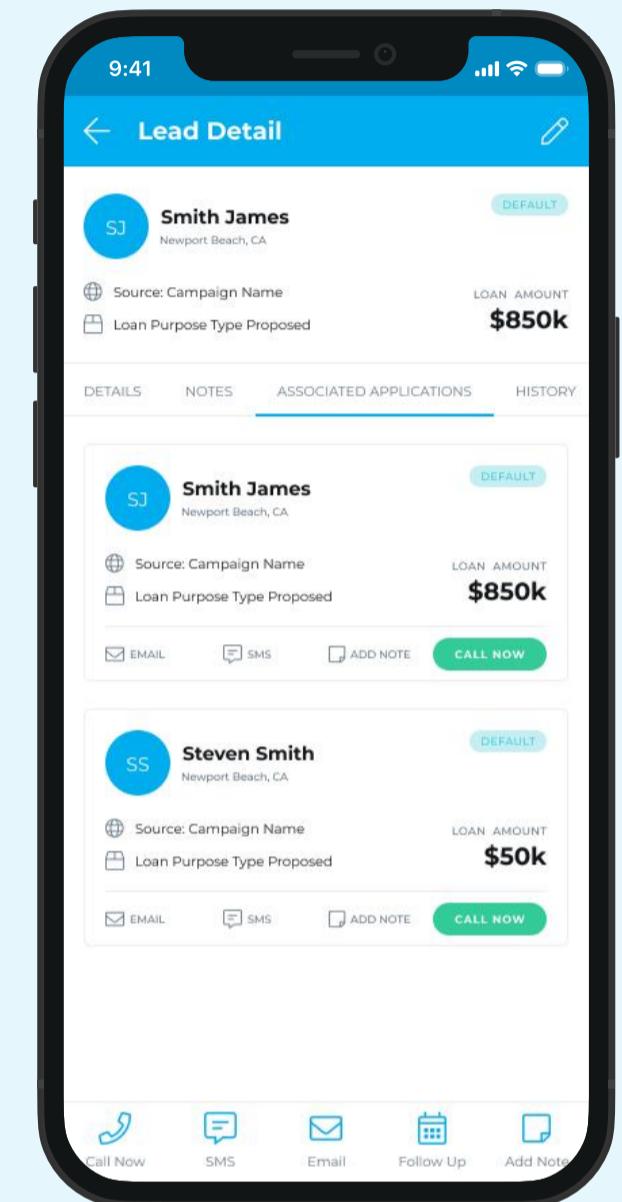
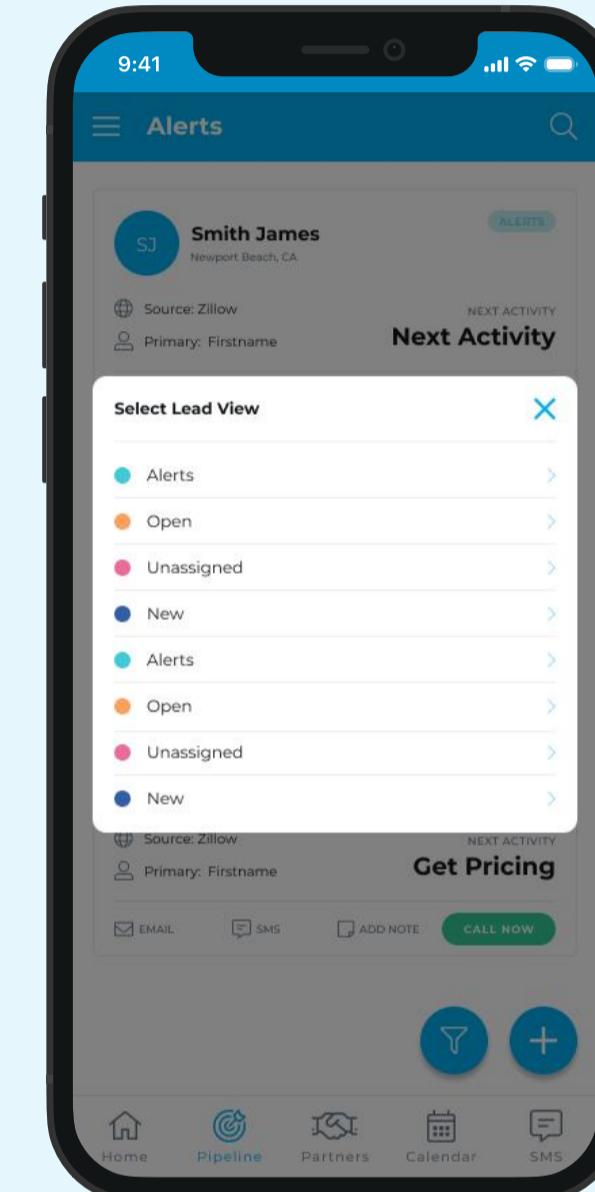
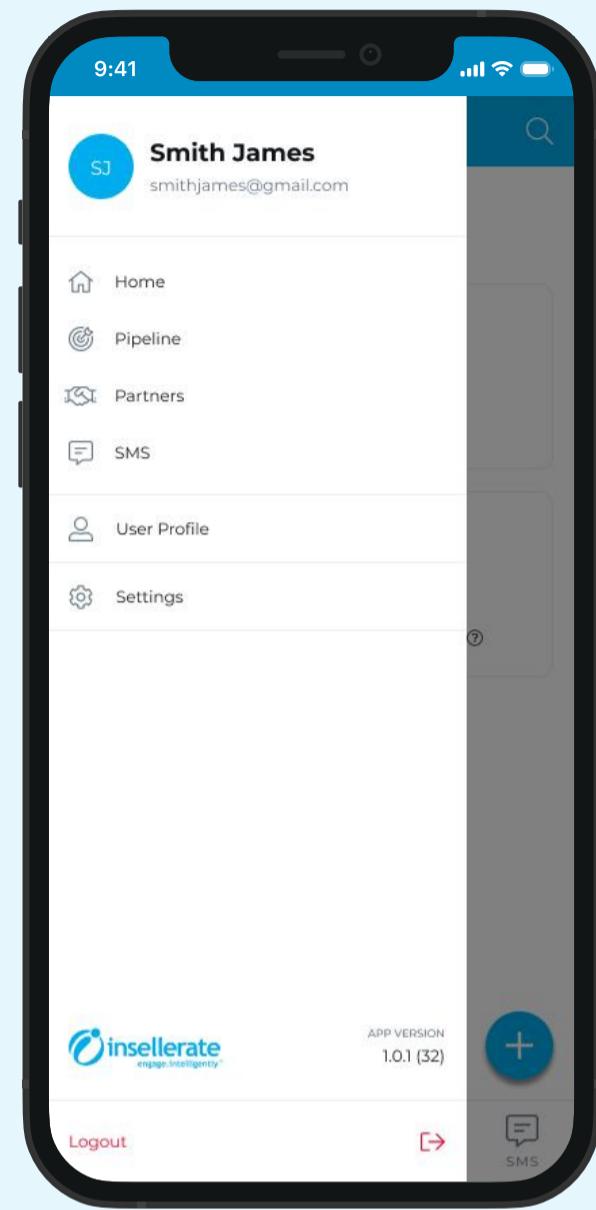
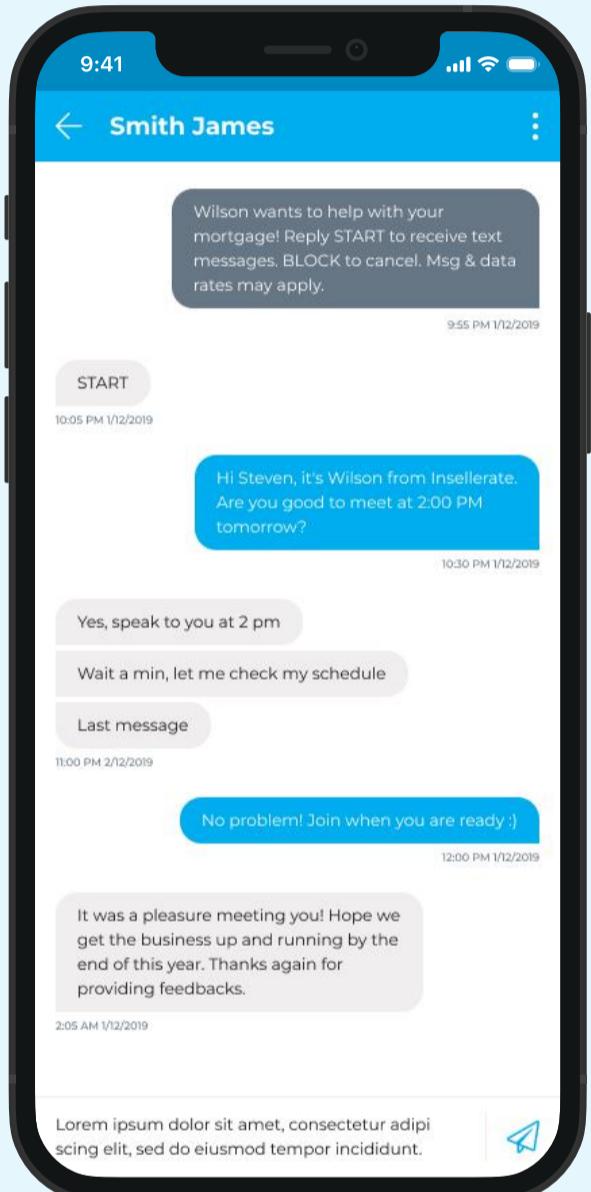
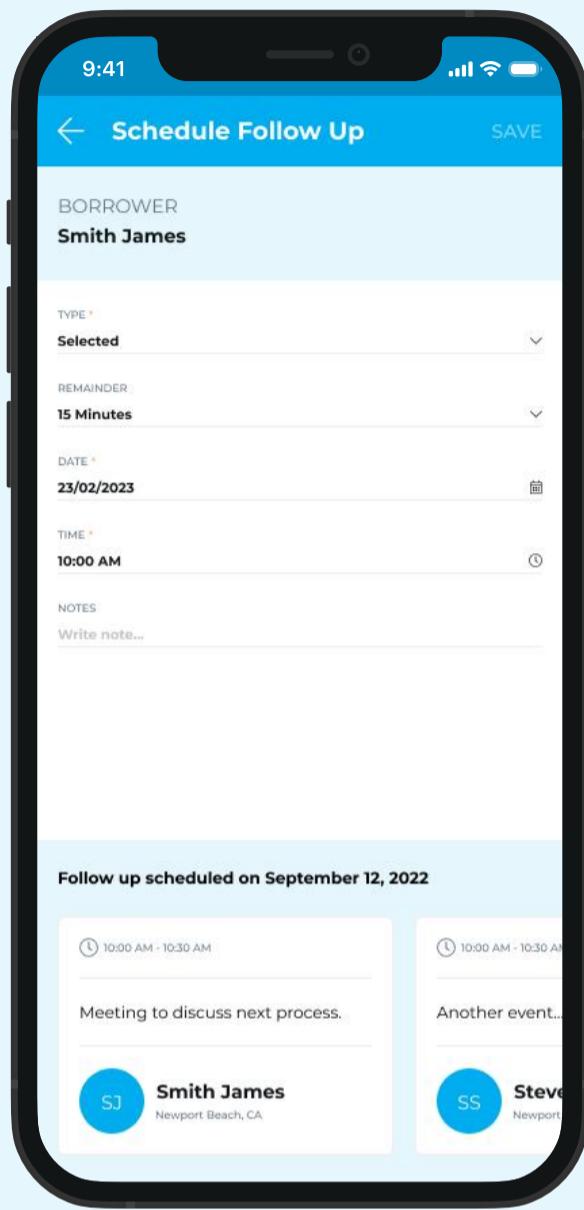


ALERTS

These pop-up alerts in the app keep things clear and simple. They use easy-to-understand messages, like asking for confirmation before you log out or letting you know there's no internet connection. The buttons are clear too, with options like "Cancel" and "Log out" or "Try Again". The important message itself stands out, so you know what's going on before you take action. These pop-ups don't block your whole screen either, so you can still see what you were doing in the app. Overall, they make it easy to understand what's happening and take the right action.



OTHER SCREENS



KEY FINDINGS



Mobile Access Matters

The project showed how crucial it is to make apps accessible on mobile devices. By creating a dedicated mobile app, Insellerate improved user experience and engagement since users increasingly rely on mobile for accessing services.



Focus on Users

Prioritizing user needs and preferences led to a more successful design. By researching, gathering feedback, and iterating, the team created an app that met users' expectations, resulting in better engagement and satisfaction.



Iterate for Improvement

Iterative design, involving cycles of prototyping, testing, and refining, was key to improving the app's design and usability. This approach allowed for early identification and resolution of issues, leading to a better final product.



Communication is Key

Clear communication among team members, stakeholders, and clients ensured everyone stayed aligned throughout the project. Regular updates and feedback sessions facilitated collaboration, helping the team overcome challenges and deliver a successful outcome.

02.



Aja Dynasty

UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2024

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- Web Design
- HTML & CSS Developer

TOOLS

- Figma
- Trello
- Adobe CC
- Zeplin
- Illustrator
- Photoshop

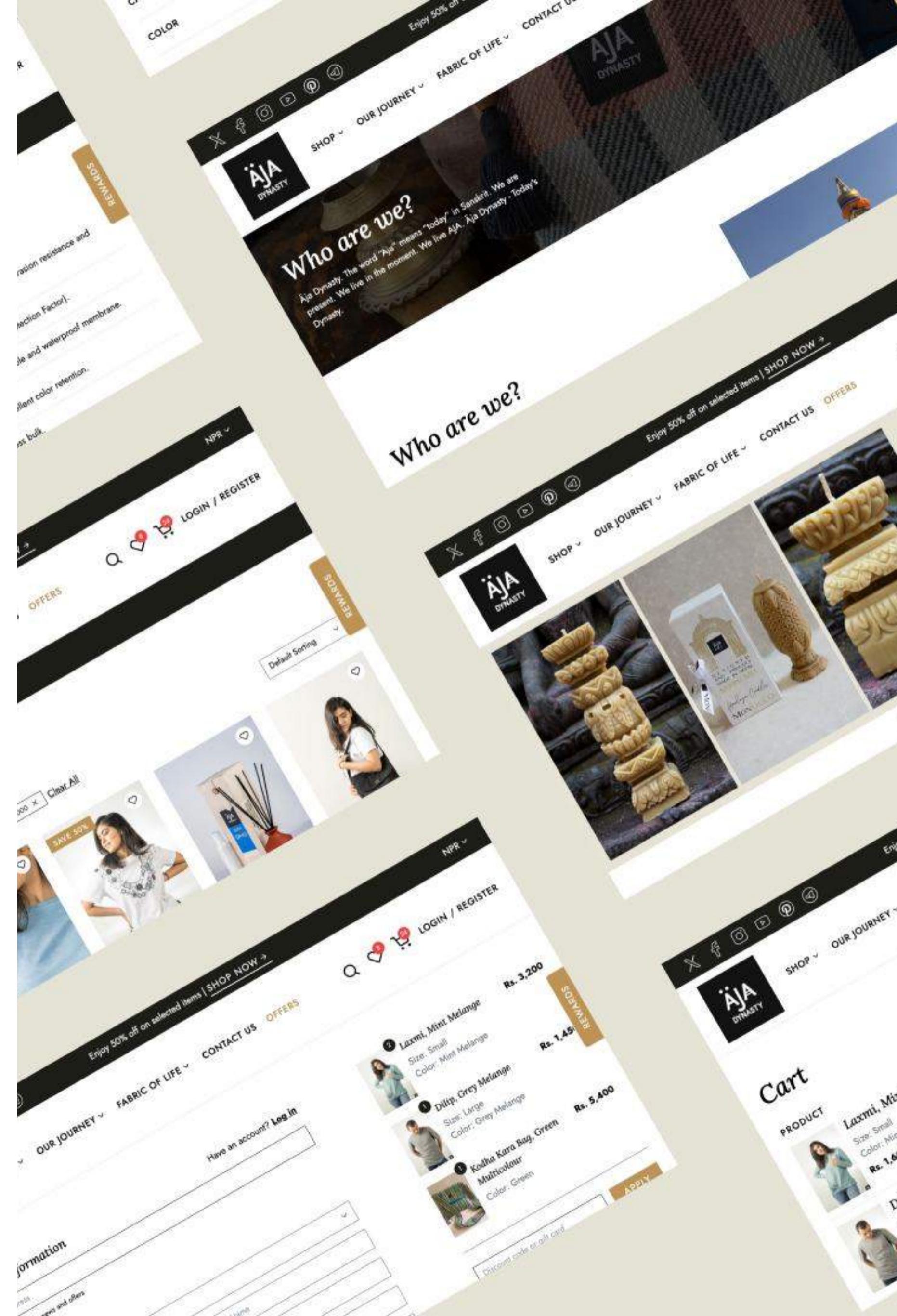
PROJECT BACKGROUND

Aja Dynasty, aims to showcase Nepal's rich heritage by offering high-quality, authentic Nepalese products. The brand's mission is to merge Nepalese tradition with modern design to resonate with a global audience.

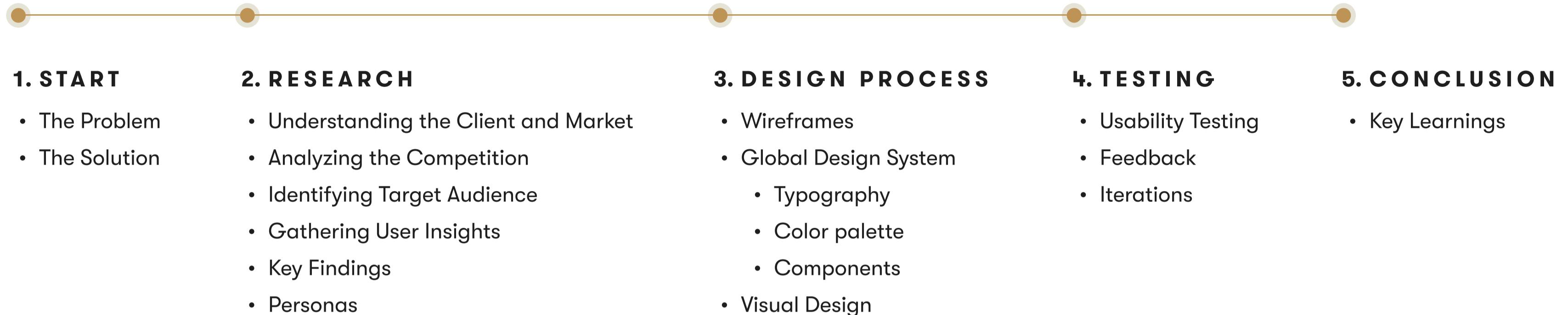
The project involved a full redesign of the Aja Dynasty website, covering the homepage, product listings, product details, and checkout process. The goal was to create a visually compelling, user-friendly website that reflects the brand's cultural roots and appeals to its diverse audience.

[VIEW WEBSITE](#)

[VIEW FULL CASE STUDY](#)



THE PROCESS



01 START

THE PROBLEM

- **Outdated Design:** The old website had an outdated look that didn't reflect the brand's prestige and cultural heritage.
- **Poor User Experience:** Navigation was confusing, and important information was hard to find.
- **Lack of Mobile Responsiveness:** The website wasn't optimized for mobile devices, leading to a poor experience for mobile users.
- **Ineffective Content Presentation:** The content was not engaging or well-organized, failing to capture user interest.

THE SOLUTION

- **Modern Design:** Implement a clean, modern design that aligns with the brand's cultural and culinary excellence.
- **Enhanced Navigation:** Improve the site structure to make it more intuitive.
- **Mobile Optimization:** Ensure the website is fully responsive to provide a seamless experience on all devices.
- **Engaging Content:** Design with a focus on storytelling and visual appeal to better engage users.

BEFORE

The screenshot shows the homepage of Äja Dynasty. At the top left is the logo "ÄJA DYNASTY" and the brand name "Äja Dynasty". The top navigation bar includes links for "Shop", "Blog", "About Us", "Gallery", "Contact Us", "Sign In", and a shopping cart icon. A large banner at the top features the text "5BUDDHAS" and "SHOP NOW" over images of various products. Below the banner is a section titled "SHOP BY CATEGORY" with icons for "NEW ARRIVALS", "LIMITED EDITIONS AND SPECIALS", "FASHION", "HOME", "STATIONERY", "GOURMET TREAT", "AROMA THERAPY", and "GIFT IDEAS". A "NEW ARRIVALS" section follows, displaying four products with their names and prices: "Magical Garden Lokta, Black" (Rs1,295.00), "SITARA Single Bracelet" (Rs1,350.00), "TANGAL Tea Light Holder" (Rs950.00), and "Rasuwa-4 Purse" (Rs1,165.00). Each product has a "Add to cart" button and a "Add to Wishlist" link.

AFTER

The screenshot shows the updated homepage. The top navigation bar now includes "SHOP", "OUR JOURNEY", "FABRIC OF LIFE", "CONTACT US", "OFFERS", a search icon, a heart icon, a shopping cart icon, and "LOGIN / REGISTER". A banner at the top right says "Enjoy 50% off on selected items | SHOP NOW" and "NPR". Below the banner is a section titled "Kashthakala" featuring "Beeswax candles inspired by Nepali woodcarvings" with a "SHOP NOW" button. A "Shop By Category" section follows, displaying five categories with circular thumbnails: "Fashion" (a woven bag), "Home" (a stack of colorful bowls), "Stationary" (a green notebook), "Fashion" (another woven bag), and "Candles" (a carved beeswax candle). A "OUR MISSION" section at the bottom left discusses the brand's goal of empowering Nepal through traditional crafts, with two images of people working on looms on the right.

The research and discovery phase for Aja Dynasty's website redesign involved understanding the brand, market, and user needs. We started with consultations to understand the client's vision, followed by analyzing top competitors to find opportunities for differentiation. Identifying the target audience—cultural enthusiasts, luxury shoppers, and design aficionados—was key. Surveys, interviews, and user testing provided insights into user preferences and pain points, revealing issues like confusing navigation and lack of mobile optimization.

UNDERSTANDING THE CLIENT AND MARKET

Understanding the client and market is crucial for designing the Aja Dynasty website. By exploring the brand's goals and values, I gained insights into its mission of merging Nepalese tradition with modern design. I also identified cultural enthusiasts, luxury shoppers, and design lovers as the target audience. This understanding helped me create a website that resonates with these groups, providing a tailored and engaging experience.

ANALYZING THE COMPETITION

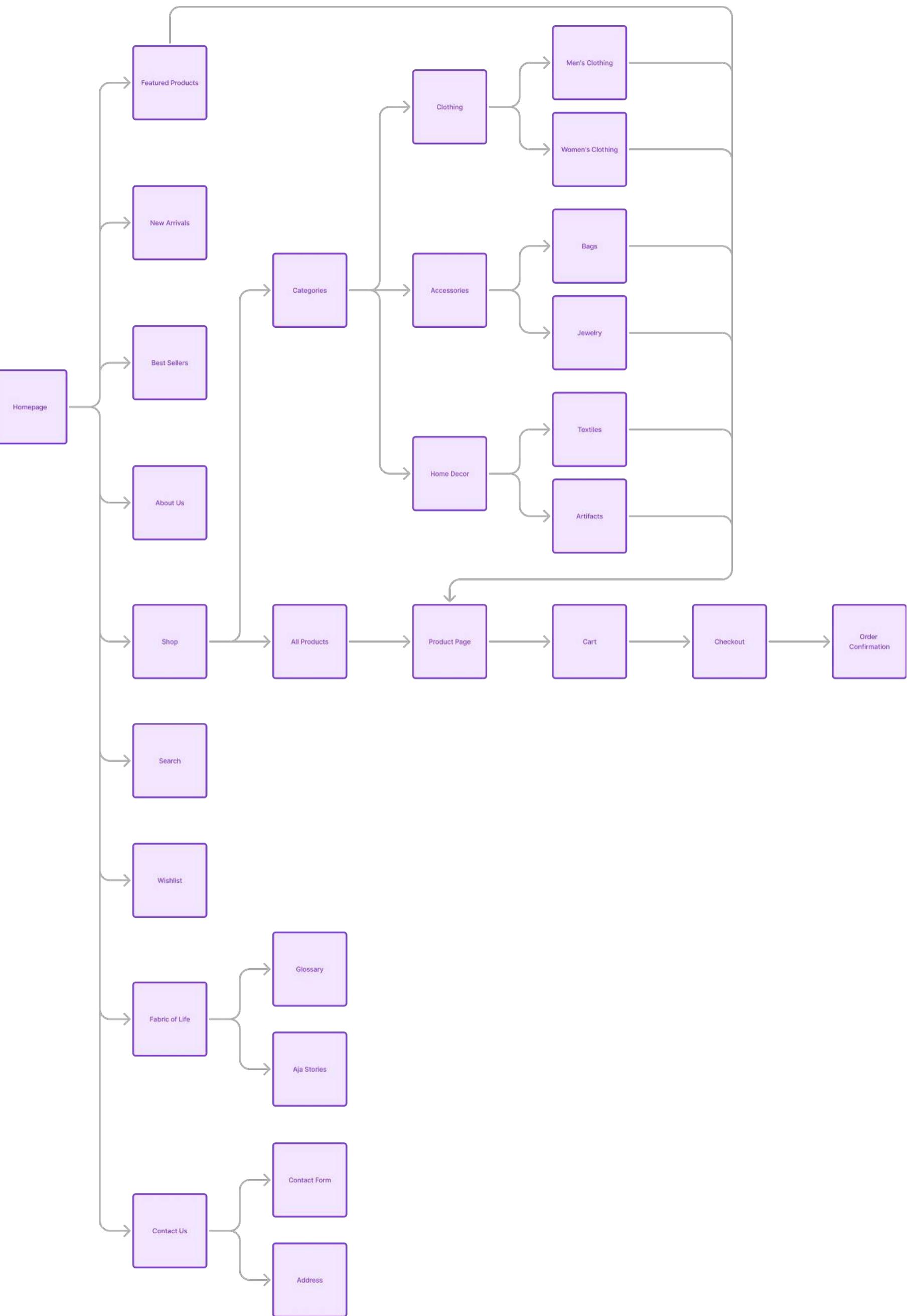
To position Aja Dynasty effectively, we analyzed top competitors in the cultural and designer brand space. This analysis included studying their website designs, user experience, product presentation, and marketing strategies. The goal was to identify industry standards, understand what competitors were doing well, and pinpoint areas where Aja Dynasty could differentiate itself. Key aspects like visual design, navigation, content strategy, and mobile responsiveness were closely examined.

IDENTIFYING TARGET AUDIENCE

The target audience for Aja Dynasty includes cultural enthusiasts, luxury shoppers, and design aficionados. Cultural enthusiasts are individuals passionate about exploring and preserving cultural heritage. Luxury shoppers seek high-quality, unique products that stand out. Design aficionados are interested in modern design and aesthetic appeal combined with traditional elements.

GATHERING USER INSIGHTS

User insights were gathered through a combination of surveys, interviews, and user testing. Surveys helped in understanding user demographics, preferences, and behaviors. Interviews provided deeper insights into user motivations and pain points. User testing allowed us to observe real-time interactions with the current website, identifying usability issues and areas for improvement. These methods collectively provided a comprehensive understanding of user expectations and challenges.



USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Aja Dynasty website, detailing how users can navigate through different sections and complete various actions.

KEY FINDINGS



User Interest in Cultural Heritage

Users showed a strong interest in the cultural stories behind Aja Dynasty's products, indicating a desire for authenticity and connection with Nepalese heritage.



Navigation Issues

The existing website had navigation problems, with users finding it confusing and difficult to navigate. This highlighted the need for improved site structure and intuitive navigation.



Mobile Optimization Lacking

The current website lacked mobile optimization, leading to a poor user experience for mobile users. This underscored the importance of ensuring a seamless experience across all devices.



Desire for Engaging Content

Users expressed a desire for engaging content that goes beyond product listings, indicating an opportunity to incorporate storytelling and immersive experiences into the website design.

PERSONAS



Emma, 28

Cultural Travel Blogger

GOALS: Emma loves sharing cultural finds from her travels and seeks unique products with interesting stories for her blog.

FRUSTRATIONS: Emma struggles to find genuine, culturally meaningful items during her trips and is tired of generic souvenirs.

NEEDS: Emma needs a platform with curated authentic cultural products to make her blogging easier.



John, 35

Business Professional

GOALS: John seeks unique, culturally inspired products to enhance his professional image and client experiences.

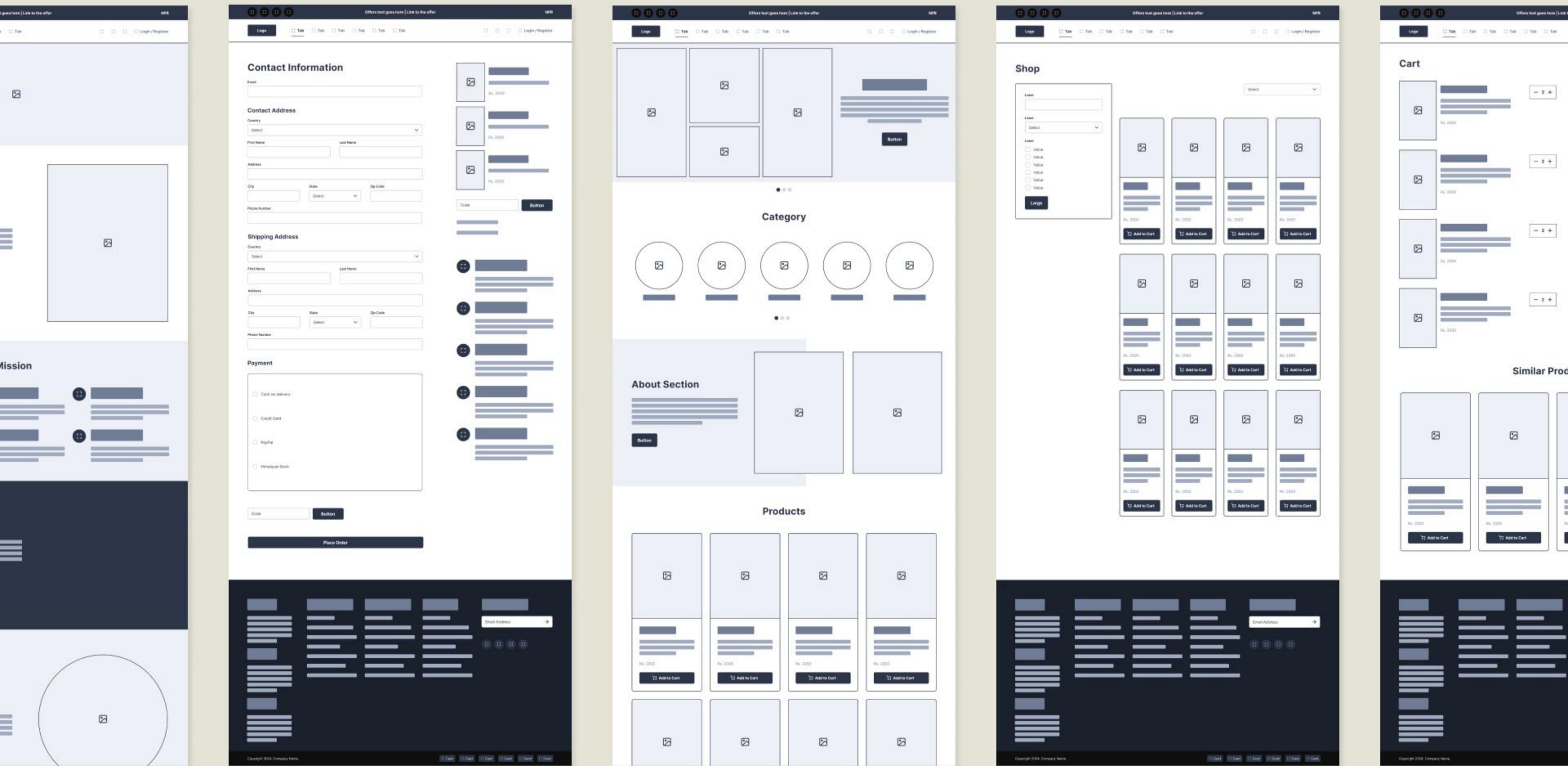
FRUSTRATIONS: John wants authentic, culturally significant items to impress clients, not generic corporate gifts.

NEEDS: John needs a platform with curated, culturally rich products to impress clients and align with his brand.

03 DESIGN PROCESS

WIREFRAMES

I designed straightforward wireframes for the Aja Dynasty site, focusing on user needs and business goals. These blueprints provide a clear roadmap for the website's design, ensuring a seamless user experience aligned with the brand's vision.



GLOBAL DESIGN SYSTEM

The Global Design System for the Aja Dynasty website revolves around a refined palette of golden and black, echoing the brand's elegance. Typography is carefully chosen to enhance readability and convey sophistication, while drawing inspiration from traditional Nepalese art. This harmonious blend of typography, color palette, and components ensures a cohesive and memorable user experience, reflecting Aja Dynasty's cultural roots and brand identity.

TYPGRAPHY

Lora
Aa123

Jost
Aa123

COMPONENTS

BUTTON **BUTTON** **ADD TO CART**

BUTTON **BUTTON** **ADD TO CART**

BUTTON → **BUTTON →**

ICON SET (Icons include globe, hand holding a box, checkmark, ribbon, superhero, eye, gift, target)

IMAGE CARD (Image of a woman in a blue t-shirt, price: Rs. 1,350, original: Rs. 2,700, discount: SAVE 50%, heart icon)

PRODUCT CARD (Product: Laxmi, Mint Melange, Size: Small, Color: Mint Melange, Price: Rs. 3,200, quantity: - 2 +, remove button)

FORM FIELD (Email Address, Phone Number, Country/Region, Card Number, Password, Text Area)

NAVIGATION (XS, S, M, L, XL, TAB, NAV LINK, DROP DOWN, DROP DOWN OPEN)

CATEGORY CARDS (NEW ARRIVALS, ON SALE, BEST SELLERS)

QUANTITY CONTROLS (- 1 +)

QUOTE (Kate Trusova, "Amazing quality goods, locally made by international standards and with lots of dedication and love. Best handmade and eye catchy products #NepaliBrand")

COLOR PALETTE

#BD9456

#9D7943

#1E1E19

#000000

#E5E3D6

#F3F3F3

#FFFFFF

VISUAL DESIGN

In crafting the visual design for the Aja Dynasty website, I aimed to blend traditional Nepalese style with modern design. I chose rich colors like deep golds and blacks to evoke a sense of luxury and heritage. For clarity and sophistication, I used modern, easy-to-read typography. High-quality images and simple layouts showcase the authenticity of Aja Dynasty's products, while intuitive navigation guides users smoothly through the site. This mix of visual elements reflects the brand's identity and invites users to explore its cultural stories.

The image displays three views of the Aja Dynasty website. The central view is a desktop browser window showing the homepage with a banner for 'Kashthakala' beeswax candles, a navigation bar with links like 'SHOP', 'OUR JOURNEY', 'FABRIC OF LIFE', 'CONTACT US', 'OFFERS', and a search bar. The right view is a mobile phone screen showing a product detail page for 'Kashthakala' candles, featuring a large image of the product and a 'SHOP NOW' button. The bottom-left view is another mobile phone screen showing a different section of the site with a 'Shop By Category' section and a 'OUR MISSION' statement at the bottom.

Desktop View:

- Header: Enjoy 50% off on selected items | [SHOP NOW →](#)
- Header: [NPR ↘](#)
- Navigation: SHOP ▾, OUR JOURNEY ▾, FABRIC OF LIFE ▾, CONTACT US, OFFERS, LOGIN / REGISTER, SEARCH, HEART, CART (24)
- Main Content:
 - Image: Three stacked beeswax candles.
 - Section: **Kashthakala**
Beeswax candles inspired by Nepali woodcarvings
[SHOP NOW](#)
 - Text: Handcrafted delights that instantly brighten up your day and make beautiful gifts. Whether its hand sewn fabrics, Himalayan beeswax candles, or therapeutic incense, we have something special for the special people in your life. Don't forget to get something for yourself, too, and connect with the spirit Nepal.

Mobile View (Left):

- Header: CELEBRATING YEARS OF TRUST, [NPR ↘](#)
- Header: [SHOP NOW](#), [SEARCH](#), [HEART](#), [CART](#)
- Content:
 - Image: A single beeswax candle and its packaging box.
 - Text: Kashthakala
Beeswax candles inspired by Nepali woodcarvings
[SHOP NOW](#)

Mobile View (Right):

- Header: Enjoy 50% off on selected items | [SHOP NOW →](#)
- Header: [NPR ↘](#)
- Content:
 - Image: Various hand-sewn fabrics and accessories.
 - Section: **Fashion**
We are based around the glorious traditions of Nepalese crafts while staying to create a modern brand in touch with current trends and tendencies.
[Shop By Category](#)
 - Text: Handcrafted delights that instantly brighten up your day and make beautiful gifts. Whether its hand sewn fabrics, Himalayan beeswax candles, or therapeutic incense, we have something special for the special people in your life. Don't forget to get something for yourself, too, and connect with the spirit Nepal.
 - Image: Categories: Fashion, Home, Stationery.
 - Text: **OUR MISSION**
Empowering Nepal: Celebrating Tradition and Craftsmanship

FINAL SCREEN DESIGNS

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Kashthakala

Beebeewax candles inspired by Nepali woodcarvings.

[SHOP NOW](#)

Shop By Category

Handcrafted delights that instantly brighten up your day and make beautiful gifts. Whether its hand sewn fabrics, Himalayan beeswax candles, or therapeutic incense, we have something special for the special people in your life. Don't forget to get something for yourself, too, and connect with the spirit Nepal.

- Fashion
- Home
- Stationery
- Fashion
- Candles

OUR MISSION

Empowering Nepal: Celebrating Tradition and Craftsmanship

To promote Nepal globally by showcasing the finest products proudly crafted in Nepal. We are exploring the handcrafts from over 150 ethnic groups within Nepal, aiming to instill pride in the Nepali people and to make the global community aware of the beauty and richness of Nepali handicrafts and traditions. Although we are at the beginning of our journey, we are enthusiastic about the path ahead.

[OUR JOURNEY](#)

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Who are we?

Aja Dynasty: The word "Aja" means "today" in Sanskrit. We are present. We live in the moment. We live Aja. Aja Dynasty - Today's Dynasty.

[SHOP NOW](#)

Who are we?

Welcome to Aja Dynasty, a fusion of Nepalese culture and contemporary design that celebrates the present moment. The name "Aja" is derived from Sanskrit, meaning "today," symbolizing our focus on living in the present. At Aja Dynasty, we blend Nepalese traditions with modern flair, offering a unique designer brand with high-quality, authentic Nepalese products.

Our goal is to globally showcase Nepal's richness by presenting top-notch products proudly crafted in Nepal. We envision helping you shape your lifestyle with our enduring brand style, aiming to become a symbol of Nepalese artistry and craftsmanship. By merging tradition with modernity, we create products that resonate globally.

Our diverse product range is thoughtfully curated to bring a touch of Nepal into your daily life. Join us on a journey that transcends borders, explore Nepal's beauty through Aja Dynasty, and immerse yourself in a collection that redefines luxury, authenticity, and connection.

Founded in Nepal in July 2019, Aja Dynasty Pvt. Ltd. reflects power, stability, and tradition through its name. The combination of "Aja" and "Dynasty" translates to "Today's Dynasty," symbolizing our passion for Nepal, art, and innovation.

Our name
Aja Dynasty, the word "Aja" means "today" in Sanskrit. We are present. We live in the moment. We live Aja. Aja Dynasty – Today's Dynasty.

Our goal
We bring Nepalese culture and spirit into your everyday life with a help of high-quality authentic Nepalese products transformed into an original designer brand. (Feel free to change)

Our vision
Design your life with the timeless Aja Dynasty style.

Products
We carefully select the best products from Nepal. Our product range will be extensive, from apparel and accessories to the best teas, coffees, sweets, and many more.

Our mission
Promote Nepal worldwide with the best products proudly made in Nepal.

Concept
Transform Authentic Nepalese Products (ANP) into fashionable souvenirs and gifts items.

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Blogs

Aja Dynasty: The word "Aja" means "today" in Sanskrit. We are present. We live in the moment. We live Aja. Aja Dynasty – Today's Dynasty.

[SHOP NOW](#)

Blog & News

- The Annapurna Express**
June 10, 2022
Video shooting for Aja Dynasty promo with gorgeous Namrata Shrestha, Miss Nepal World 2020
- Miss Nepal World 2020**
May 21, 2022
Video shooting for Aja Dynasty promo with gorgeous Namrata Shrestha, Miss Nepal World 2020
- Make in Nepal Swadeshi Summit 2022**
May 21, 2022
In an event titled "Salute," organized by Annapurna Express as a part of ApEx Pioneers' and "My Vision Of Nepal," to honour 100 distinguished individuals of Nepal, Aja Dynasty
- Swadeshi Summit 2022**
May 10, 2022
"Swadeshi" is a movement in Nepal, a part of Made in Nepal, intended to promote investment, encourage innovation, strengthen skills development, safeguard
- Miss Nepal World 2020**
May 26, 2022
Video shooting for Aja Dynasty promo with gorgeous Namrata Shrestha, Miss Nepal World 2020
- Make in Nepal Swadeshi Summit 2022**
May 26, 2022
In an event titled "Salute," organized by Annapurna Express as a part of ApEx Pioneers' and "My Vision Of Nepal," to honour 100...
- Make in Nepal Swadeshi Summit 2022**
May 26, 2022
Video shooting for Aja Dynasty promo with gorgeous Namrata Shrestha, Miss Nepal World 2020
- Make in Nepal Swadeshi Summit 2022**
May 26, 2022
In an event titled "Salute," organized by Annapurna Express as a part of ApEx Pioneers' and "My Vision Of Nepal," to honour 100...

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Fashion

Showing 1-9 of 20 ITEMS

PRICE: 200 - 20000 | Shipping: Rs 200 - Rs 20,000 | Clear All | Date/Sorting

Category	Color	Product Name	Description	Price	Add To Cart
		Shreya, Blue Stub	Sometimes you need plain colors. Meanwhile, this small print element inspi...	Rs. 2,000	ADD TO CART
		Amrita, White	This stub is inspired by the sacred Nepalese Thangka painting and Tibetan...	Rs. 1,600	ADD TO CART
		Rupa Reed Diffuser	Light up your space with this unique and aromatic reed diffuser. The pleasant...	Rs. 2,495	ADD TO CART
		Boudha-2	This stylish quilted bag with flap made from mercerized cotton. Under the flap, yo...	Rs. 2,900	ADD TO CART
		Mongold Suryanarayana Jane Candle	Our brass candle bowls brass bowls are best as candle holders and are la...	Rs. 1,995	ADD TO CART
		One Kashthakala, Sharmila Big Candle, With box	An ancient hand wood carved design by Newari people used for making...	Rs. 4,990	ADD TO CART
		Dhaka Topi Notebook	Aja dynasty Limited Edition Topi notebook has been inspired from and is...	Rs. 5,495	ADD TO CART
		Alla Face and Body Scrubber	Kalpa Allo (Wild Nettle) Fiber body and face...	Rs. 590	ADD TO CART

GET THE LATEST
Subscribe Now

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

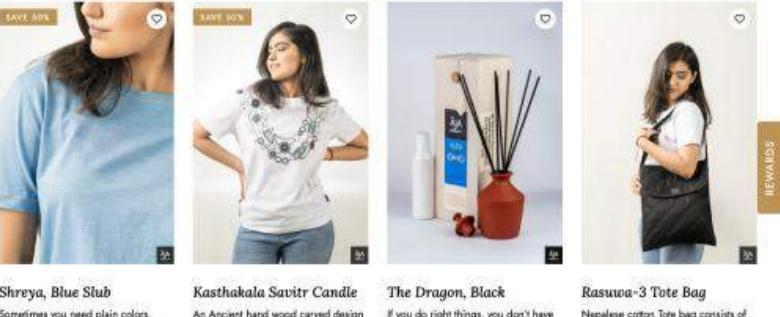
SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Cart

PRODUCT	QUANTITY	TOTAL
Laxmi, Mint Melange	- 2 +	Rs. 3,200
Dilip Grey Melange	- 1 +	Rs. 1,450
Kodha Kara Bag, Green Multicolour	- 1 +	Rs. 5,400

[PROCEED TO CHECKOUT](#)

You may also like



Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Make in Nepal Swadeshi Summit 2022

by Shop Editor on May 23, 2022

CATEGORIES

- FASHION
- HOME
- STATIONERY
- AROMA THERAPY
- ACCESSORIES
- GIFT IDEAS

RECENT POSTS

- May 23, 2022 Aja Dynasty ad in The Annapurna Express.
- May 28, 2022 Video shooting for Aja Dynasty promo with gorgeous Namrata Shrestha, Miss Nepal World 2020.
- May 23, 2022 Make in Nepal Swadeshi Summit 2022



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AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Contact Us

Aja Dynasty: The word "Aja" means "today" in Sanskrit. We are present. We live in the moment. We live Aja. Aja Dynasty – Today's Dynasty.

[SUBMIT NOW](#)

Let's Connect

Need help or looking to work with us then drop us a line.

Name: Email:
Phone Number:
Message:

Sales: 980-2343024 | 980-2343024 | sales@ajadynasty.com

Customer Care: 980-2343024 | 980-2343024 | care@ajadynasty.com

[SUBMIT NOW](#)

Contact

We'd love to help you with an order, for general customer service inquiries or product questions. The best time to reach us is Mon - Sat 9:00 am - 6:00 pm (Nepal Standard Time).

Thamel, Chikya Center, Shop 337, Kathmandu, Nepal, 44600
980-2343024 | info@ajadynasty.com

Customer Testimonial

We are happy because we have happy customers

Rating	Review
★★★★★	Roshan Pokharel Amazing quality goods, locally made by international standards and with lots of dedication and love.
★★★★★	Ravindra Best handmade and eye catchy!
★★★★★	Grace Lama Purj Best quality goods, locally made by international standards and with lots of dedication and love.

Enjoy 50% off on selected items | [SHOP NOW](#) | NPR

AJA DYNASTY

SHOP | OUR JOURNEY | FABRIC OF LIFE | CONTACT US | OFFERS | LOGIN / REGISTER

Contact Information

Have an account? [Log in](#)

Email Address:
 Email me with news and offers

Shipping Address

Nepal
First Name: Last Name:
Address:
Apartment, suite, etc. (optional):
City: State: Postal Code:
Phone Number:

[SUBMIT NOW](#)

Payment

All transactions are secure and encrypted.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

[PAY NOW](#)

Worldwide Shipping

Security Payments

Protecting Nepali Handicrafts

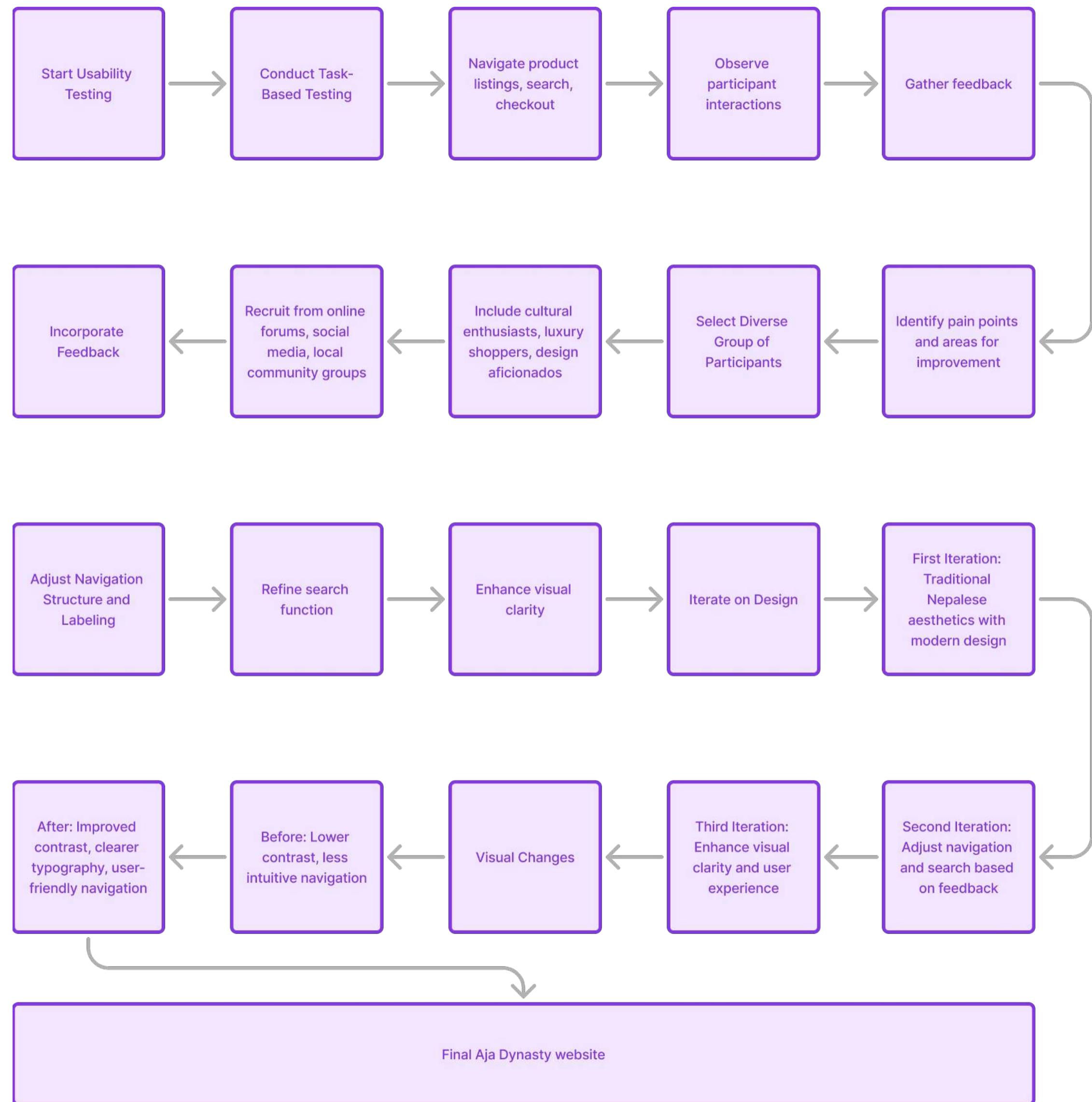
The Aja Warranty Commitment

Sustainability Hub

04 TESTING

To ensure the Aja Dynasty website was user-friendly and met the needs of its target audience, I conducted several rounds of usability testing.

By incorporating user feedback and iterating on the design, I ensured that the final Aja Dynasty website was not only visually appealing but also highly functional and user-centric, perfectly aligning with the brand's identity and values.



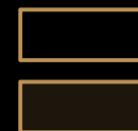
05 CONCLUSION

KEY FINDINGS



User-Centric Design:

Understanding user needs and preferences is crucial for creating an engaging and effective website.



Balancing Tradition and Modernity

Successfully blending traditional elements with modern design can create a unique and appealing brand identity.



Effective Storytelling

Engaging content that tells a story can significantly enhance user engagement and brand loyalty.



Importance of Mobile Optimization

Ensuring a seamless mobile experience is essential in today's digital landscape.

03.



AGENCY

Source Taggers

YEAR

2023

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- Web Design
- HTML & CSS Developer

TOOLS

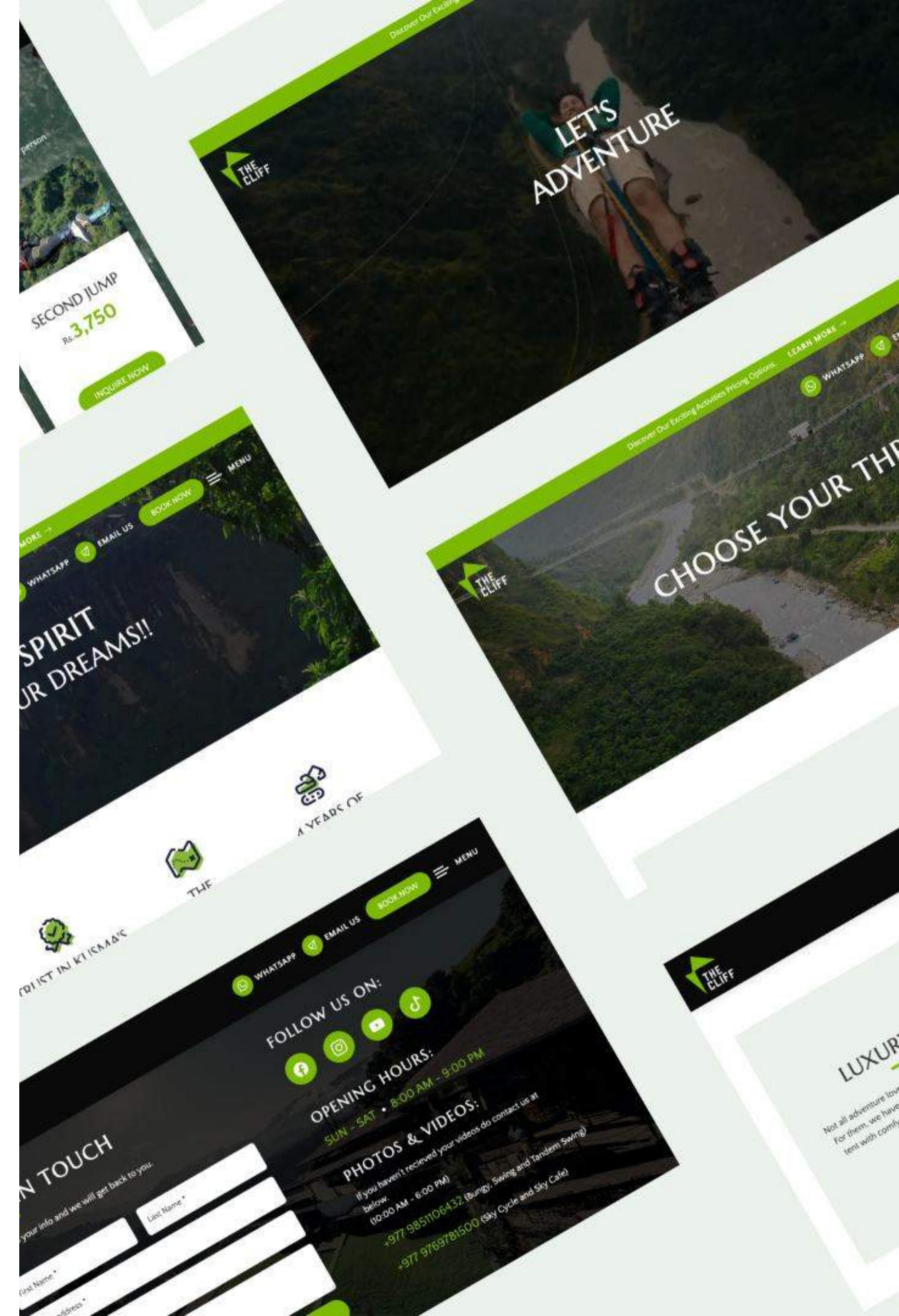
- Figma
- Trello
- Adobe CC
- Illustrator
- Photoshop

PROJECT BACKGROUND

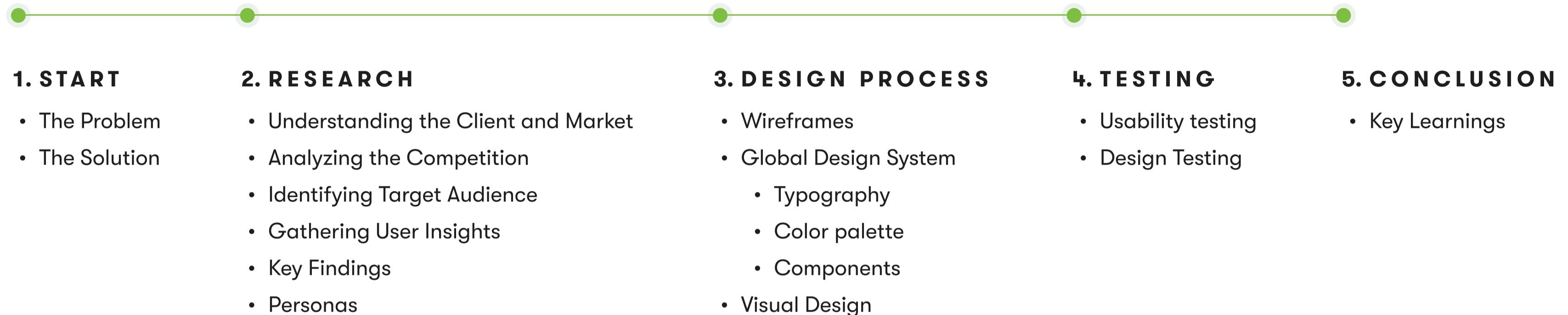
The Cliff Nepal is an adventure tourism company located in Kushma, Nepal, known for hosting the world's second-highest bungee jump, they attract thrill-seekers and adventure enthusiasts from around the globe. The client sought a comprehensive redesign of their website to better capture the thrilling experience they offer, enhance user engagement, and drive more bookings. The ultimate objective was to create a modern, user-friendly website that would enhance The Cliff Nepal's online presence and drive business growth.

[VIEW LIVE WEBSITE ↗](#)

[VIEW FULL CASE STUDY](#)



THE PROCESS



01 START

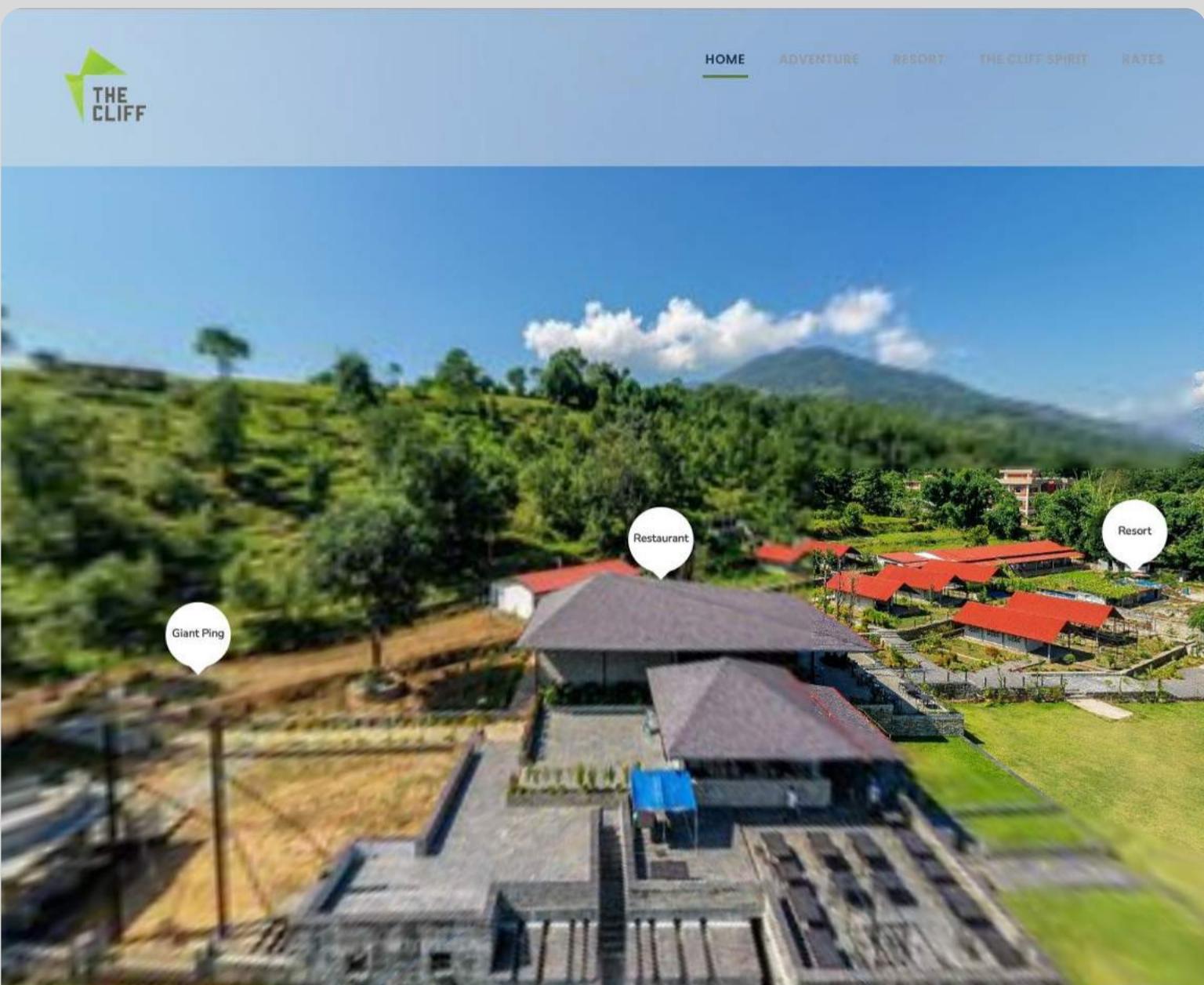
THE PROBLEM

- **Confusing Navigation and Booking Process:** Users struggled to find information and book activities.
- **Low Engagement with Visual Content:** Previous visuals failed to captivate users.
- **Poor Mobile Usability:** The website was not optimized for mobile devices, causing frustration for mobile users.
- **Lack of Safety Information:** Users were concerned about safety due to insufficient information.

THE SOLUTION

- **Simplified Navigation and Booking:** Redesigned the website with clear, intuitive navigation and a streamlined booking process.
- **Enhanced Visual Content:** Integrated high-quality images and videos to capture users' attention and interest.
- **Mobile Optimization:** Adopted a mobile-first design approach to ensure the website is fully responsive and user-friendly on all devices.
- **Clear Safety Communication:** Provided detailed and easily accessible information about safety measures to build user trust.

BEFORE

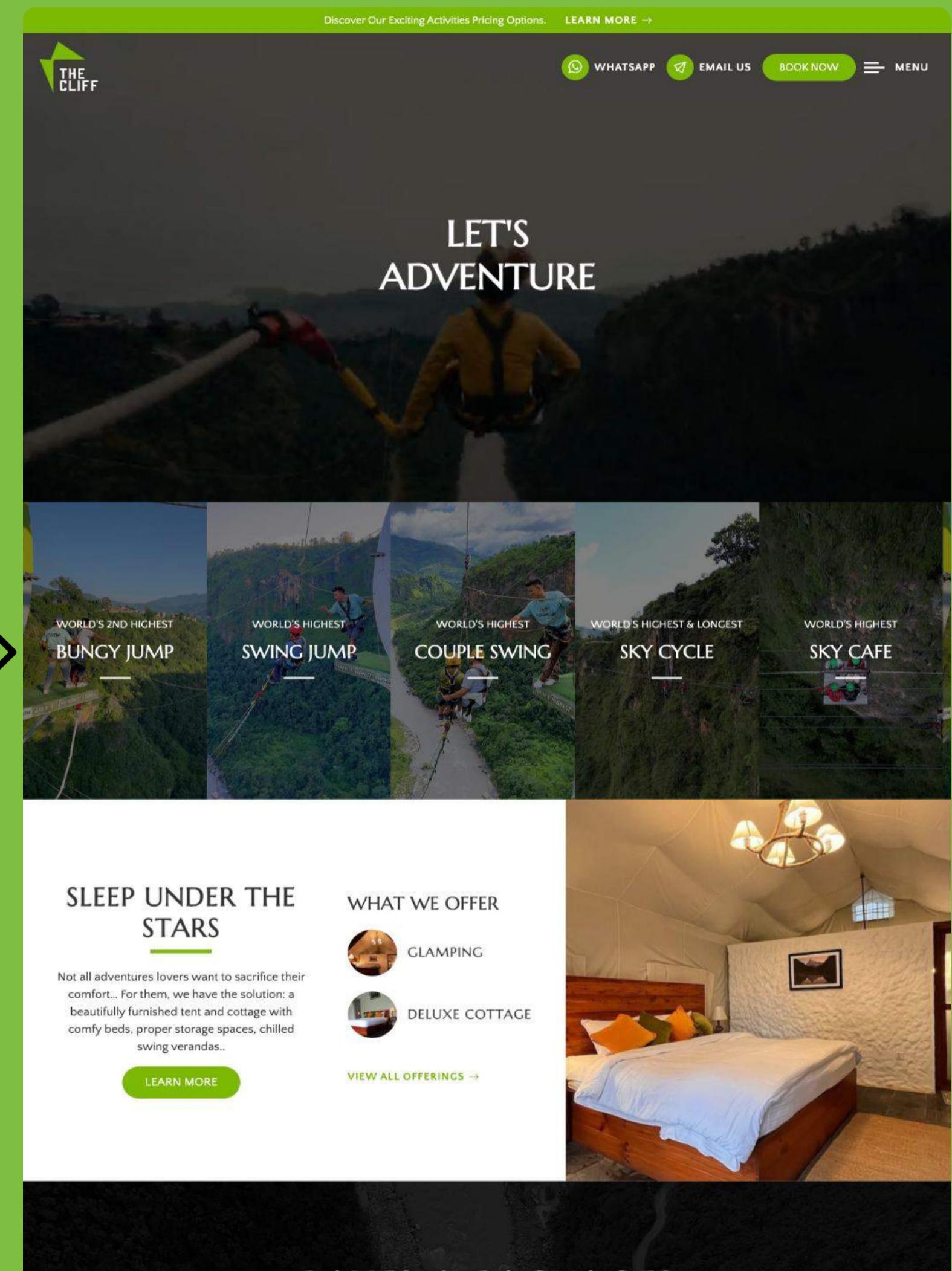


The website's header features a logo for "THE CLIFF" with a stylized green triangle icon. The main navigation menu includes links for HOME, ADVENTURE, RESORT, THE CLIFF SPIRIT, and RATES. Below the menu is a large aerial photograph of the resort's buildings and surrounding lush green hills. Three white callout bubbles point to specific areas: "Giant Ping" on the left, "Restaurant" in the center, and "Resort" on the right. The footer contains sections for About Us, Support, and a newsletter sign-up form. The sign-up form includes fields for Full name, Email, and Country, along with a "SIGN UP!" button.

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AFTER



The updated homepage has a dark background with a prominent green header bar. It features a "Discover Our Exciting Activities Pricing Options. LEARN MORE →" button. Social media links for WhatsApp, Email Us, and Book Now are also present. The main headline "LET'S ADVENTURE" is displayed over a background image of a person bungee jumping. Below this, five activity cards are shown with labels: "WORLD'S 2ND HIGHEST BUNGY JUMP", "WORLD'S HIGHEST SWING JUMP", "WORLD'S HIGHEST COUPLE SWING", "WORLD'S HIGHEST & LONGEST SKY CYCLE", and "WORLD'S HIGHEST SKY CAFE". A section titled "SLEEP UNDER THE STARS" highlights "GLAMPING" and "DELUXE COTTAGE" options, each with a small image and a "VIEW ALL OFFERINGS →" link. The bottom of the page features a large "RATES & PACKAGES" button.

The "Research & Discovery" process involved a comprehensive exploration of The Cliff Nepal's brand identity, market dynamics, and user preferences. Through in-depth interviews, market analysis, and user surveys, we gained valuable insights into the client's core values, unique offerings, and long-term goals. Analyzing competitor websites helped identify industry trends and opportunities for differentiation, while user feedback provided crucial insights into pain points and preferences. This thorough research formed the foundation for strategic decision-making throughout the project, guiding the design process to create a website that resonates with the target audience, effectively communicates the brand's unique selling points, and ultimately drives business growth for The Cliff Nepal.

UNDERSTANDING THE CLIENT AND MARKET

The research phase started with a deep dive into The Cliff Nepal's brand, offerings, and vision. Through extensive client interviews, we understood their values, unique selling points, and key experiences, especially the renowned bungee jump and its rigorous safety measures.

ANALYZING THE COMPETITION

We analyzed the websites of both direct and indirect competitors in the adventure tourism sector. This competitive analysis helped identify industry standards, successful strategies, and common pitfalls. By understanding the strengths and weaknesses of competitors, we could pinpoint opportunities for The Cliff Nepal to stand out.

IDENTIFYING TARGET AUDIENCE

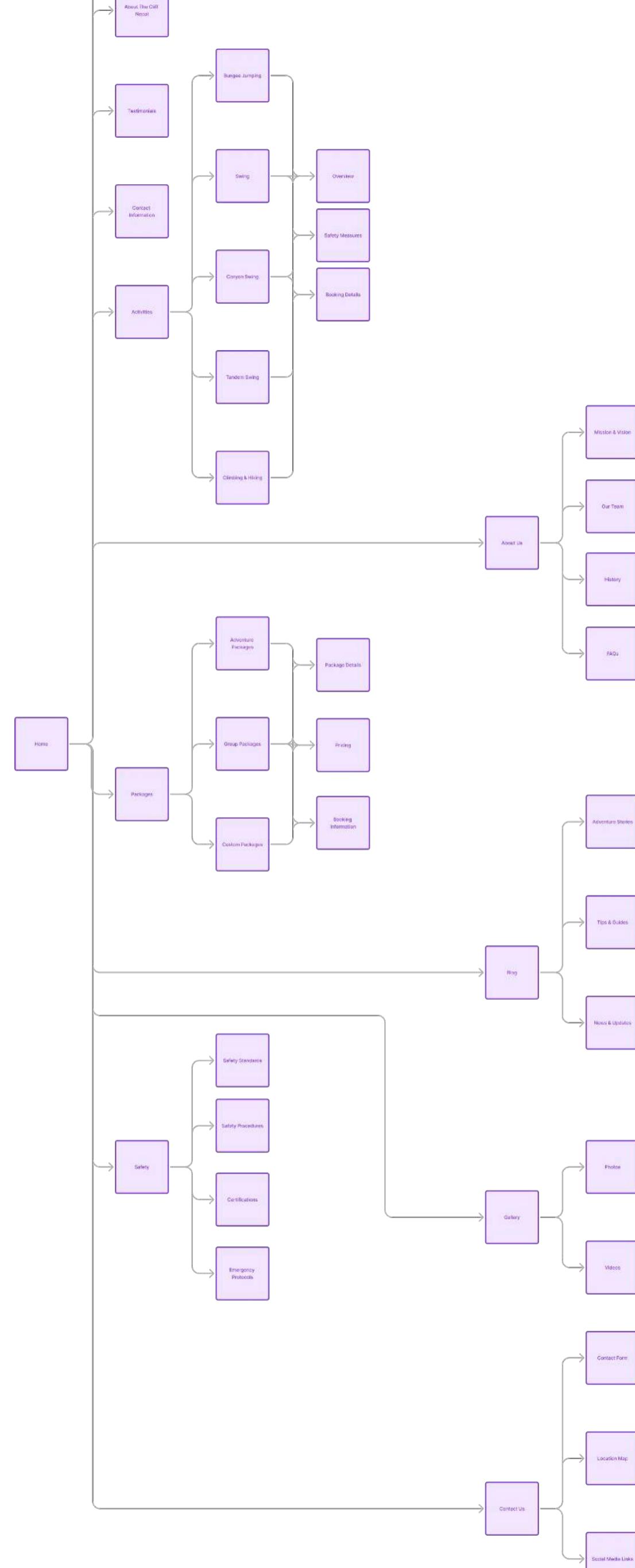
Defining the target audience was a critical step. We focused on thrill-seekers, adventure enthusiasts, and tourists aged 18-45 from both domestic and international markets. We also considered secondary audiences such as travel bloggers, influencers, and families looking for unique vacation experiences. By gaining a deeper understanding of their motivations, interests, and pain points, we could create a more compelling and relevant user experience.

GATHERING USER INSIGHTS

Through surveys, interviews, and usability testing, we collected valuable feedback from past visitors and potential customers. This qualitative and quantitative data provided insights into user preferences, pain points, and expectations when interacting with adventure tourism websites. These insights informed design decisions and prioritized features to enhance user experience and drive engagement on The Cliff Nepal's website.

USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Aja Dynasty website, detailing how users can navigate through different sections and complete various actions.



KEY FINDINGS

Navigation & Booking

Users struggled with the old site's navigation and booking process. Simplifying these aspects was essential to improve user experience and boost conversions.



Visual Content Impact

Feedback highlighted the need for high-quality visuals. Users loved images and videos of the scenery and activities.



Mobile Usability Issues

Mobile users faced slow loading, unresponsive elements, and poor readability. Improving mobile usability became a priority due to the rise in mobile browsing and booking.



Safety Communication

Users were concerned about safety for activities like bungee jumping. Clearly communicating safety measures and procedures was crucial for building trust.

PERSONAS



Emma Thompson, 28

Marketing Executive

GOALS: Emma loves thrilling adventures during her vacations and wants clear info to plan them easily.

FRUSTRATIONS: Confusing websites with unclear navigation and booking processes.

NEEDS: Emma needs a user-friendly website with easy booking and clear activity details.



John Smith, 42

Accountant

GOALS: John wants a safe and fun family vacation with clear safety info.

FRUSTRATIONS: Websites lacking safety details and are hard to use on mobile.

NEEDS: John needs a website with clear safety measures and mobile-friendly booking for stress-free planning.

03

DESIGN PROCESS

WIREFRAMES

I created low-fidelity wireframes to outline the basic structure and layout of the website, focusing on key pages such as the homepage, activity details, and booking process.



GLOBAL DESIGN SYSTEM

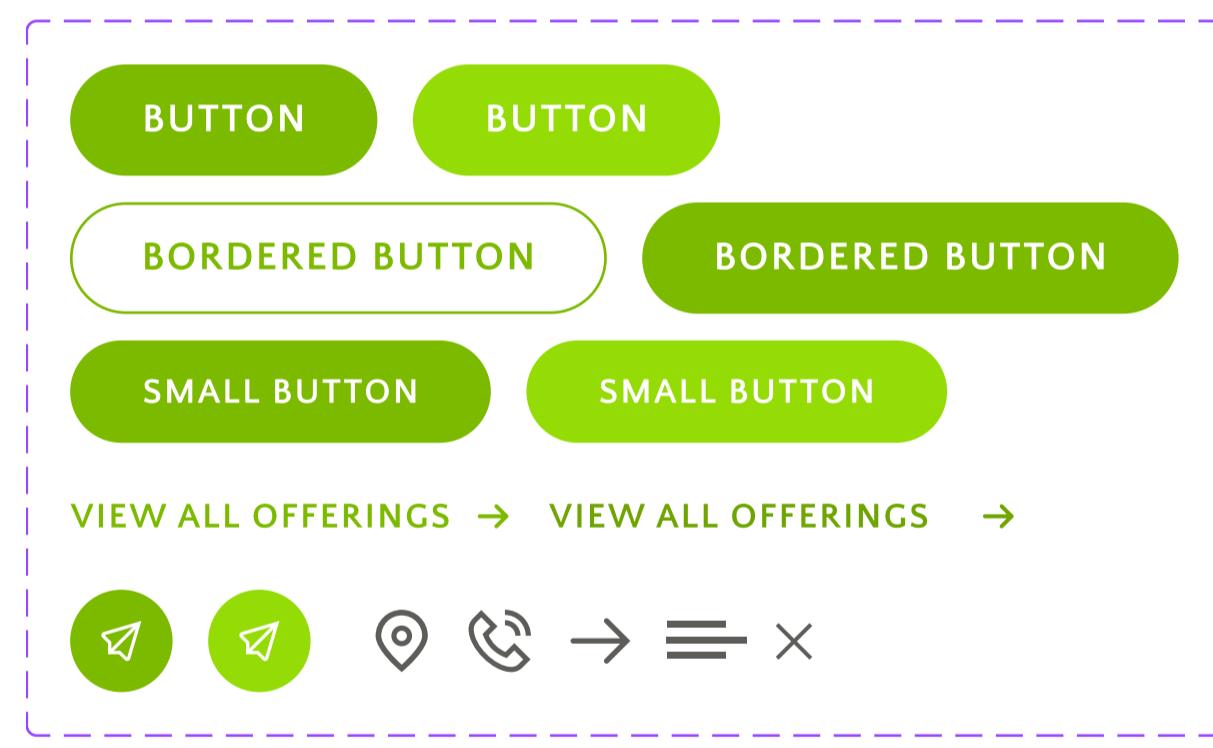
The Global Design System for The Cliff Nepal's website served as a cohesive framework to ensure consistency and coherence across all design elements. This system encompassed various components such as typography, color palette, and visual elements, which collectively contributed to the overall look and feel of the website.

TYPGRAPHY

MARCELLUS SC
AAI23

Quattrocento Sans
Aa123

COMPONENTS



BIBIKA NEPALI

TANDEM & STAY IN
PER COUPLE
Rs.7,000
** BREAKFAST INCLUDED
[BOOK NOW](#)

COLOR PALETTE

#7EBE43

#A1CC57

#B2D768

#EBF2EC

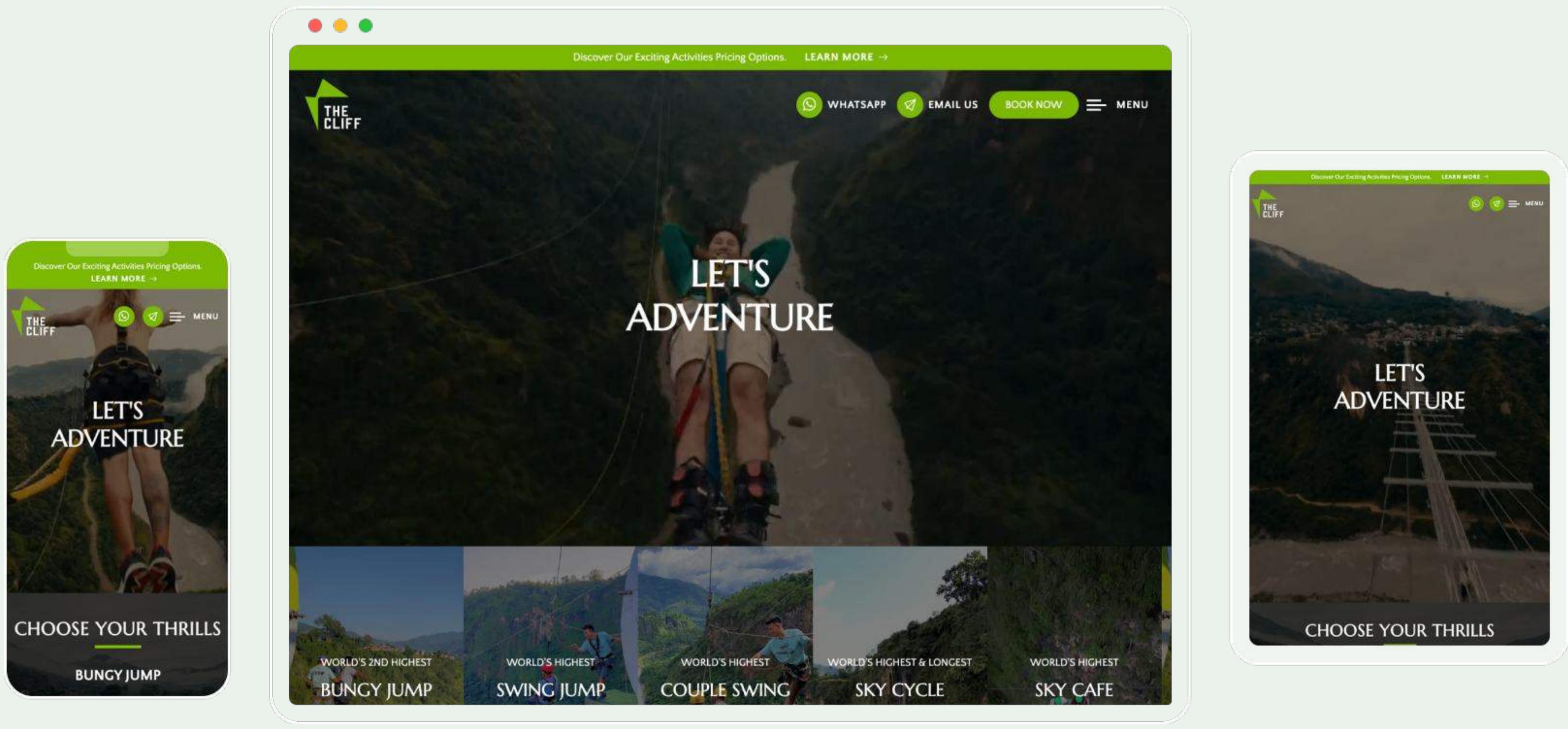
#5E5C59

#0A0AOA

#FFFFFF

VISUAL DESIGN

The visual design of The Cliff Nepal's website aimed to create an engaging and immersive experience that reflects the thrilling adventure and stunning beauty of the destination. This was achieved through a thoughtful blend of high-quality imagery, a cohesive color palette, intuitive layout, and compelling visual elements.



FINAL SCREEN DESIGNS

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

CONTACT US

CONTACT

RESORT
 PHONE 1: +977 (067) 422229
 PHONE 2: +977 (067) 422228
 EMAIL: sales@theciffnepal.com

 ADDRESS: Kushma, Parbat, Nepal

FOR BOOKING
 PHONE 1: +977 (061) 590900
 PHONE 2: +977 (061) 590901
 EMAIL: sales@theciffnepal.com

 ADDRESS: Halanchowk, Lakeside (Near Street No. 18), Pokhara, Nepal
 WHATAPP: +977 9860582957

[BOOK NOW](#)

[BEFORE YOU BOOK →](#)

BUNGY JUMP: WORLD'S 2ND HIGHEST

Once a rite of passage into adulthood, bungee jumping has transcended borders and generations. It offers an otherwise sensation of free-fall. Our jump's impressive height, 228 meters above the Kali Gandaki Gorge, guarantees both thrills and remarkably smooth rebounds. Welcome to the world's 2nd highest bungee experience!

[BOOK NOW](#)

SWING JUMP: WORLD'S HIGHEST

Introducing the World's Highest Swing! While it may be less renowned than bungee jumping, the swing jump is undeniably remarkable. The use of dynamic ropes and pendular movement offers an extended 8-second free fall, delivering an authentic sensation of flight as the rope gently catches the swingers.

[BOOK NOW](#)

[GET IN TOUCH](#)
Leave us your info and we will get back to you.

[Find Name*](#) [Card Name*](#)

[FOLLOW US ON:](#)

[Facebook](#) [Instagram](#) [Twitter](#) [Dribbble](#)

[OPENING HOURS:](#)

Open Daily 08:00 AM - 08:00 PM

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

CHOOSE YOUR THRILLS

BUNGY JUMP: WORLD'S 2ND HIGHEST

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[BOOK NOW](#)

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[BOOK NOW](#)

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

SLEEP UNDER THE STARS

Amongst all this adrenaline seeking and grandiose setting, The Cliff restaurant and accommodation is a peaceful oasis with delicious nepali food and drinks. And since even heroes get tired, our deluxe tents and cottage are ready to provide them shelter and fluffy beds!

LUXURY TENT

Not all adventure lovers want to sacrifice their comfort.. For them, we have the solution: a beautifully furnished tent with comfy beds, proper storage spaces, chilled verandas...

[BOOK NOW](#)

DELUXE COTTAGE

Experience the perfect blend of comfort and nature in our Deluxe Cottages. Each cottage comes complete with modern conveniences such as AC, WiFi, and a private attached bathroom, ensuring your utmost ease. Whether you're a couple seeking a cozy retreat or a group, we provide various options for single sharing, double sharing, and 4-person sharing, all within the beautifully designed and comfortable spaces crafted for relaxation and socialization.

[BOOK NOW](#)

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

THE CLIFF SPIRIT BELIEVE IN YOUR DREAMS!!

WE DO WHAT WE LIKE MOST!

The Cliff was founded in 2013. The initial idea was to start a small, rustic and adventure based social enterprise combining our adventure and social backgrounds.

TRUST IN KUSMA'S POTENTIAL

When we came to Kusma at the end of 2013, we were struck by the uniqueness and beauty of its landscapes, especially those giant canyons! In our minds the bridges were definitely an amazing base for bungee.

THE JOURNEY

We quickly started to build strong relationships with the inhabitants. And they were really keen on welcoming an international scope tourism project.

4 YEARS OF CONSTRUCTION

The construction of the bridge started in 2014. It was a challenge on many levels and it took 4 years to complete. In 2020, our luxury resort was finished. Now we started another adventure: building the spirit of the resort!

THE CONCEPT

It wasn't easy to get there but we did... and now we know it is possible. Therefore we made it our mission to send this message to all potential entrepreneurs in Nepal believe in your dreams!

INNOVATIVE MANAGEMENT

We believe in the power of local business. From our funding 100% Nepali to the sourcing of our materials and of course, our team.

UNIQUENESS & UNITY

Value each and every team member for their uniqueness and what they have to offer in their specific role while promoting team spirit and collaboration at every level. Everyone is essential to the team and the team is essential for everyone.

TEAM MEMBERS

Team members are invited to be responsible for their own part but also, if necessary, to get involved in helping other team members to ensure the smooth running of the company and promote team spirit.

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

RATES & PACKAGES

STAY ONLY

LUXURY TENT
SINGLE SUPPLEMENT
Rs 5,000

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

LUXURY TENT
PER COUPLE
Rs 7,000

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

DELUXE COTTAGE
PER COUPLE
Rs 8,000

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

DELUXE COTTAGE
SINGLE SUPPLEMENT
Rs 5,500

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

DELUXE COTTAGE
TRIPLE SHARING
Rs 10,500

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

DELUXE COTTAGE
4 PERSON SHARING
Rs 12,500

[INQUIRE NOW](#)

** BREAKFAST INCLUDED

47 METER LONG

21 METER HIGH

25 MILLIONS NPR INVEST

1 YEARS OF HARD WORK

THRILLING EXPERIENCES

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

THE CONCEPT

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21 METER HIGH

25 MILLIONS NPR INVEST

1 YEARS OF HARD WORK

THRILLING EXPERIENCES

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

FREQUENTLY ASKED QUESTIONS

FAQS

IS BUNGEE JUMP SAFE?

AM I FIT FOR BUNGEE?

AM I FIT FOR SWING?

WHAT'S A BUNGEE JUMP?

WHAT'S THE DIFFERENCE BETWEEN SWING AND BUNGEE?

AGE LIMIT?

WEIGHT LIMIT?

SPECIAL GEAR/CLOTHES?

HOW MUCH FOR ENTRANCE TICKET AND TICKET INCLUDES?

WHO SHOULD PAY ENTRANCE TICKET?

HOW EARLY / WHEN TO BOOK ?

HOW DO WE GET THERE?

IS ADVANCE BOOKING AND ADVANCE PAYMENT NECESSARY?

WEATHER CONDITIONS

[Discover Our Exciting Activities Pricing Options](#) [LEARN MORE →](#)

[WHATAPP](#) [EMAIL US](#) [BOOK NOW](#) [MENU](#)

FEATURED BLOG

3 OCT. 2021 • ADVENTURE

EVERYTHING YOU NEED TO KNOW ABOUT KUSHMA BUNGEE JUMPING

[READ ARTICLE](#)

RECENT BLOGS

8 JUL. 2022 • ADVENTURE

KUSHMA VALLEY – A CENTER FOR NATURE, ADVENTURE AND SPIRITUALITY

[READ ARTICLE](#)

7 JU. 2021 • ADVENTURE

THE CLIFF NEPAL, ADVENTUROUS DESTINATION (COSTINGS & ADVENTURE)

[READ ARTICLE](#)

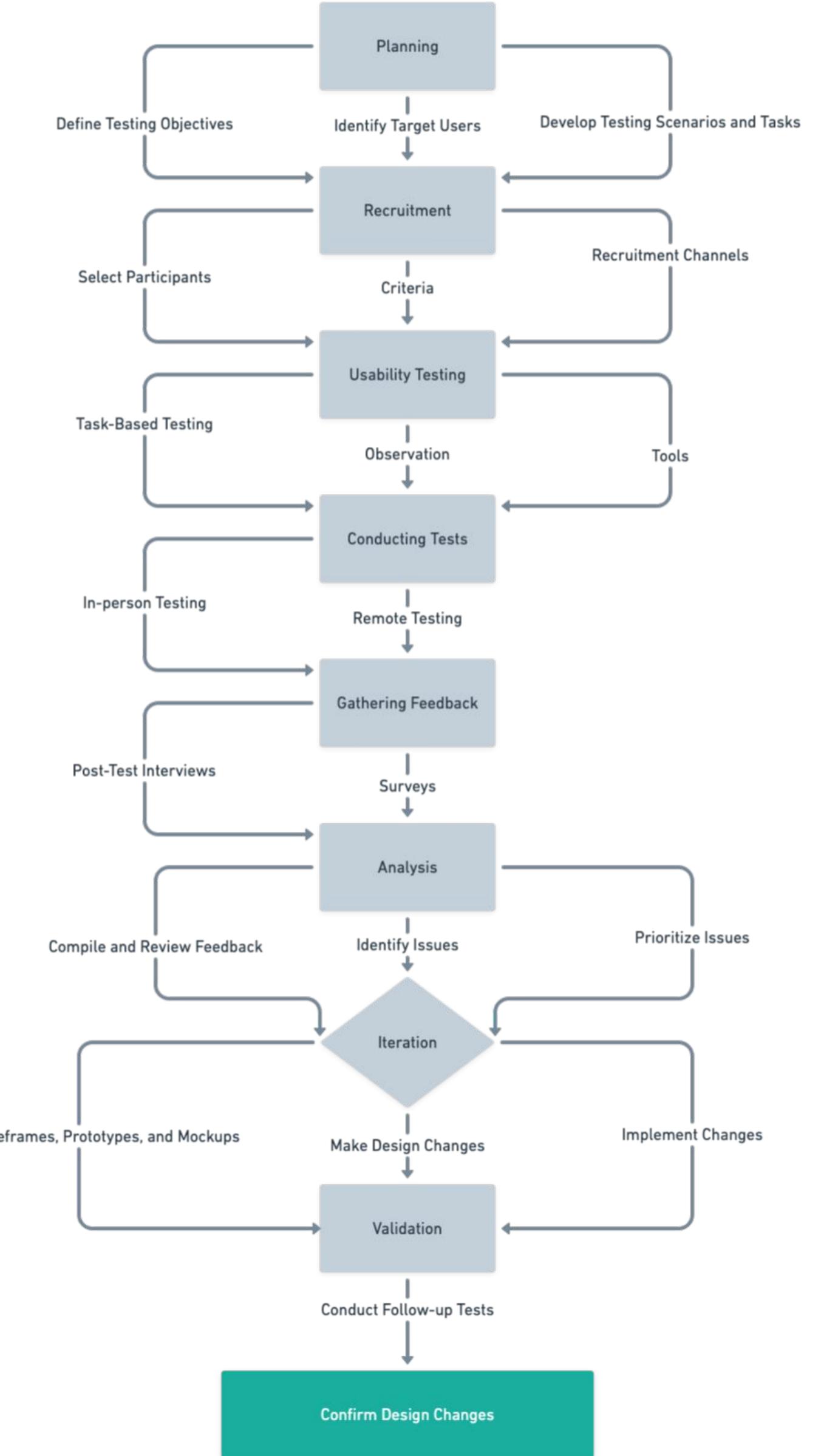
30 DEC. 2020 • ADVENTURE

FLIP ON THE CLIFF

[READ ARTICLE](#)

04 TESTING

The testing process for The Cliff Nepal website began with meticulous planning to define objectives, identify target users, and develop testing scenarios and tasks. Recruitment focused on selecting participants such as frequent travelers, adventure enthusiasts, and local residents through channels like social media, adventure forums, and community networks. Usability testing employed task-based methods where participants completed specific activities like booking adventures, alongside observational techniques using screen recording and surveys. Tests were conducted both in-person and remotely, ensuring a comprehensive evaluation of user interactions and feedback. Post-test interviews and structured surveys gathered qualitative insights, which were analyzed to identify common issues and prioritize improvements based on severity and frequency. Iterative design changes were made based on this feedback, including updates to wireframes, prototypes, and the live website, followed by validation tests to confirm enhancements met user expectations and improved overall usability.



05 CONCLUSION

KEY FINDINGS



Importance of User-Centered Design

Focusing on user needs and feedback improved usability and user satisfaction. Regular testing and user insights were crucial in shaping the design to meet real user needs.



Effective Communication is Crucial

Providing clear and accessible information, especially about safety and activities, built user trust. Users engaged more with a website that offered well-organized and concise information.



Mobile Optimization is Essential

Ensuring the website worked well on mobile devices was crucial. A mobile-first design approach improved the experience for the many users accessing the site on their phones.



Visual Content Drives Engagement

High-quality images and videos significantly boosted user engagement. Investing in professional visuals helped attract and retain users, showcasing The Cliff Nepal's offerings effectively.

04.



Amooma

UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2020

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- Web Design
- HTML & CSS Developer

TOOLS

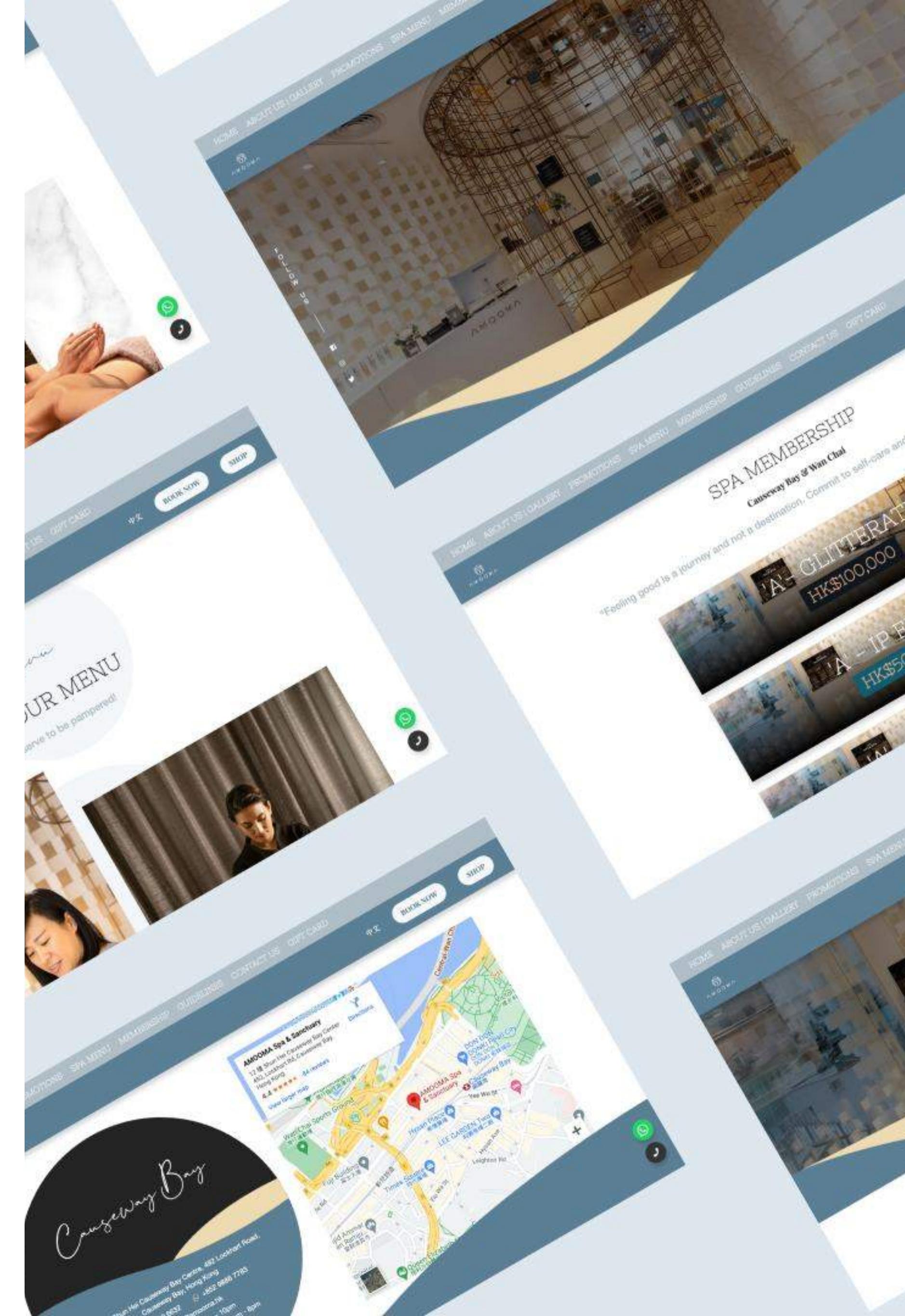
- Adobe XD
- Trello
- Adobe CC
- Illustrator
- Photoshop

PROJECT BACKGROUND

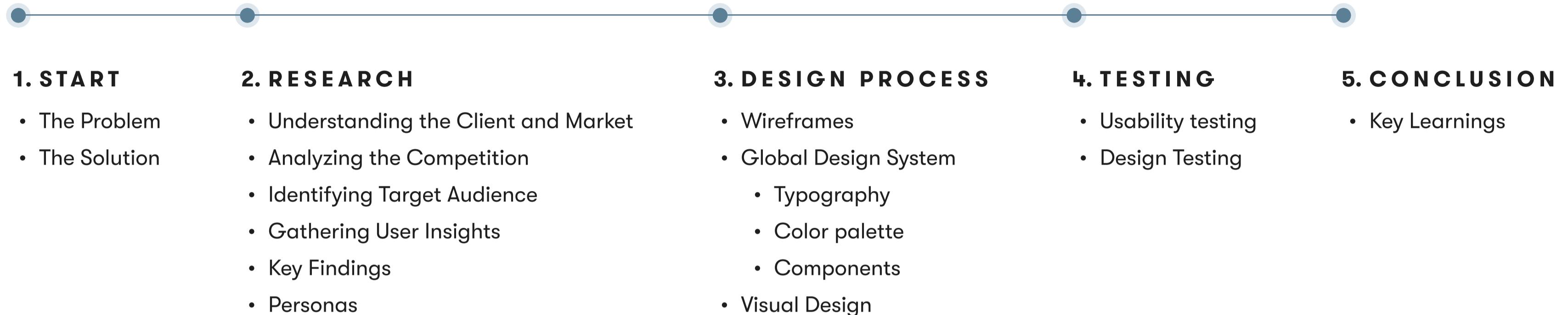
AMOOMA Spa & Sanctuary is a wellness center in Hong Kong dedicated to providing a tranquil environment for relaxation and rejuvenation. Offering services like facials, massages, and body treatments, the spa focuses on promoting holistic well-being through a minimalist and serene atmosphere. The website design project aimed to create an online presence reflecting this tranquility. Goals included user-friendly navigation, aesthetic consistency, and responsive design, resulting in a seamless and immersive digital experience.

[VIEW LIVE WEBSITE ↗](#)

[VIEW FULL CASE STUDY](#)



THE PROCESS



01 START

THE PROBLEM

- **Complex Navigation:** Users found it difficult to locate specific services and information quickly.
- **Lack of Visual Appeal:** The website's design did not evoke the serene and luxurious experience offered by the spa.
- **Non-Responsive Design:** The site was not optimized for mobile devices, leading to a poor user experience on smartphones and tablets.
- **Inefficient Booking Process:** The booking system was cumbersome and not user-friendly, causing drop-offs.
- **Weak Content Strategy:** Information about services and benefits was not clearly presented, and there was no engaging content to keep users on the site.

THE SOLUTION

- **Simplified Navigation:** Redesigned the menu structure to ensure easy access to key sections like services, membership, and contact information.
- **Enhanced Visual Design:** Introduced a minimalist aesthetic with soothing colors, high-quality images, and subtle animations to create a tranquil online experience.
- **Responsive Design:** Developed a fully responsive layout that adapts seamlessly to various screen sizes, ensuring a consistent experience across all devices.
- **Streamlined Booking Process:** Implemented an intuitive and efficient booking system, reducing the steps needed to book a service and making it more user-friendly.
- **Improved Content Strategy:** Structured content to provide clear and concise information about services, benefits, and pricing.

The Research & Discovery phase for the Amooma website redesign was crucial in understanding the needs and behaviors of the target audience, identifying pain points in the current site, and laying the groundwork for an effective redesign. This phase involved several key activities, including user research, competitor analysis, and data analysis, each contributing to a comprehensive understanding of the project requirements and opportunities for improvement.

UNDERSTANDING THE CLIENT AND MARKET

We started by understanding AMOOMA's ethos and market position. AMOOMA blends ancient Asian wisdom with modern Western techniques to offer holistic healing. Their mission is to provide a transformative spa experience focused on energy restoration, mindfulness, and well-being.

ANALYZING THE COMPETITION

To position AMOOMA effectively, we analyzed high-end spas in Hong Kong, studying their online presence, user experience, and unique selling points. Competitors included Chuan Spa, The Ritz-Carlton Spa, The Oriental Spa, and Melo Spa. We identified key areas for differentiation, such as AMOOMA's unique treatments, VIP rooms, and premium products.

IDENTIFYING TARGET AUDIENCE

Next, we defined AMOOMA's target audience. The primary clientele included affluent individuals seeking premium wellness experiences, expatriates, and tourists looking for unique spa treatments. We also considered health-conscious professionals and couples interested in spa packages that offer relaxation and rejuvenation.

GATHERING USER INSIGHTS

We gathered user insights through surveys, interviews, and online reviews. Feedback highlighted a demand for personalized treatments, easy booking processes, and a serene environment away from the city's hustle. Many customers appreciated the blend of Eastern and Western techniques and the luxurious yet calming atmosphere of the spa.

KEY FINDINGS

Navigation

Users found the old website's navigation unintuitive and cluttered. Simplifying the navigation structure was necessary to enhance user experience.



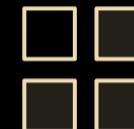
Mobile Optimization

A significant portion of users accessed the site via mobile devices. Ensuring the website was fully responsive and optimized for mobile was critical.



Booking Process

The existing booking process was cumbersome and led to drop-offs. Implementing a streamlined and user-friendly booking system was essential.



Content Clarity

Users wanted clear, concise information about services, pricing, and spa policies. Improved content organization and presentation were required.

PERSONAS



Sarah Wong, 35

Marketing Manager

GOALS: Find a luxurious and relaxing spa treatment for a weekend.

FRUSTRATIONS: Difficulty in navigating the website and booking a service.

NEEDS: An easy-to-use booking system, clear service descriptions, and mobile-friendly design.



Michael Lee, 42

Financial Analyst

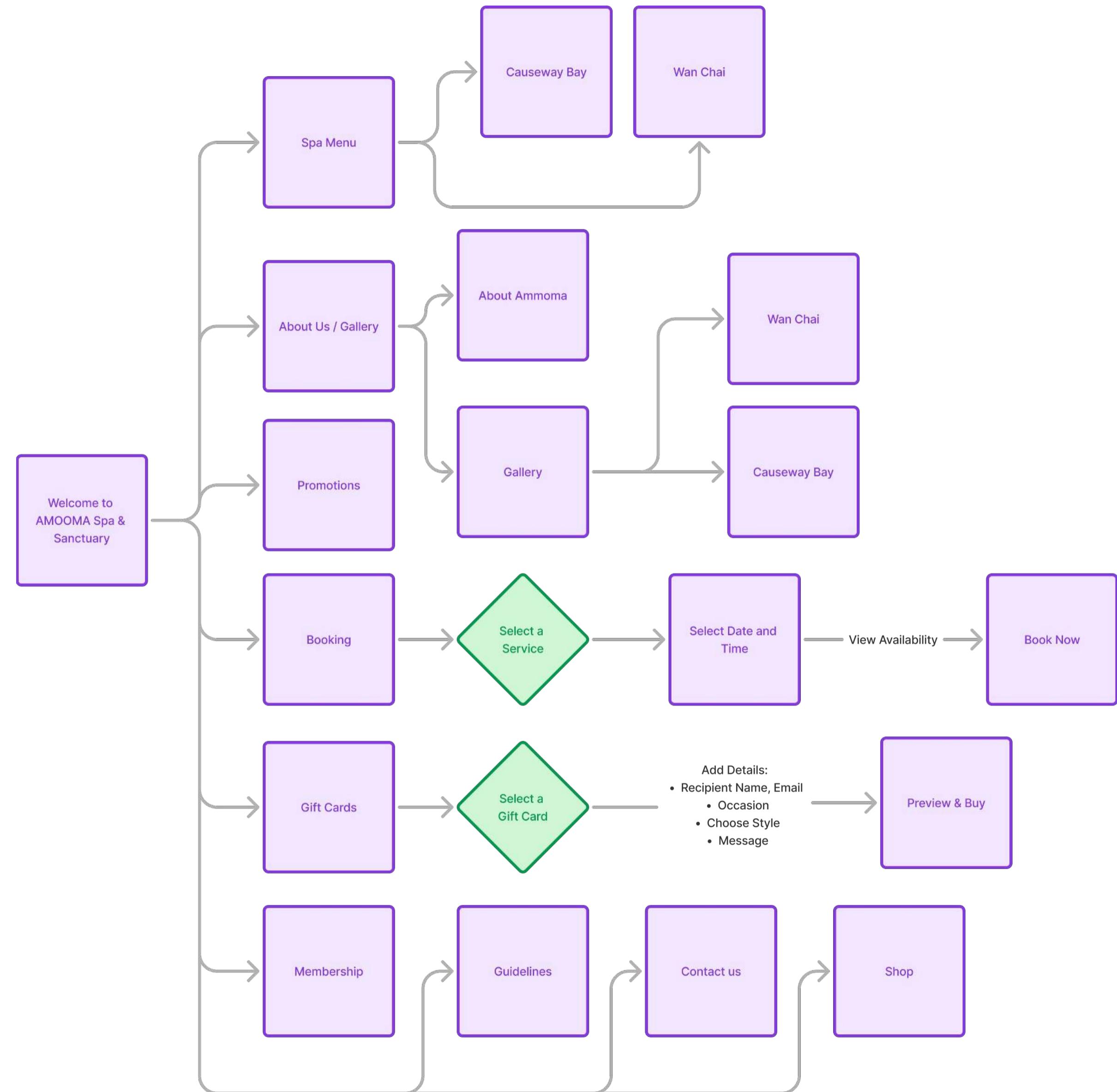
GOALS: Purchase a gift card for a friend and explore wellness packages.

FRUSTRATIONS: Unclear gift card purchasing process and lack of detailed package information.

NEEDS: Simplified gift card purchase flow, detailed descriptions of wellness packages, and visible customer reviews.

USER FLOW DIAGRAM

This User Flow Diagram provides a structured overview of the Ammoma website, detailing how users can navigate through different sections and complete various actions like booking a service, buy gift cards and visit the Ammoma Shopify store.

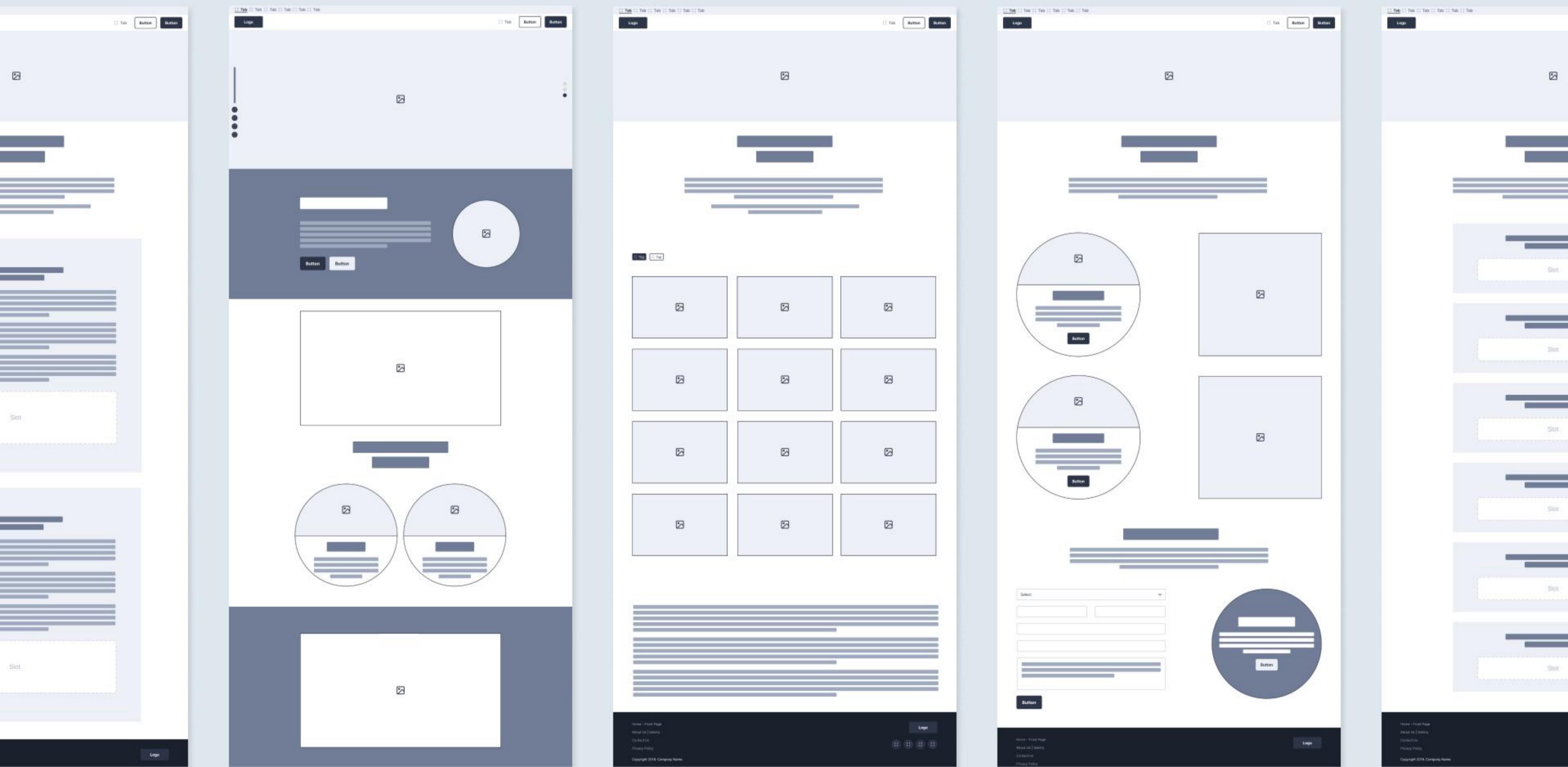


03

DESIGN PROCESS

WIREFRAMES

The design process began with creating initial sketches and low-fidelity wireframes to outline the basic structure and layout of the website. These wireframes focused on the fundamental aspects of the user interface, such as navigation, content organization, and primary interactions.



GLOBAL DESIGN SYSTEM

A design system was developed to ensure consistency across all pages and elements of the website. This system included guidelines for color palettes, typography, buttons, form elements, and other UI components.

The design system facilitated scalability and ease of maintenance, allowing for consistent updates and the addition of new features without disrupting the overall design integrity.

TYPOGRAPHY

Dalmatins

A^a123

Helvetica Neue

Aa123

Nixie One

Aa123

Playfair Display

Aa123

COLOR PALETTE

#EEDBB1

#5B7F95

#BOBEC7

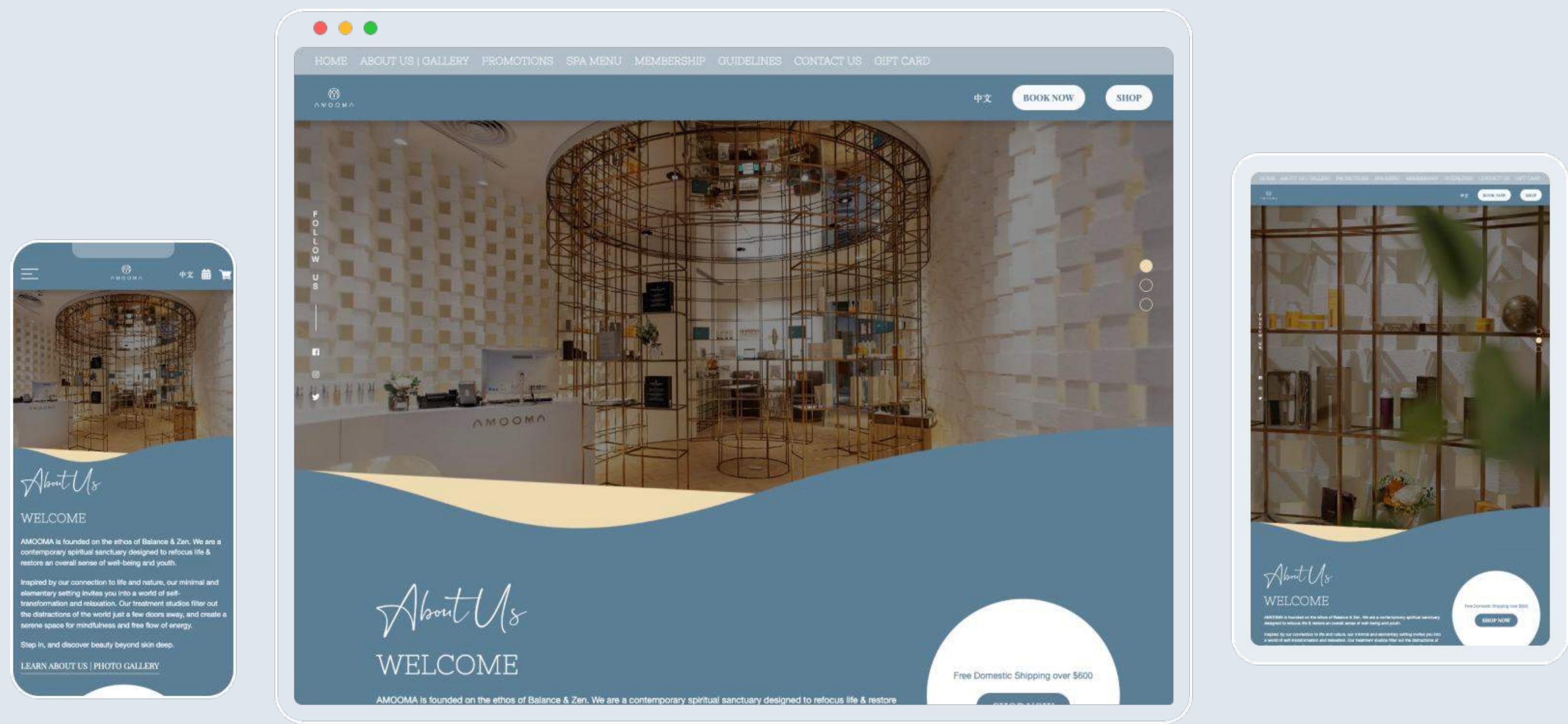
#242424

#FFFFFF

VISUAL DESIGN

The visual design focused on creating a luxurious and tranquil aesthetic that reflected AMOOMA's brand values. High-quality images, soothing color palettes, and elegant typography were used to convey a sense of calm and well-being.

The design ensured that every visual element aligned with AMOOMA's holistic wellness approach, creating a cohesive and immersive brand experience.



FINAL SCREEN DESIGNS

HOW TO FIND US

Please follow the details below to contact us.

Wan Chai

QF, 14 Shui On Street, Wan Chai, Wan Chai District, Hong Kong
J +852 3111 9838 | M +852 9006 7788
E wanchaiservice@amooma.com
Mon - Sun 11am - 8pm
[Download Brochure](#)

Causeway Bay

12/F Shui Hei Causeway Bay Center, 482 Lockhart Road, Causeway Bay, Hong Kong
J +852 3780 6832 | M +852 9006 7783
E causewaybayservice@amooma.com
Mon - Fri 1pm - 10pm
Sat, Sun & Public Holidays 10am - 8pm

SPA EXPERIENCE GUIDE & ETIQUETTE

Bookings

We highly recommend you to reserve your treatment(s) in advance to ensure the booking fits your schedules. Bookings can be made via the phone, e-mail, the AMOOMA App or website. We require your credit card number as record for all reservations. Alternatively, you may make the payment in advance at our front desk. Please refer to our cancellation policy for more details.

Arrivals

Age Requirements
Cancellation Policy
Typology of Massages
Spa Wear
Spa Health Conditions & Safety

WAN CHAI

Spa Menu
[Download Spa Menu](#)

FOR MORE INFORMATION

CONTACT US AT 21113535 | WHATSAPP 98339288.

PROMOTIONS

Indulge and unwind in our Award Winning Spas! Fantastic spa packages, classes, festive festive retreats etc. together with your BFFs, partner or your go-to needed Me-Time.

To find out more please call our Spa Reception (Wan Chai 21113535 / 98339288 | Causeway Bay 2730 6932 / 98997783), let our experts recommend the best suitable packages for you.

CURE & GLOW! (WAN CHAI)

Package includes (For Two Guests):

Duration: 90mins

60mins Massage Of Your Choice:
a/ AMOOMA Signature Blend Massage
b/ Deep Sleep Massage
c/ Deep Within Massage
d/ Drain & Detox Massage

30mins Mini Facial Or Instant Energy Face Lift

A Glass of Champagne will be served after spa treatment.

Original Price: Up to \$4056

Promotions Price:
Mon - Thu: \$1980 | Fri - Sun & Public Holiday Price: \$2480

Wan Chai

VALID UNTIL
31 OCT 2023

TERMS & CONDITIONS

This offer must be redeemed on same day & same time.
Promotion cannot be used in conjunction with any other discounts, promotions, offers & complimentary treatments.

Spa Membership

Causeway Bay & Wan Chai

"Feeling good is a journey and not a destination. Commit to self-care and receive exclusive perks."

A+ GLITTERATI HK\$100,000

A+ IP ELITE HK\$50,000

A+ A LISTERS HK\$30,000

A+ CHAMP HK\$10,000

A+ RISING STAR HK\$5000

Terms & Conditions

Membership discounts cannot be used in conjunction with any other promotional offers or discounts.
Membership credit can only be used for à-la-carte spa treatments (excludes package).
Membership credit is non-refundable and non-transferable.
AMOOMA Spa & Sanctuary reserves the right of final decision in case of any dispute.

Online Enquiries

ENQUIRE OR BOOK NOW

You can enquire about our services or simply go to online reservation below to book our services

AMOOMA General Enquiry

First Name: **Last Name:**
Email:
Phone Number:
Type your message...
BOOK NOW

PROMOTIONS

EXPLORE OUR MENU

Because you deserve to be pampered!

Spa Menu

CURE & GLOW! (WAN CHAI)

Package includes (For Two Guests):

Duration: 90mins

60mins Massage Of Your Choice:
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Spa Membership

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A+ CHAMP

A+ GLITTERATI

A+ LISTER

A+ IP ELITE

A+ RISING STAR

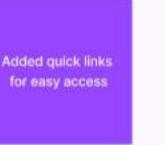
Online Enquiries

ENQUIRE OR BOOK NOW

You can enquire about our services or simply go to online reservation below to book our services

AMOOMA General Enquiry

First Name: **Last Name:**
Email:
Phone Number:
Type your message...
BOOK NOW

Testing Methods	Key Findings	Design Iterations																				
<p>Prototype Testing</p> <ul style="list-style-type: none"> Developed interactive prototypes representing key functionalities. Conducted testing sessions with a diverse group of users to gather feedback. <p>Task-Based Testing</p> <ul style="list-style-type: none"> Created specific tasks for users to complete, such as booking a treatment or finding service information. Observed user interactions to identify any obstacles or confusion. <p>Feedback Collection</p> <ul style="list-style-type: none"> Collected qualitative and quantitative feedback through surveys and direct observation. Users were asked to rate their experience and provide suggestions for improvements. 	<p>Main Findings</p> <div style="background-color: #e0f2fd; padding: 10px;"> <p>IMPROVEMENTS IN NAVIGATION Enhanced navigation elements for better user experience.</p> <p>VISUAL APPEAL Improved visual design for a more engaging interface.</p> <p>BOOKING PROCESS Streamlined booking process for increased efficiency.</p> <p>MOBILE EXPERIENCE Optimized mobile experience for on-the-go users.</p> </div>	<p>Design Iterations</p> <div style="background-color: #f0e6ff; padding: 10px;"> <p>Enhancing Navigation</p> <div style="background-color: #e0e0ff; padding: 10px;"> <p>IMPROVED NAVIGATION Based on user feedback, we focused on enhancing the navigation elements to improve user flow and accessibility.</p> </div> <div style="display: flex; justify-content: space-around; width: 100%;"> <div style="text-align: center;">  <p>Navigation</p> </div> <div style="text-align: center;">  <p>Improved main menu visibility</p> </div> <div style="text-align: center;">  <p>Added quick links for easy access</p> </div> </div> <p>Fine-Tuning Booking Process</p> <div style="background-color: #e0e0ff; padding: 10px;"> <p>STREAMLINED BOOKING We made adjustments to the booking process to simplify steps and reduce user friction.</p> </div> </div>																				
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: black; color: white;">Step</th> <th style="background-color: black; color: white;">Description</th> <th style="background-color: black; color: white;">Feedback</th> <th style="background-color: black; color: white;">Status</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Choose date & time</td> <td>Users found it confusing</td> <td>Implemented date picker</td> </tr> <tr> <td>2</td> <td>Select service</td> <td>Options were overwhelming</td> <td>Added service categories</td> </tr> <tr> <td>3</td> <td>Enter details</td> <td>Too many fields</td> <td>Reduced required fields</td> </tr> <tr> <td>4</td> <td>Confirm booking</td> <td>Unclear confirmation</td> <td>Added summary page</td> </tr> </tbody> </table>	Step	Description	Feedback	Status	1	Choose date & time	Users found it confusing	Implemented date picker	2	Select service	Options were overwhelming	Added service categories	3	Enter details	Too many fields	Reduced required fields	4	Confirm booking	Unclear confirmation	Added summary page
Step	Description	Feedback	Status																			
1	Choose date & time	Users found it confusing	Implemented date picker																			
2	Select service	Options were overwhelming	Added service categories																			
3	Enter details	Too many fields	Reduced required fields																			
4	Confirm booking	Unclear confirmation	Added summary page																			

05 CONCLUSION

KEY FINDINGS



Understanding User Needs

Recognizing the importance of understanding the needs and preferences of the spa's target audience to tailor the website's design and content accordingly.



Improved User Experience (UX)

Emphasizing the enhancement of overall user experience by optimizing navigation, ensuring mobile responsiveness, and creating clear calls-to-action for effective user guidance.



Visual Refresh

Updating visual elements such as color palette, typography, and imagery to align with the brand's image and appeal to the target audience, creating an inviting atmosphere.



Feedback and Iteration

Acknowledging the significance of gathering feedback from users throughout the redesign process and using it to iterate and improve the website continuously, ensuring its effectiveness in meeting user needs and goals.

04.



Hydro Steam Northwest

UI/UX/WEB DESIGN

AGENCY

Clickagee

YEAR

2018

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- Web Design
- HTML & CSS Developer

TOOLS

- Adobe XD
- Trello
- Adobe CC
- Illustrator
- Photoshop

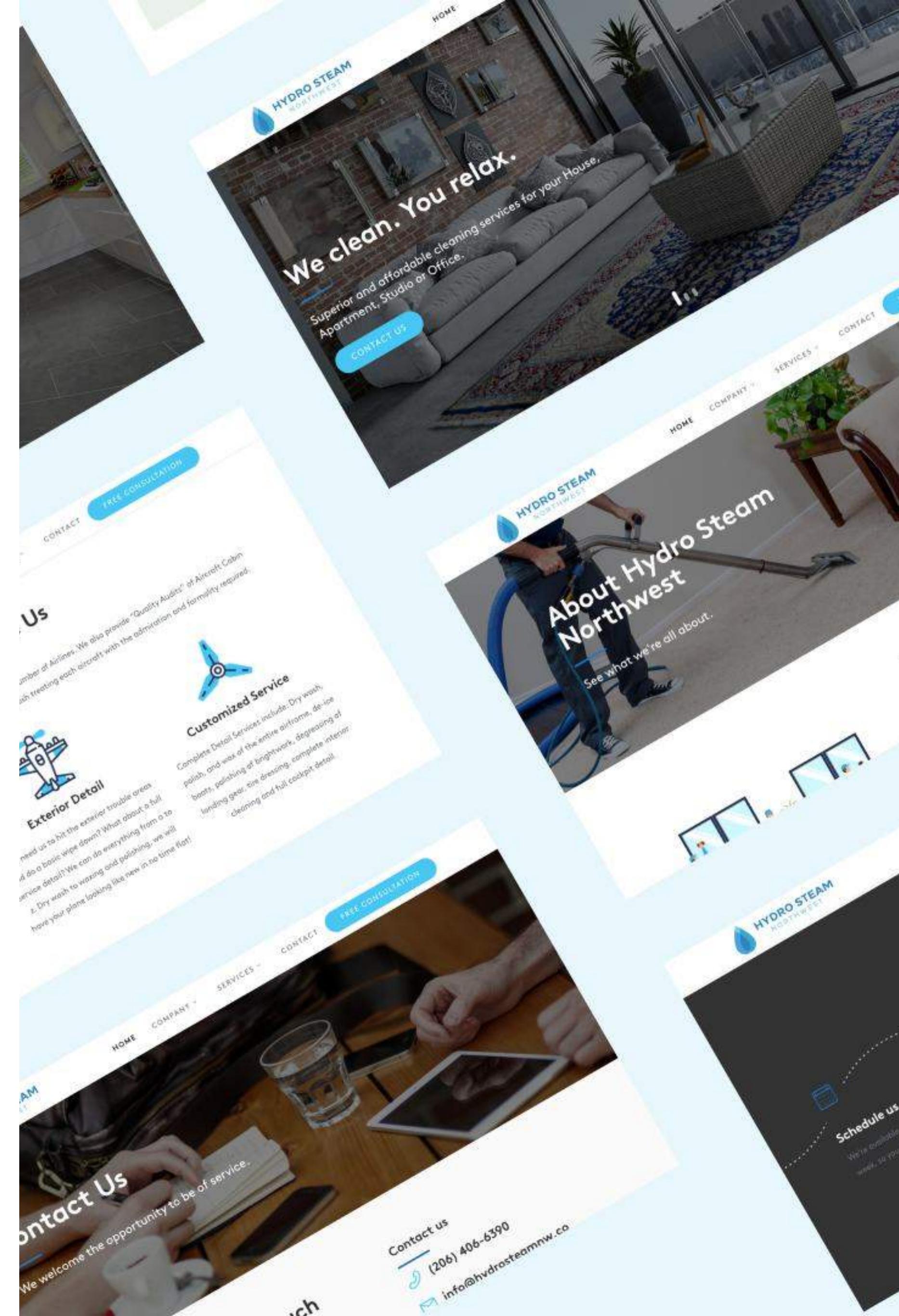
PROJECT BACKGROUND

Hydro Steam Northwest is a family-owned and locally operated cleaning company providing superior and affordable cleaning services for your House, Apartment, Studio or Office.

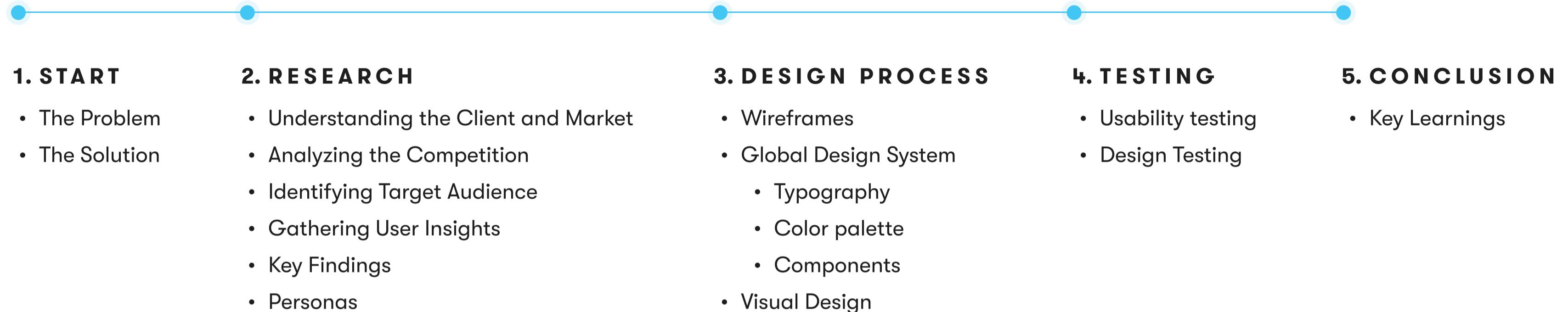
My role was to design the website that is clean and has an intuitive layout to provide seamless experience to their customers and attract more customers to their business. I had to create a website with clean code which should be easy to update.

[VIEW LIVE WEBSITE ↗](#)

[VIEW FULL CASE STUDY](#)



THE PROCESS



01 START

THE PROBLEM

- **No Online Presence:** Hydro Steam Northwest had no existing website, limiting their reach and ability to attract new customers.
- **Need for Visibility:** They required a platform to advertise their services and stand out in a competitive market.
- **Brand Awareness:** They needed to build brand recognition and credibility through a professional online presence.

THE SOLUTION

- **Create a Website:** Develop a user-friendly, visually appealing website from scratch.
- **Optimize for Search Engines:** Ensure the site is SEO-friendly to attract organic traffic.
- **Highlight Services:** Design with a focus on showcasing services and customer testimonials to build trust and encourage conversions.

In the research and discovery phase, I conducted comprehensive interviews with the client to gain a deep understanding of their business objectives, target audience, and unique value proposition. I analyzed competitor websites to identify industry standards and areas where Hydro Steam Northwest could differentiate itself. Additionally, I defined the target audience through detailed market research, focusing on demographics, preferences, and behaviors of homeowners, property managers, and commercial clients in the Pacific Northwest.

UNDERSTANDING THE CLIENT AND MARKET

Hydro Steam Northwest provides carpet, upholstery, tile and grout, and auto and marine detailing services. Using an eco-friendly Hot Carbonating Extraction (HCE) process, their services are safe for pets and children, ensuring faster drying times and a deeper clean. They primarily serve Snohomish County, WA, with a focus on high-quality, health-conscious cleaning solutions.

ANALYZING THE COMPETITION

The cleaning services market in Snohomish County is competitive, with many using traditional steam cleaning. Hydro Steam Northwest differentiates itself with its eco-friendly, low-moisture process, transparent pricing, and satisfaction guarantee.

IDENTIFYING TARGET AUDIENCE

Hydro Steam Northwest targets homeowners and businesses in Snohomish County who prioritize eco-friendly cleaning. Their audience includes families with young children and pets, businesses needing professional cleaning, and vehicle owners seeking auto and marine detailing.

GATHERING USER INSIGHTS

User insights were gathered through customer reviews and feedback. Customers praised the company's professionalism, effective cleaning, and overall service quality. They were satisfied with fast drying times, thorough cleaning, and non-toxic solutions. Transparent pricing and reliable appointment scheduling were also appreciated, emphasizing trust and convenience in their decisions.

KEY FINDINGS



Need for Differentiation

Competitor websites varied widely in quality, highlighting an opportunity for Hydro Steam Northwest to stand out with a professional, visually appealing, and user-friendly site.



User Information Priorities

Users highly valued clear and accessible information about services, pricing, and contact details, which were often difficult to find on competitors' sites.



Trust-Building Elements

Including customer testimonials, certifications, and detailed service descriptions was crucial to build trust and credibility with potential clients.



Mobile Accessibility

A significant portion of users accessed competitor sites via mobile devices, emphasizing the need for a mobile-first design to ensure full responsiveness & a seamless user experience across all screen sizes.

PERSONAS



Sarah, 35

Busy Homeowner

GOALS: Sarah wants a stress-free clean home with easy booking, safety assurances, and transparent pricing.

FRUSTRATIONS: Sarah lacks time for cleaning and dislikes unclear service websites, especially about safety and pricing.

NEEDS: Sarah needs a straightforward website for scheduling with clear details on safety, pricing, and the cleaning process.



David, 42

Business Owner

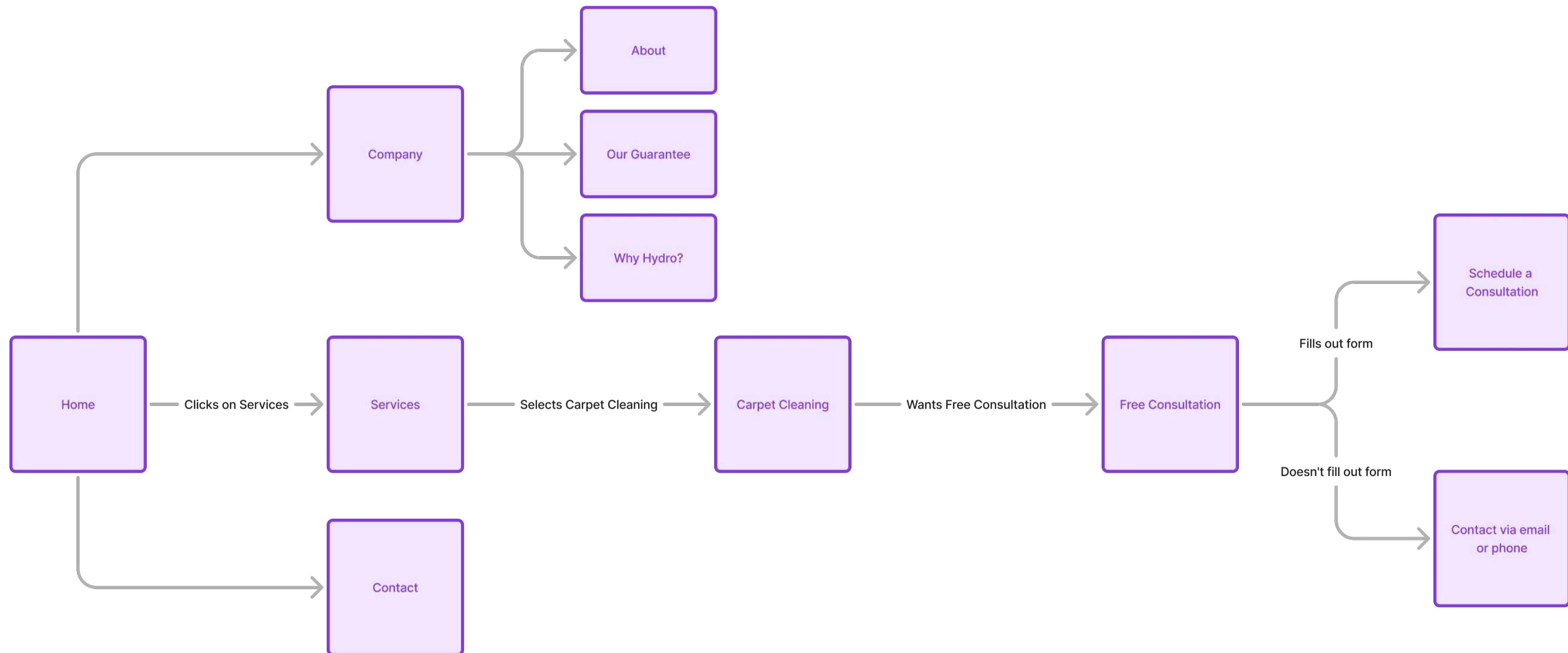
GOALS: David wants to maintain business cleanliness and reputation without disruption, seeking reliable cleaning.

FRUSTRATIONS: David is frustrated by inconsistent services and difficult navigation on cleaning websites for scheduling.

NEEDS: David needs a cleaning service with flexible scheduling, attention to detail, and clear communication via a simple website.

USER FLOW DIAGRAM

The user flow for Hydro Steam Northwest's website begins at the Home page, which links to About, Services, Why Hydro, Contact, Free Consultation, and Book Now. Each page provides specific information and links back to the main navigation, ensuring smooth transitions. Users can easily navigate from the Home page to Services, select a specific service like Carpet Cleaning, and proceed to schedule a Free Consultation or Contact the company. This streamlined navigation ensures a user-friendly experience for visitors.

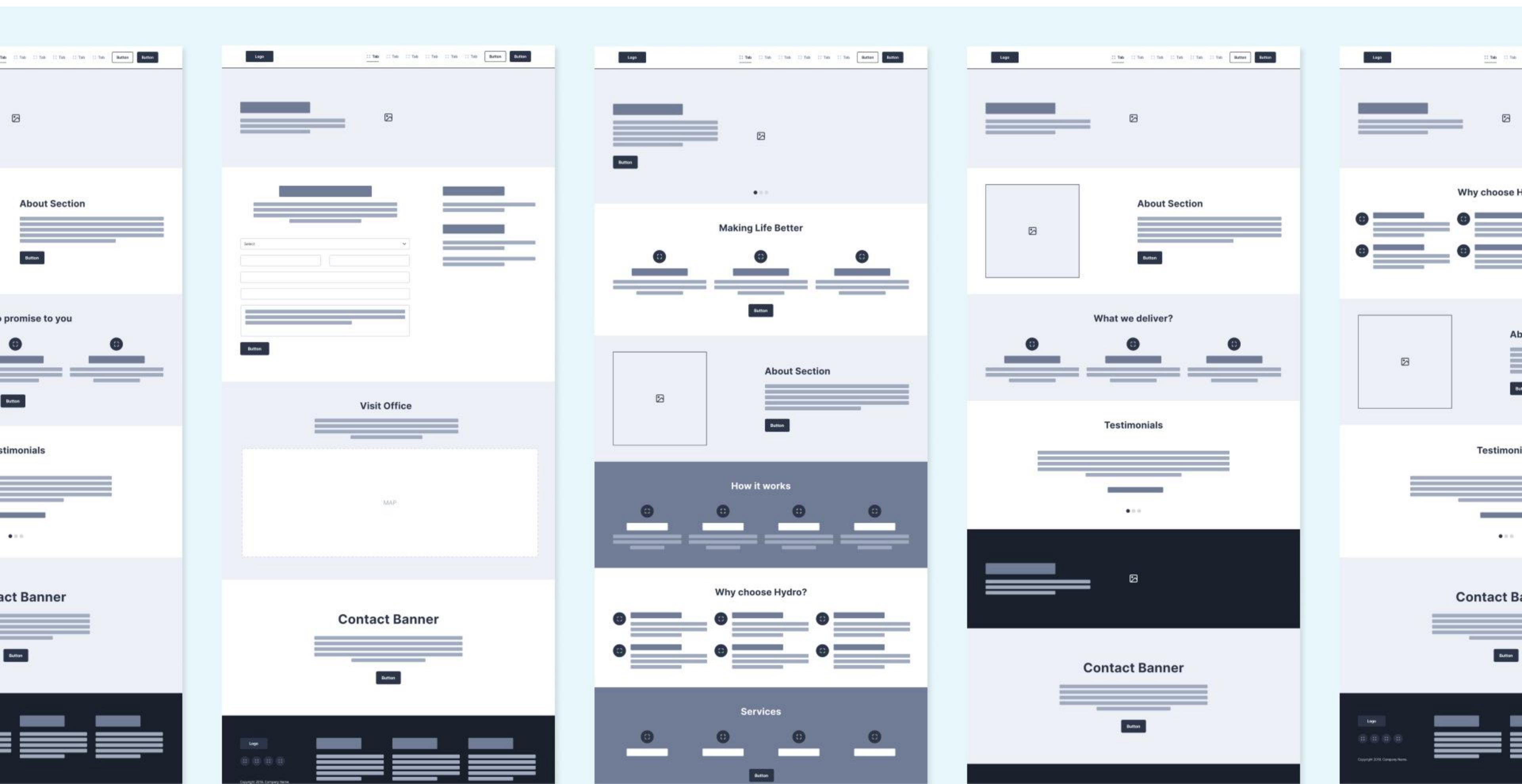


03

DESIGN PROCESS

WIREFRAMES

I started with low-fidelity wireframes to outline the basic structure and layout of the site. This helped in visualizing the user flow and ensured that all key elements were appropriately placed.



GLOBAL DESIGN SYSTEM

The Global Design System for Hydro Steam Northwest's website provided a unified framework to ensure consistency and coherence in design. This system integrated typography, color schemes, and visual elements, contributing collectively to the website's overall aesthetic and user experience.

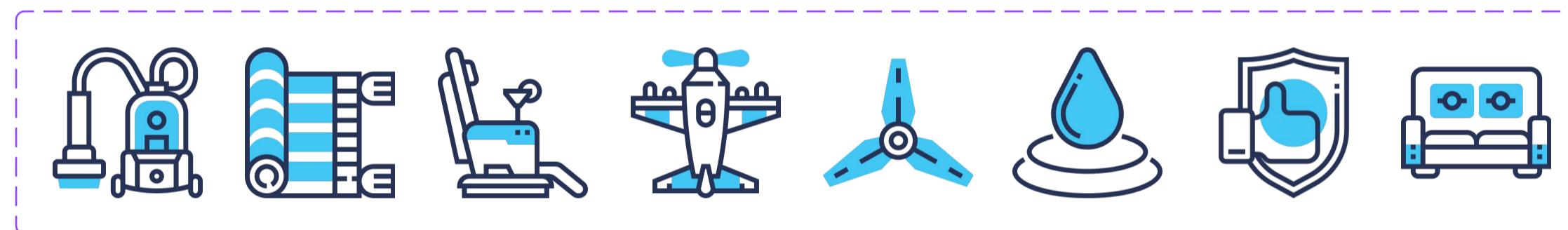
TYPGRAPHY

Brown Std

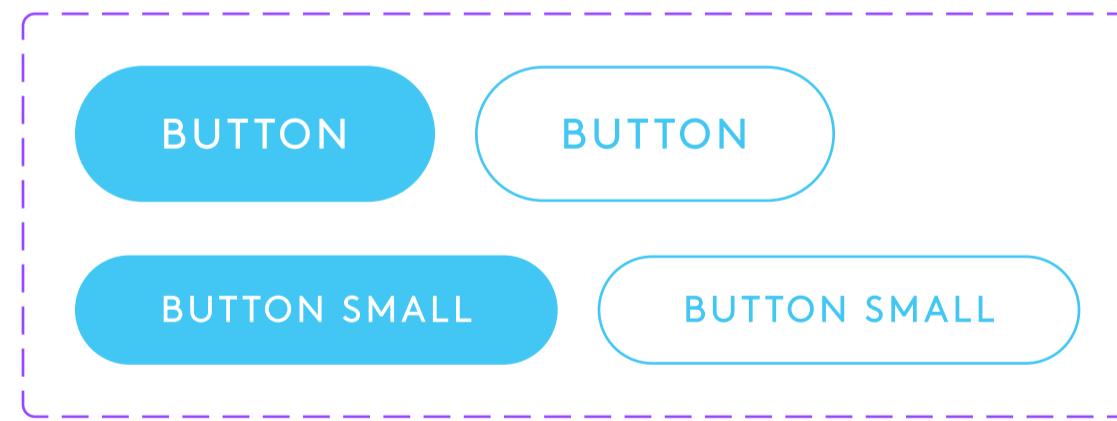
AaBb

COMPONENTS

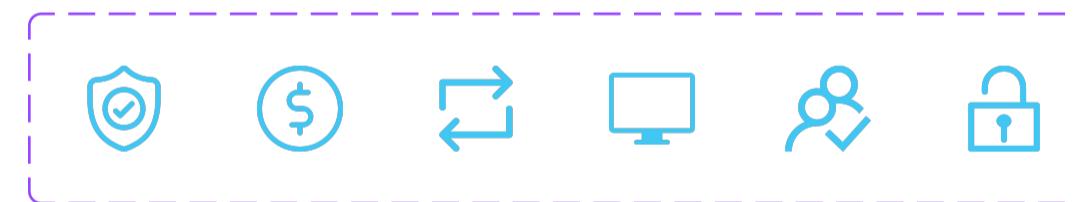
❖ Vector Graphics



❖ Buttons



❖ Icons



COLOR PALETTE

#1E75BC

#42C7F4

#424242

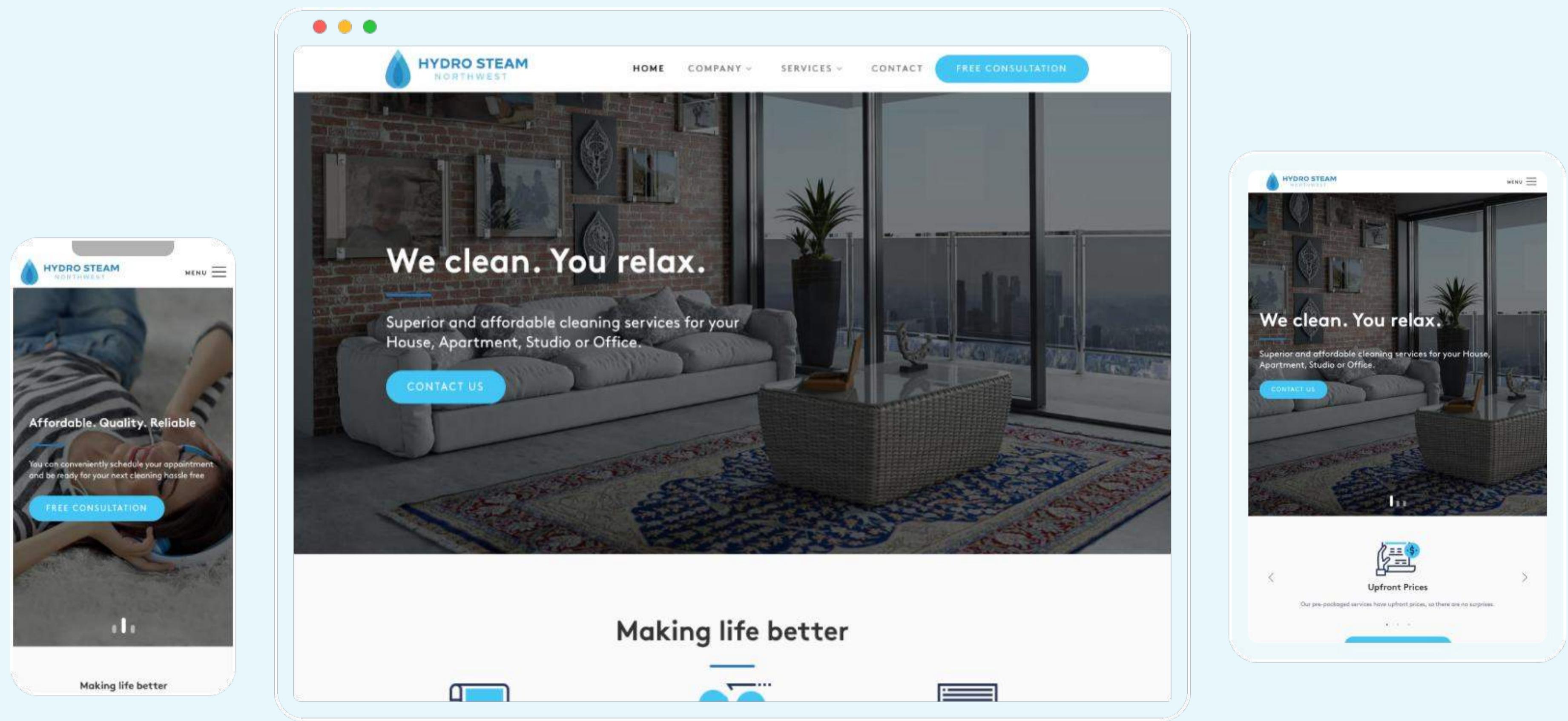
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#F5F5F5

#FFFFFF

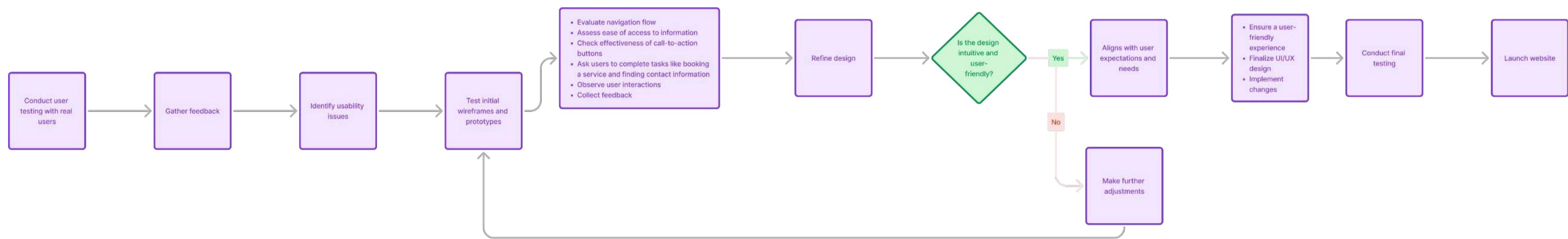
VISUAL DESIGN

The visual design of the Hydro Steam Northwest website aimed to convey professionalism and cleanliness, mirroring the company's commitment to quality service. With a clean layout, clear colors, and high-quality images, the website provided an easy and engaging experience for users. Responsive design ensured accessibility on all devices, enhancing the brand's online presence and customer interaction.



FINAL SCREEN DESIGNS

During the user testing phase of designing the Hydro Steam Northwest website's UI/UX, we conducted several rounds of testing with real users to gather feedback and identify usability issues. Initial wireframes and prototypes were tested to evaluate navigation flow, ease of access to information, and the effectiveness of call-to-action buttons. Users were asked to complete tasks like booking a service and finding contact information. Their interactions were observed, and feedback was collected to refine the design, ensuring an intuitive, user-friendly experience that aligns with user expectations and needs.



KEY FINDINGS



Industry Insight Matters

Understanding the cleaning service sector helped tailor the website to Hydro Steam Northwest's needs, ensuring it stood out and addressed industry-specific challenges effectively.



Keep it Clear and Simple

Prioritizing clarity over complexity in design and content presentation improved usability. Users seek quick, relevant information; thus, a straightforward layout and concise content encouraged engagement.



Visuals Reinforce Brand Values

Utilizing high-quality imagery and a clean design aesthetic visually conveyed Hydro Steam Northwest's commitment to cleanliness and professionalism, fostering trust among visitors.



Accessible Across Devices

Implementing responsive design principles ensured accessibility on various devices, reflecting the brand's commitment to inclusivity and accommodating users' preferences.

04.



Source Taggers

UI/UX/WEB DESIGN

AGENCY

Source Taggers

YEAR

2018

MY ROLES

- Research & Discovery
- Wireframing
- Prototyping
- UI/UX Design
- Web Design
- HTML & CSS Developer

TOOLS

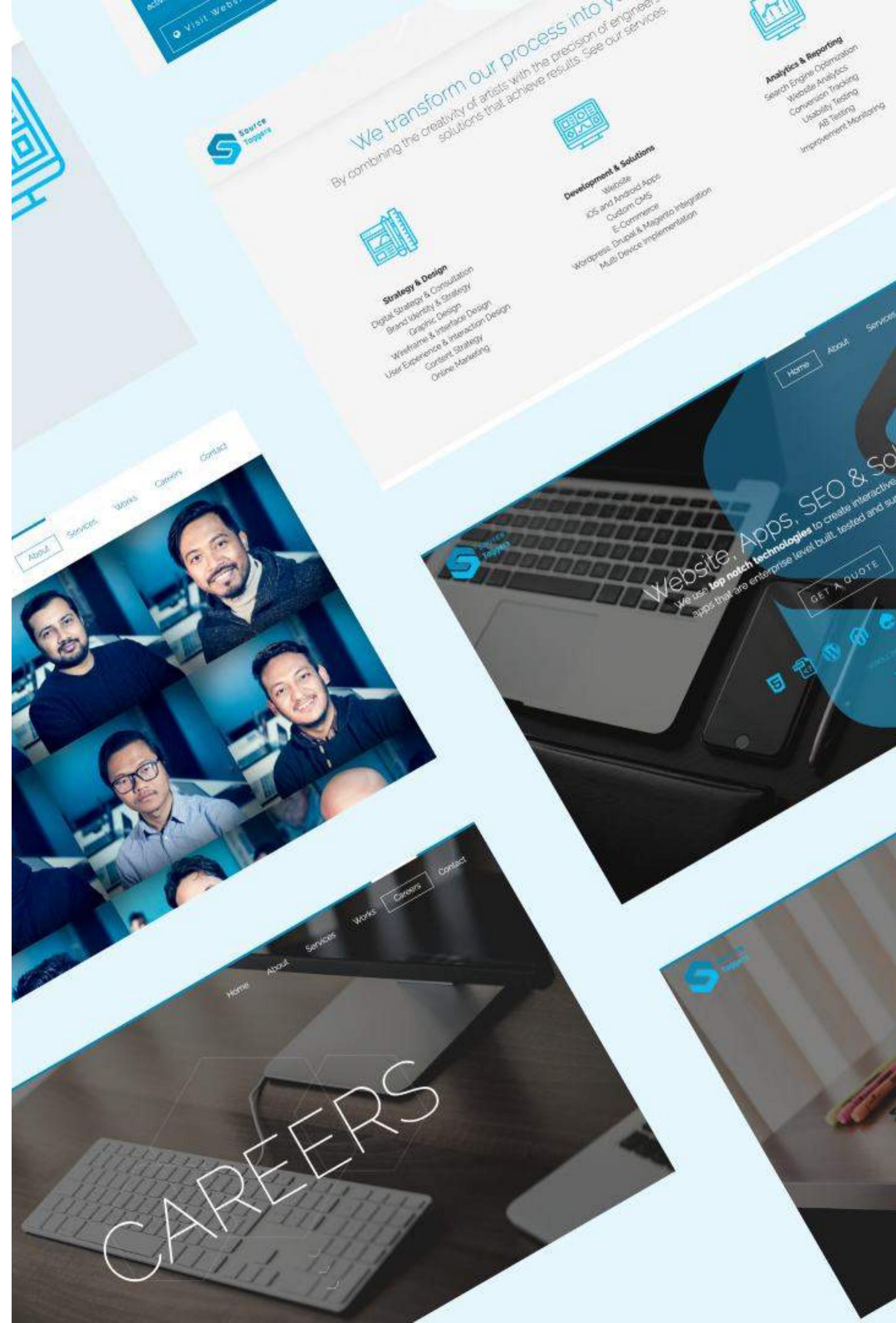
- Adobe XD
- Trello
- Adobe CC
- Illustrator
- Photoshop

PROJECT BACKGROUND

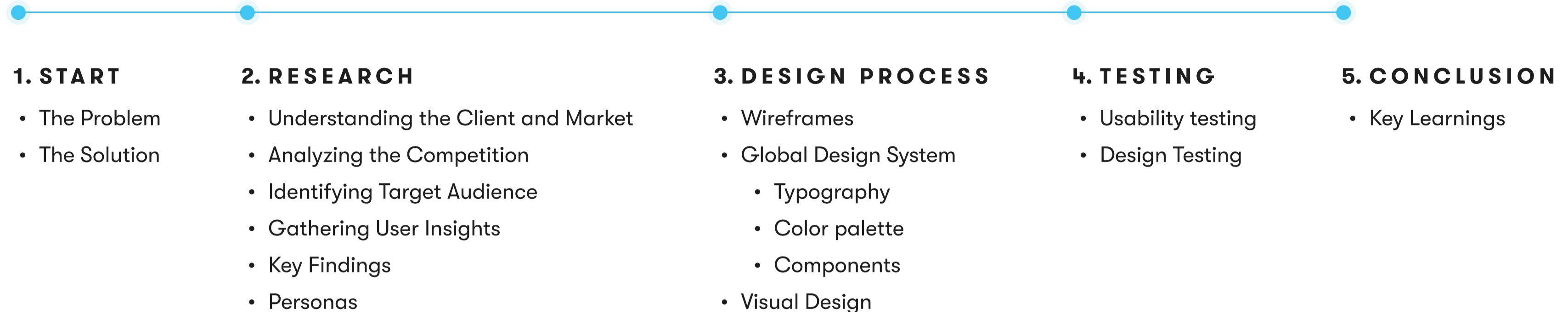
Source Taggers, a company specializing in digital strategy, branding, web and app development, SEO, and more, had an outdated website that didn't align with modern design trends or effectively showcase their services and projects. The company needed a website that not only looked contemporary but also provided a seamless user experience, improved navigation, and highlighted their portfolio in a compelling manner. This project aimed to transform their digital presence, making it more engaging and informative to attract and retain clients in a competitive market.

[VIEW LIVE WEBSITE ↗](#)

[VIEW FULL CASE STUDY](#)



THE PROCESS



01 START

THE PROBLEM

- **Outdated Design:** It looked old-fashioned and didn't reflect modern trends.
- **Poor Navigation:** Users struggled to find information easily.
- **Ineffective Service Presentation:** Services and portfolio weren't showcased well.
- **Non-Responsive Design:** It didn't work well on mobile devices.
- **SEO Challenges:** The site wasn't optimized for search engines, limiting visibility.

THE SOLUTION

- **Modern Visual Design:** Creating a fresh, contemporary look.
- **Enhanced Navigation:** Improving site structure for easier access to information.
- **Effective Service Presentation:** Clearly displaying services and portfolio.
- **Responsive Design:** Ensuring optimal performance on all devices.
- **SEO Optimization:** Enhancing the site's structure and content for better search engine rankings.

BEFORE

The website features a dark, grid-based layout. At the top, there's a navigation bar with links for 'ABOUT', 'SERVICES', 'PORTFOLIO', 'CREATE YOUR IMAGINATION', 'TEAM', 'CONTACT', 'CAREERS', and a search icon. The main header has the 'SOURCE TAGGERS' logo and the tagline 'CREATE YOUR IMAGINATION'. Below the header, there's a large red call-to-action button with white text: 'AWN Nepal increase the effectiveness of animal welfare organisations in Nepal'. The page displays several project snippets, including 'Recent WORKS' and 'AWN Nepal'. A large central area shows a collage of various websites and applications. At the bottom, there's a section titled 'We are one of the professional design and development company. We strive to provide our customers with high quality design and development with a minimum fees. Helping businesses to flourish.' with a 'VIEW TEAM' button. A 'SERVICES' section at the very bottom lists 'Website Designing', 'Website Development', 'Web Application', and 'Desktop Application'.

AFTER

The website has been completely redesigned with a light blue and white color scheme. The header now includes a navigation menu with 'Home', 'About', 'Services', 'Works', 'Careers', and 'Contact'. The main hero section features a large image of a laptop, smartphone, and tablet displaying various apps. The text 'Website, Apps, SEO & Solutions' is prominently displayed, followed by a subtext: 'We use top notch technologies to create interactive websites and apps that are enterprise level built, tested and supported 24/7.' A 'GET A QUOTE' button is located in the center. Below the hero section, there's a 'SCROLL DOWN' button. The middle section contains three columns: 'Strategy & Design' (Digital Strategy & Consultation, Brand Identity & Strategy, Graphic Design, Wireframe & Interface Design, User Experience & Interaction Design, Content Strategy, Online Marketing), 'Development & Solutions' (Website, iOS and Android Apps, Custom CMS, E-Commerce, Wordpress, Drupal & Magento Integration, Multi Device Implementation), and 'Analytics & Reporting' (Search Engine Optimization, Website Analytics, Conversion Tracking, Usability Testing, AB Testing, Improvement Monitoring). At the bottom, there's a section titled 'See how we helped our clients' with the tagline 'Good design is good business.' followed by four client logos: 'Puget Park Dental', 'The Cassanga Challenge ADVENTURE RACE', 'Patientmatic', and 'Sun N Fun'.

During the Research & Discovery phase, we aimed to understand Source Taggers' needs and their audience. We held detailed meetings with the team to grasp their goals and services. We analyzed competitor websites to see what worked well and what didn't. We identified that the target audience consisted of businesses and entrepreneurs seeking digital solutions. We also gathered user feedback to understand their preferences. This research helped set clear goals and informed our design strategy, ensuring the new website met both user needs and business objectives.

UNDERSTANDING THE CLIENT AND MARKET

We began by learning about Source Taggers' services, goals, and brand identity through detailed discussions with their team. This helped us understand their market positioning and the unique value they offer to clients. We identified their core services: digital strategy, branding, web and app development, and SEO. This understanding was crucial to align the website redesign with their business objectives and market needs.

ANALYZING THE COMPETITION

We examined competitor websites to identify best practices and areas where Source Taggers could differentiate themselves. This included analyzing design elements, usability features, and content presentation. The insights gained from this analysis highlighted the importance of a modern, user-friendly design and effective service showcasing, which were incorporated into our redesign strategy.

IDENTIFYING TARGET AUDIENCE

We identified the primary audience as small business owners, marketing professionals, and entrepreneurs seeking comprehensive digital solutions. Understanding this audience helped us tailor the website's design and content to meet their specific needs and preferences, ensuring a more targeted and effective user experience.

GATHERING USER INSIGHTS

We collected feedback from existing clients and potential users through surveys and interviews. This provided valuable insights into user needs, preferences, and pain points. Key takeaways included the need for easier navigation, better mobile accessibility, and clearer presentation of services. These insights directly informed our design decisions, ensuring the new website would address user concerns and enhance overall satisfaction.

USER FLOW DIAGRAM

This user flow diagram visualizes how users can navigate through the Source Taggers website from the homepage to other key sections and back.

KEY FINDINGS



User Frustration

Users found the old website hard to navigate and locate information quickly.



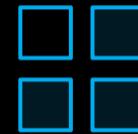
Competitor Advantage

Competitor websites were more visually appealing and user-friendly.



Mobile Accessibility

Many users accessed the site via mobile devices, but the old site was not mobile-friendly.



Service Presentation

Users struggled to understand the full range of services offered due to poor presentation.

PERSONAS



Suman, 32

Project Manager

GOALS: Improve productivity and stay updated with industry trends.

FRUSTRATIONS: Difficulty finding relevant content quickly.

NEEDS: User-friendly interface for simplified content tagging.



Sushant, 33

SEO Expert

GOALS: Enhance website SEO and user experience.

FRUSTRATIONS: High bounce rates due to disorganized content.

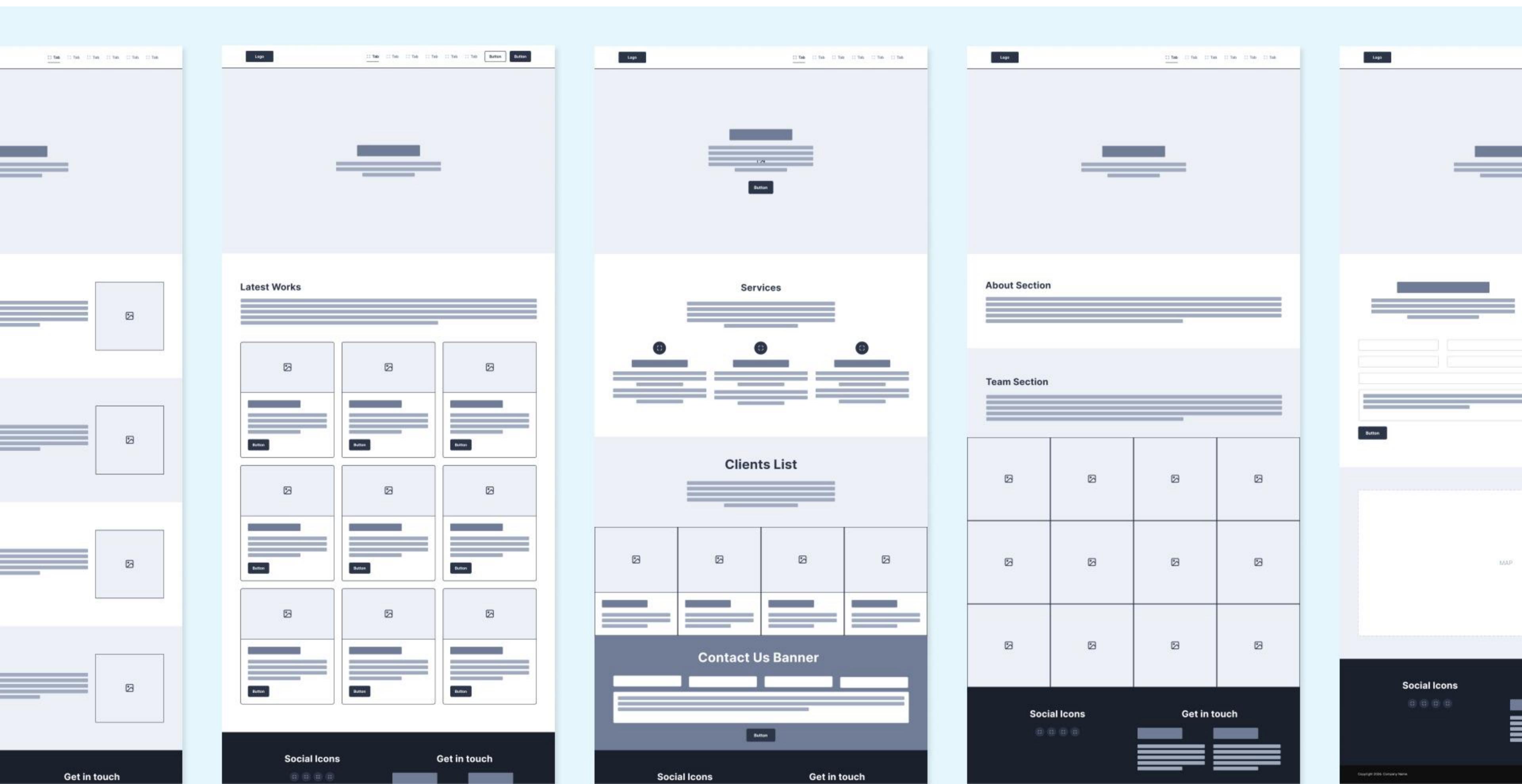
NEEDS: Guidance on SEO-friendly tagging practices.

03

DESIGN PROCESS

WIREFRAMES

I created low-fidelity wireframes to outline the basic structure and layout of the website, focusing on key pages such as the homepage, activity details, and booking process.



GLOBAL DESIGN SYSTEM

A global design system serves as a foundational framework that ensures consistency and cohesiveness across all elements of a website or application. It encompasses guidelines, components, and assets that define the visual and interactive aspects of the user interface (UI), aiming to enhance usability, maintain brand identity, and streamline development.

TYPOGRAPHY

Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

COLOR PALETTE

#00BCF1

#008ABE

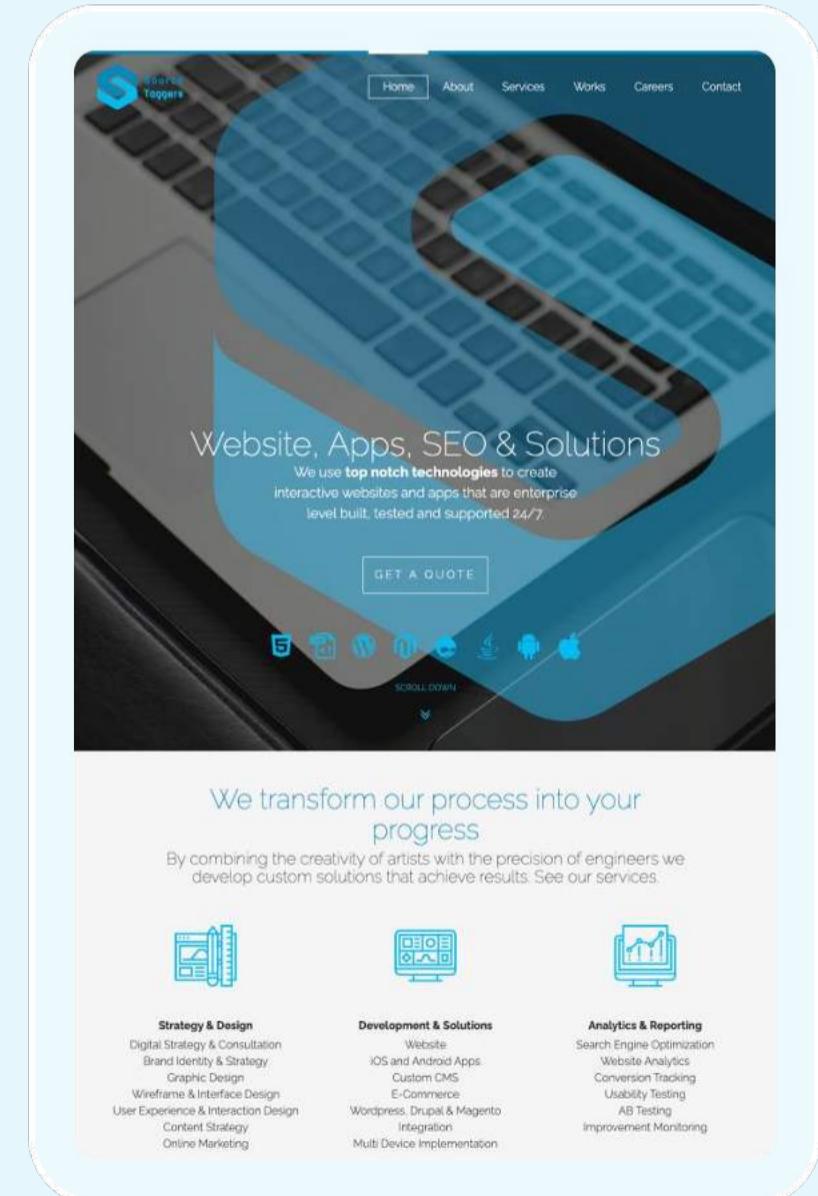
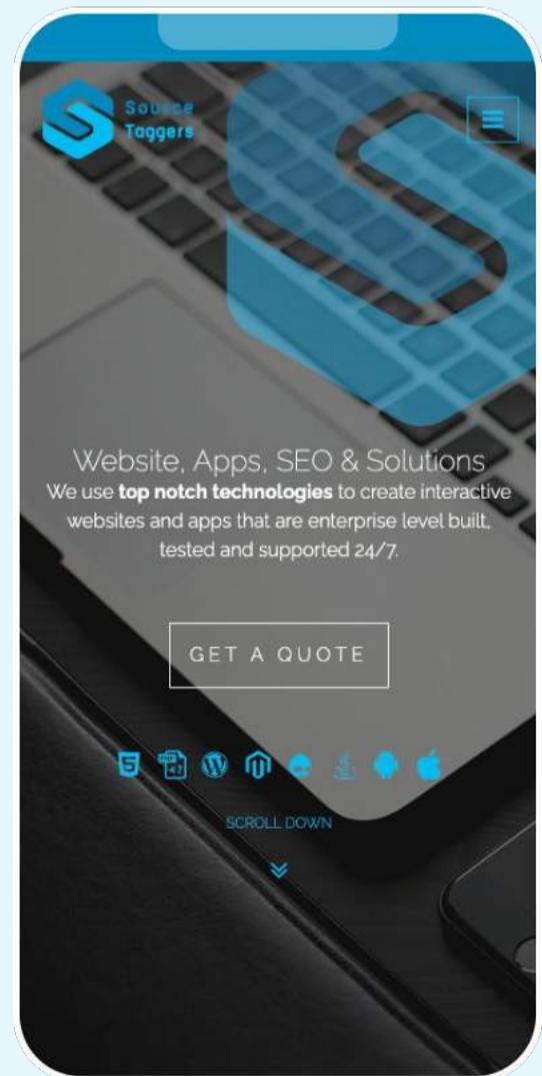
#F5F5F5

#212529

#FFFFFF

VISUAL DESIGN

The visual design of Source Taggers' UI/UX strives to strike a balance between aesthetic appeal and functional clarity, fostering a positive user experience that encourages productivity and satisfaction.



FINAL SCREEN DESIGNS

SERVICES

Strategy & Design

A design isn't finished until somebody is using it.

It's really tough to choose a Website Designing and Development Company. There are lots of options why not you choose a professional group who has experience in the field which will make your business grow out above of all your competitors. We just don't sell our clients technology, we sell them solutions to their problems. We work with both small and large businesses, as well as both national and international businesses. We are here to create your imagination with our great ideas and technology. When you work with us you will get the best for your each website to reach your target.

Development & Solutions

Our team is hand picked to provide the right balance of skills to work alongside your business seamlessly and deliver your next project with minimal fuss.

It's really tough to choose a Website Designing and Development Company. Our professional development team can custom build any application exactly to your specifications. By knowing and understanding what you need to update the information on your website. Our team can only provide the best and most responsive look but also aim to create an effective online presence that can represent the best image and identity of your business. We also work on Mobile Websites & Mobile Apps to maximize the match of your website on devices like iPhone, iPad, BlackBerry, and other smart phones.

Analytics & Reporting

Know your business.

Our Web analytics and Reporting will help you to understand your site performance

ABOUT

LET OUR TEAM, WORK ON YOUR DREAM

We shape your imagination

Design is not just what it looks like, design is how it works.

Source Taggers is one of the leading website design and development company specializes in creating incredible and informative websites, apps and IT solutions for clients, for both small and large companies worldwide. We are one of the fastest growing website designing services provider. We create a powerful web design that designs in helping clients from all backgrounds develop a sustainable online presence with a minimum fee.

Our aim is to provide the best quality service and to help our clients to meet the requirements. We believe that no other can match our great service and quality of work at the prices we offer. Our large growing customers base comes from providing quality value of money for the design and development. We provide the most effective service around the business that are searching for the top quality work in affordable cost. We can help you on anything like Web Development, Web Hosting, Web Design, Domain Registration, Search Engine Optimization, Mobile Application, Web Application and many more.

Source Taggers is here to help business/organizations like yours to grow by providing expertise, great product and cost effective solution. Our engineers are qualified and have experience of more than 5 years in designing, programming and development works. Source Taggers always focus on the quality and the satisfaction of our clients. We prefer to develop long term relation with our clients and get addition business from them.

OUR TEAM

Meet the dream team

Let our team to work on your dream

In every step of the designing and development process, we make sure that our efforts are adding value to your business/organization. We ensure that our designs will meet your requirements.

Our team is an experienced and passionate group of Project Managers, CEO, Designers, Developers, SEO Expert, and Content Writers. Every client we work with becomes a part of our team. Together we face the challenges and celebrate the victories. We are always there communicating with you about your problems and we will always inform you about what's going on your project. We can show you where our time goes & most importantly what that time creates for you.

WE HAVE A PASSION FOR THE WORK

IT'S WHY WE DO, WHAT WE DO

TRUSTED BY THE BEST

We have listed some of your latest works below. Contact us to know more about our works.

THE CLIFF
Website | Branding | CMS | Web App

BUKHARA Bar & Grill
Website | Branding

IUCN
Watershed (IUCN)
Android App

THE CLIFF
Website | Branding | CMS | Web App

BUKHARA Bar & Grill
Website | Branding

IUCN
Watershed (IUCN)
Android App

Andrew Martensen DDS CHENEY DENTAL CARE
Website | Branding

Professional Consulting Service
Website | Branding | CMS | Web App

Cheney Dental Care
Website | Branding

Puget Park Dental
Website | Branding | CMS | Web App

CSE Nepal
Center for Cooperation and Development (CCD)

Beyond Beauty Brow Bar
Website | Branding

THE CASSANGA CHALLENGE ADVENTURE RACE
Website | Branding

CAREERS

Looking for a job, where working is fun?

Pick a job that is suitable for you.

React Native Developer
Do you need?

Content Writer - Intern
Creative writer with good grammar.

iOS Developer - Intern
Are you interested in learning and building some kick-ass apps?

Laravel Developer
Laravel?

Android Developer - Intern
Are you interested in learning and building some kick-ass apps?

SEO Expert
Make our clients found on the internet.

React Native Developer
Do you need?

Android Developer - Intern
Are you interested in learning and building some kick-ass apps?

Laravel Developer
Laravel fresh?

Socialize

Get in touch

Head Office
Source Taggers Pvt. Ltd.
g462@outlook.com
Info@sourcestaggers.com
Ananya Highway, Lalitpur-16
Machherpur, Lalitpur
Nepal

Strategic Partner
Webbed Studio
info@webbedstudio.com.au
PO Box A927
Aranda NSW 2265
Australia

CONTACT

How can we help?

If you want to discuss a project with us, fill and send the form below.

Contact Us

Full name: _____ Email: _____
Phone: _____ Company or Organization: _____
Select enquiry type: _____
Message:
Keep me updated with news and offers: _____
Send: _____

Source Taggers Pvt. Ltd.
Jaitak House, Matihana, Kathmandu, Nepal
+977 1 444 4444 | E-mail: info@sourcestaggers.com
Map: [View Map](#)

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Website | Branding

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Center for Cooperation and Development (CCD)

Beyond Beauty Brow Bar
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THE CASSANGA CHALLENGE ADVENTURE RACE
Website | Branding

Cassanga Challenge
Website | Branding

OEC OVERSEAS EDUCATIONAL CENTER
Website | Branding

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Socialize

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AKG Associates
Website

Recharge Card
Android App | Website | Branding

TRCS
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Website

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Android App | Website | Branding

TRCS
Website | CMS

AKG Associates
Website

Recharge Card
Android App | Website | Branding

TRCS
Website | CMS

Sun N Fun Holidays
Website | Branding | CMS

Clickage
Website | Branding

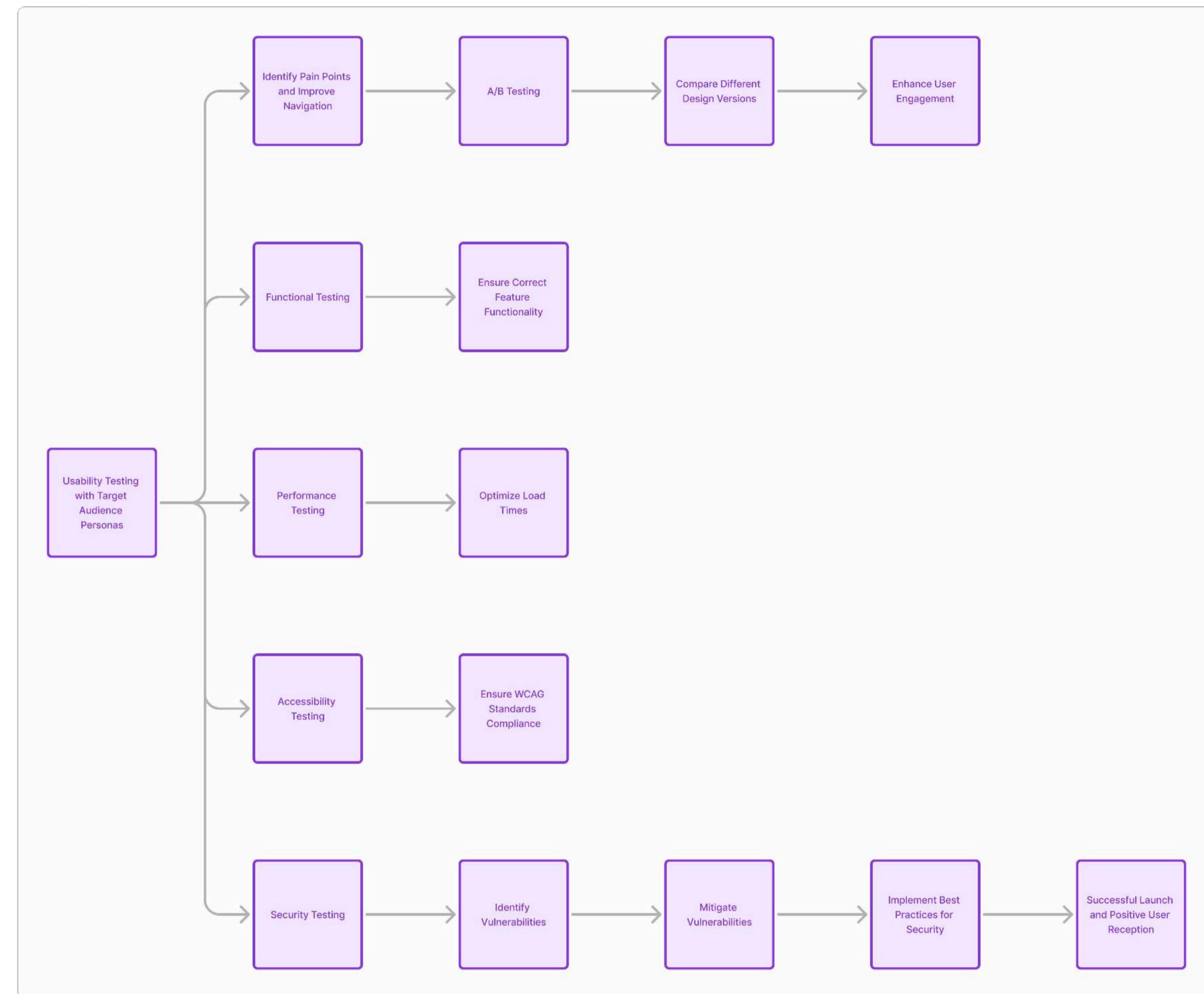
Smile Maryville
Website | Branding

Mount Kalash Energy Company
Website | CMS

Webbit
Website | Branding | CMS | Web App

Dolphin Conservation Center
Website | CMS

The Source Taggers website underwent thorough testing to ensure the redesign met user expectations and offered a seamless experience. Usability testing with target audience personas pinpointed and addressed pain points, enhancing navigation. A/B testing compared design versions to boost user engagement. Functional testing ensured all features operated smoothly across devices and browsers, while performance testing optimized load times. Accessibility testing ensured WCAG compliance for usability by individuals with disabilities. Security testing identified and mitigated vulnerabilities, applying best practices for a secure site. Together, these tests refined the design, contributing to a successful launch and positive user feedback.



KEY FINDINGS



User-Centric Design

Prioritizing user needs and preferences is paramount for improving usability and engagement. Understanding user workflows and pain points guided design decisions, resulting in a more intuitive and effective interface.



Collaborative Iteration

Continuous feedback loops with stakeholders and users were crucial for refining design elements and functionality. Iterative testing and adjustments ensured that the final product met both business objectives and user expectations.



Consistency in Design

Establishing a cohesive visual and interactive design system maintained consistency across the platform. Standardized components and design principles helped reinforce Source Taggers' brand identity and facilitated a smoother user experience.



Data-Driven Optimization

Utilizing analytics to track user interactions and behaviors provided valuable insights. These insights informed ongoing improvements, allowing for the optimization of features and workflows to better meet user needs and enhance overall performance.