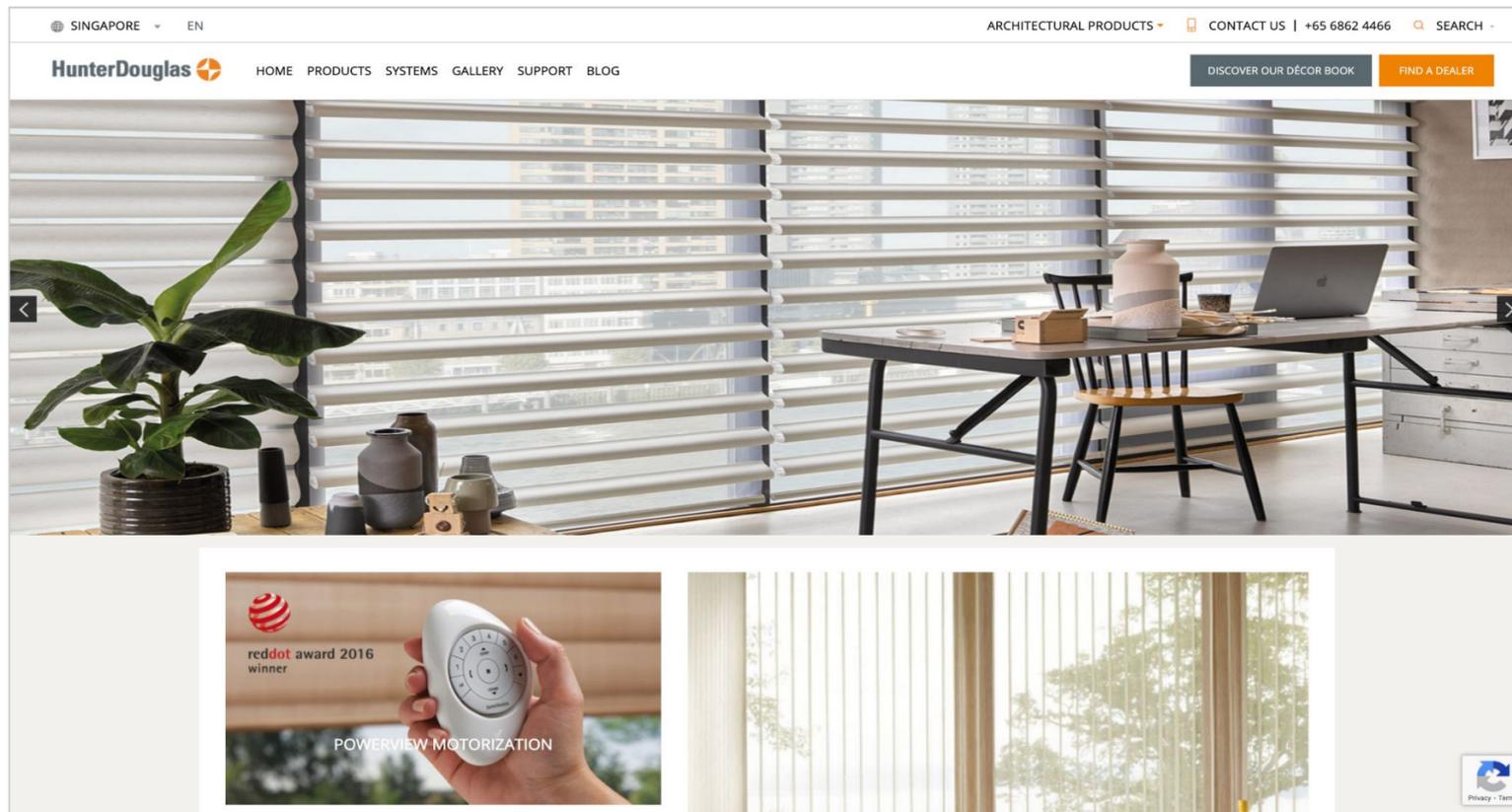# Website Case Study | UX


Home Page (Old Look)

▶ **Outdated Design:** Poor visual appeal and user interface.

▶ **Low Speed:** Slow loading times, impacting user engagement.

▶ **Poor SEO:** Not ranking well on search engines..

▶ **Mobile Unfriendly:** Unresponsive design leading to poor user experience on smartphones.

▶ **Lack of Content Strategy:** Generic content failing to engage users.

▶ **No stand out Call-to-Actions (CTAs):** Missed opportunities for conversions.

▶ **Unoptimized Images:** Large, uncompressed images slowing the site.
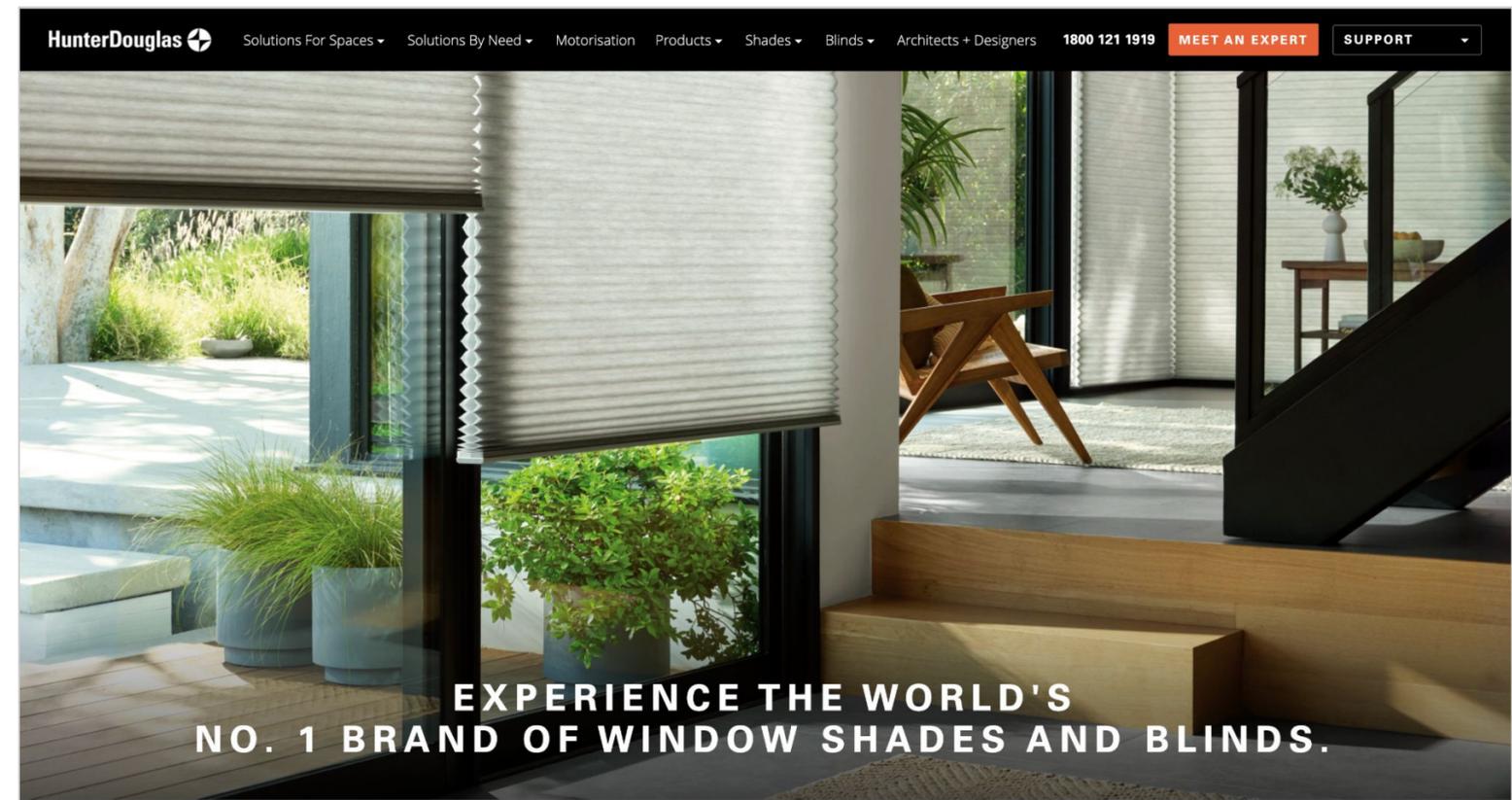
Home Page (New Look)

▶ **Modern Design:** Clean, user-friendly layout that attracts attention.

▶ **Faster Loading:** Optimized website speed for seamless user experience.

▶ **Easy Navigation:** Clear structure and intuitive menus.

▶ **SEO Optimized:** Improved visibility and higher SERP rankings.

▶ **Responsive Design:** Fully optimized for mobile, tablet, and desktop.

▶ **Engaging Content:** Customized, value-driven content that converts.

▶ **Clear CTAs:** Strategically placed CTAs driving actions.

▶ **Optimized Media:** High-quality, lightweight images for fast loading.
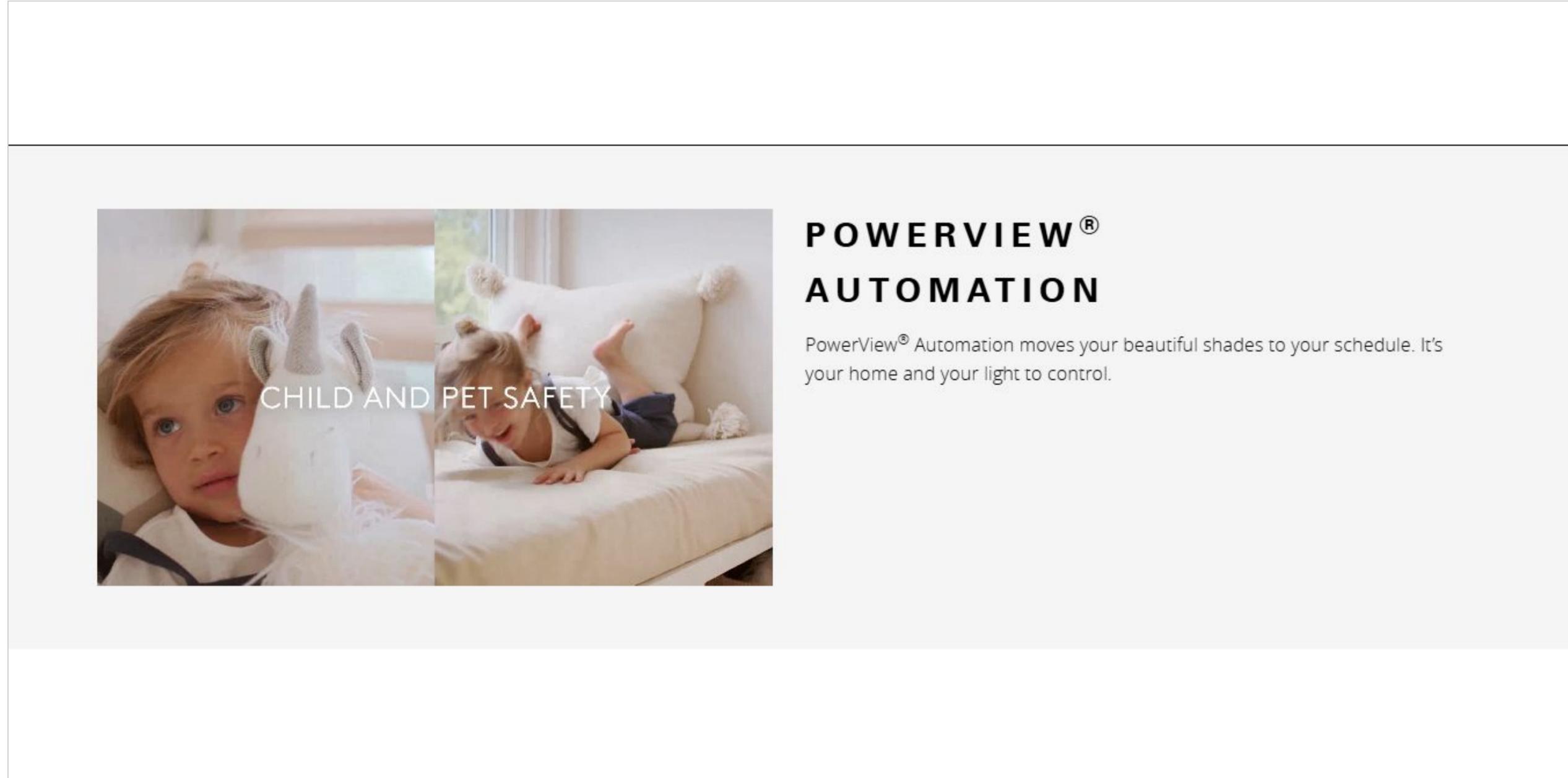
HunterDouglas

Website Case Study | UX

New Navigation

Dedicated PowerView Automation page with engaging product video and concise, clear information for better user understanding.

HunterDouglas

Website Case Study | UX

New Header Menu

▸ **Minimalist Design**: Clean, concise menu with essential options only.

▸**Clear Labels**: Simple, user-friendly terms

▸**Sticky Header**: Always accessible navigation bar while scrolling.

▸**Priority Links**: Key pages (e.g., Contact) highlighted prominently.

▸**Responsive Navigation**: Fully optimized for mobile with a hamburger menu.

▸**Dropdowns and Mega Menus**: Well-organized submenus for easier navigation of large websites.

▸**Consistent Styling**: Uniform fonts, icons, and colors aligned with branding.

Old Header Menu

▸ **Cluttered Menu**: A smaller selection of items, potentially limiting user choice and flexibility.

▸**Unclear Labels**: Vague or jargon-heavy terms that confuse visitors.

▸**Non-Sticky Header**: Navigation disappears when scrolling, reducing accessibility..

▸**Non-Responsive**: Navigation breaks or looks cluttered on mobile devices.

▸**No Dropdowns or Mega Menus**: Lack of hierarchy makes it hard to find content.

▸**Inconsistent Design**: Unaligned fonts, colors, or spacing that look unprofessional.

Website Case Study | UX

EXPLORE SHADES
Crafted from fabric, shades diffuse or block light entirely.
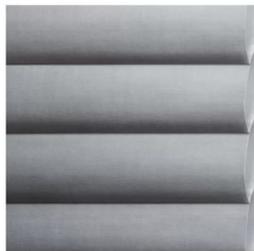
Luminette®
Privacy Sheers

Pirouette®
Sheer Shades

Silhouette®
Sheer Shades

Duette®
Honeycomb Shades

Sonnette®
Roller Shades

Vignette®
Roman Shades

Twist™
Shades

Roller Shades

EXPLORE BLINDS
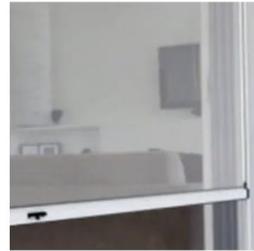Featuring slats, blinds offer light control and privacy.
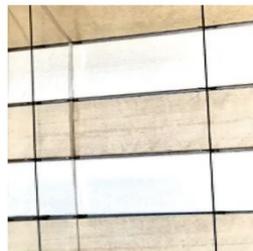
Country Woods™
Wood Blinds

Modern Precious Metals™
Venetian Blinds

Sandwich
Venetian Blinds

Zip Blinds

Weather Blinds

New Navigation

▸ **Organized Grid: Clean, structured product display with a grid format.**

▸ **High-Quality Visuals: Consistent, attractive product images**

▸ **Detailed Product name**

▸ **Clear categorised between blinds and shades**

HunterDouglas

Website Case Study | UX

DISCOVER CONVENIENT CONTROL OPTIONS

Smart Automated

Enjoy convenient control with PowerView® Automation

Retractable Wand

Gently pull on the UltraGlide® wand

Push/ Pull

Push up or pull down with the LiteRise® system

Cord Loop

Pull on the EasyRise® corded loop.

New Navigation

Dedicated PowerView Automation page with engaging product video and concise, clear information for better user understanding.

Website Case Study | UX

PRODUCTS

PowerView® Automation	Roller Shades
Luminette® Privacy Sheers	Country Woods™ Blinds
Pirouette® Sheer Shades	Modern Precious Metals™ Venetian Blinds
Silhouette® Sheer Shades	Sandwich Venetian Blinds
Duette® Honeycomb Shades	Zip Blinds
Sonnette® Roller Shades	Weather Blinds
Vignette® Roman Shades	EOS™ Curtain Track System
Twist™ Shades	

WINDOW TREATMENTS

Sheer Shades	Room Darkening
Cellular Shades	Daytime Privacy
Roman Shades	Combination Shades
Roller Shades	Top-Down/ Bottom-Up
Horizontal Shades	Doors & Skylights
Vertical Shades	Light Control
Metal Blinds	UV Protection
Wood Blinds	Sound Absorption
Energy Efficient	Outdoor Blinds
Light Control	Specialty Systems

SOLUTIONS FOR SPACES

- Living Rooms
- Dining Rooms
- Bedrooms
- Entertainment Rooms
- Study Rooms
- Conference Rooms

ARCHITECTS + DESIGNERS

Play With Light White Paper

STORIES

Buyer Guides
Featured Projects

ABOUT HUNTER DOUGLAS

Our Company
Corporate Governance
Hunter Douglas Group
Hunter Douglas Asia
Hunter Douglas Architectural
Window Covering In Commercial and Public Buildings

CONTACT US

Office & Factory Addresses
Become a Dealer
Dealer Locator
Helpline: 1800 121 1919

FOLLOW US

ABOUT US

Our Company
Corporate Governance
Find a Dealer
Become a Dealer
Quality Policy & Mission
Global Links

RESOURCES

Hunter Douglas Group
Hunter Douglas Asia
Hunter Douglas Architectural
Window Covering In Commercial and Public Buildings

CONTACT US

Hunter Douglas India Pvt Ltd.
661-662, 6th Floor, Building No 6,
Solitaire Corporate Park,
Andheri Ghatkopar Link Road,
Chakala, Andheri East,
Mumbai - 400093

Tel: 1800 121 1919
Email: contact@hunterdouglas.in

CONNECT

## APP

ENQUIRY FORM

NAME
EMAIL
CONTACT NO
MESSAGE
Slide To Submit

Footer (New Look)

▸ Organized Layout: Links grouped into clear categories

▸ Logical Hierarchy: Subcategories nested under main categories for easier navigation.

▸ Clean Design: Adequate spacing, consistent font styles for readability.

▸ Visual Branding: Styled links that align with the site's overall theme

▸ Comprehensive Coverage: Includes all critical pages (White Paper)

▸ Mobile-Responsive: Fully collapsible or scroll-friendly design on mobile devices.

▸ SEO-Friendly: Optimized link text with relevant keywords and no broken links.

Footer (Old Look)

▸ Messy Structure: Links are scattered, unorganized, and hard to follow.

▸ No Hierarchy: No logical grouping of pages (e.g., all links listed randomly).

▸ Overwhelming Design: Too many links without proper spacing or categorization.

▸ No Visual Appeal: Plain text links with no styling or branding.

▸ Poor Accessibility: Hard to navigate for users with disabilities (e.g., screen readers).

▸ Missing Key Pages: Some important pages (White Paper) are not included.

▸ Non-Responsive: Looks cluttered or breaks on smaller screens.

▸ No SEO Optimization: Generic titles or broken links, harming crawlability.

Website Case Study | UX
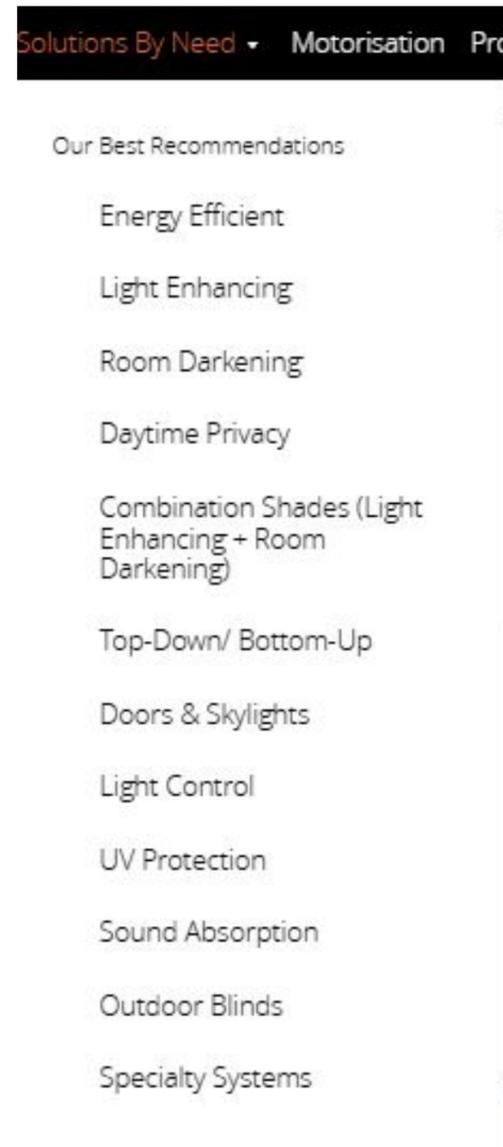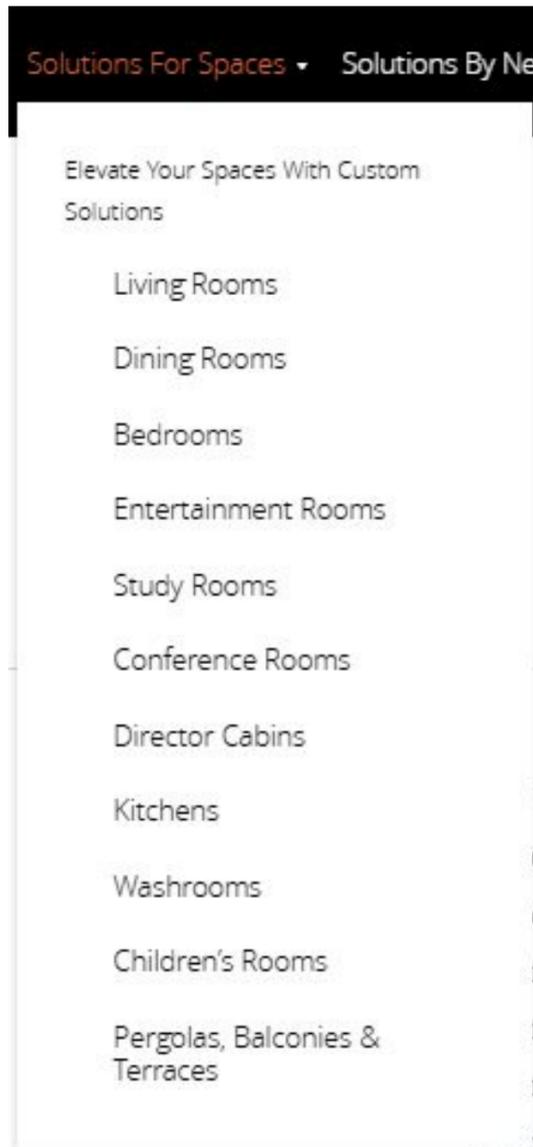
New Look

▸Intuitive Design: Dropdown menus are easy to identify with clear indicators (e.g., arrows or icons).

▸Well-Spaced Items: Proper padding and spacing for better readability and navigation.

▸Smooth and Fast Interaction: Instant and smooth animations for dropdown open/close actions.

▸Responsive Functionality: Optimized for mobile with touch-friendly designs (e.g., accordion-style dropdowns).

▸Hover/Focus States: Highlighting active items with hover effects or focus indicators for accessibility.

▸Consistent Styling: Uniform fonts, colors, and alignments that match the site's overall theme.

▸Multi-Level Menus: Submenus organized hierarchically for easy navigation of complex pages.

▸SEO and Accessibility-Friendly: Semantic HTML (<nav>, <ul>, <li>), ARIA roles, and keyboard navigation support.

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Website Case Study | UX

DUETTE®

HONEYCOMB SHADES

Unique cellular construction traps air, providing superior insulation and light control while adding a touch of elegance.

New Navigation

- **High-quality product video showcasing design, functionality, and benefits.**
- **Concise and structured product information, making key details easily accessible.**
- **Modern and clean layout for an intuitive browsing experience.**

HunterDouglas

Window Blinds Key Features

Website Case Study | UX

Smart Shades for Every Room

HunterDouglas

Website Case Study | UX
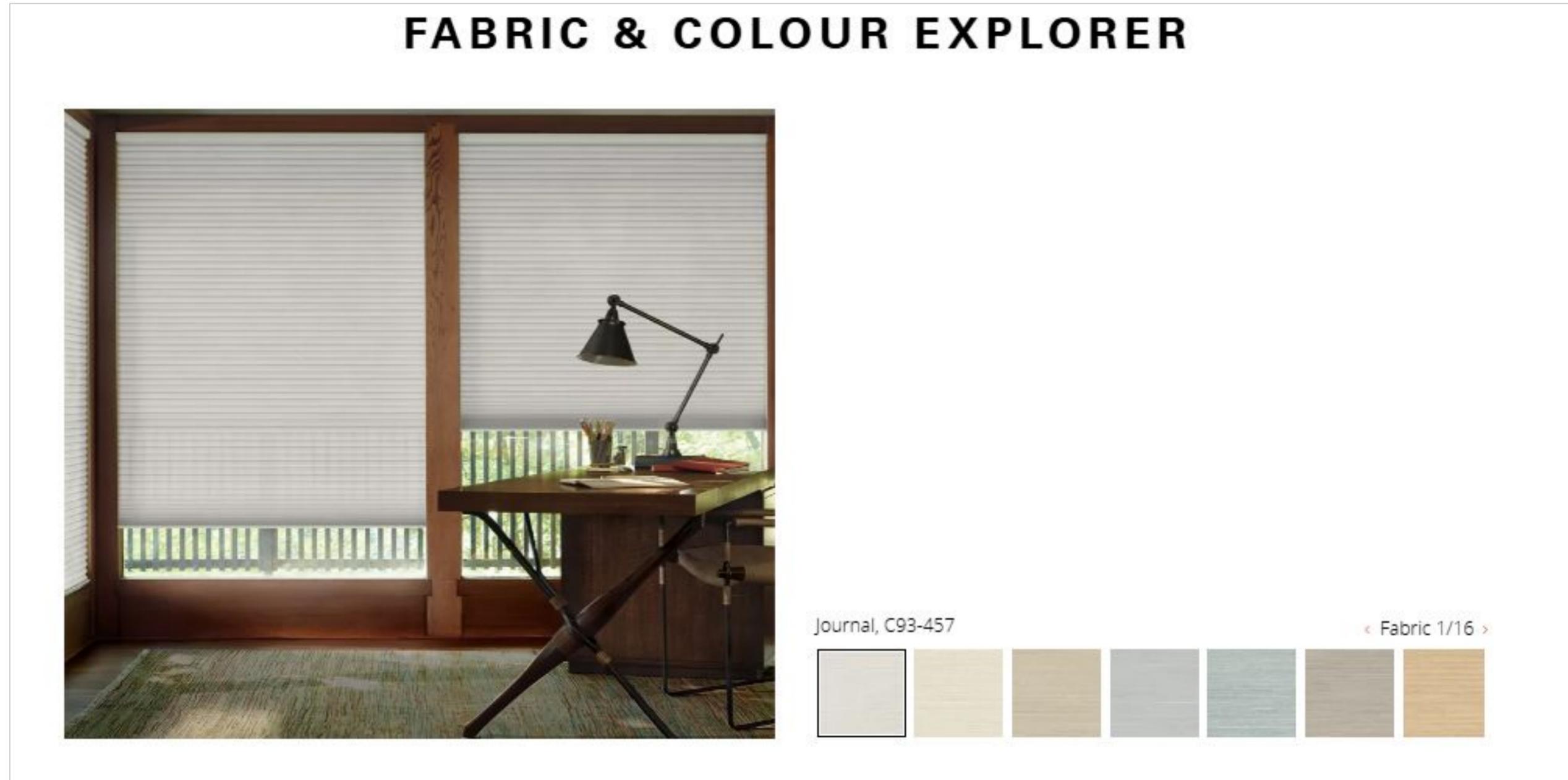
Fabric & Color Explorer

Website Case Study | UX

MOTORISATION

Experience ultimate convenience with PowerView® Automation

Complete command
Control your shades with a simple touch of a remote or the convenience of a smartphone app.

Personalised comfort
Set schedules for your shades to open or close automatically, adapting to your daily routine.

Smart home integration
Enjoy seamless control of your shades with your existing smart home system.

PowerView® Automation: Smart & Effortless Shade Control

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Website Case Study | UX

Video Showcasing Window Blind Classic Controls

HunterDouglas

Website Case Study | UX
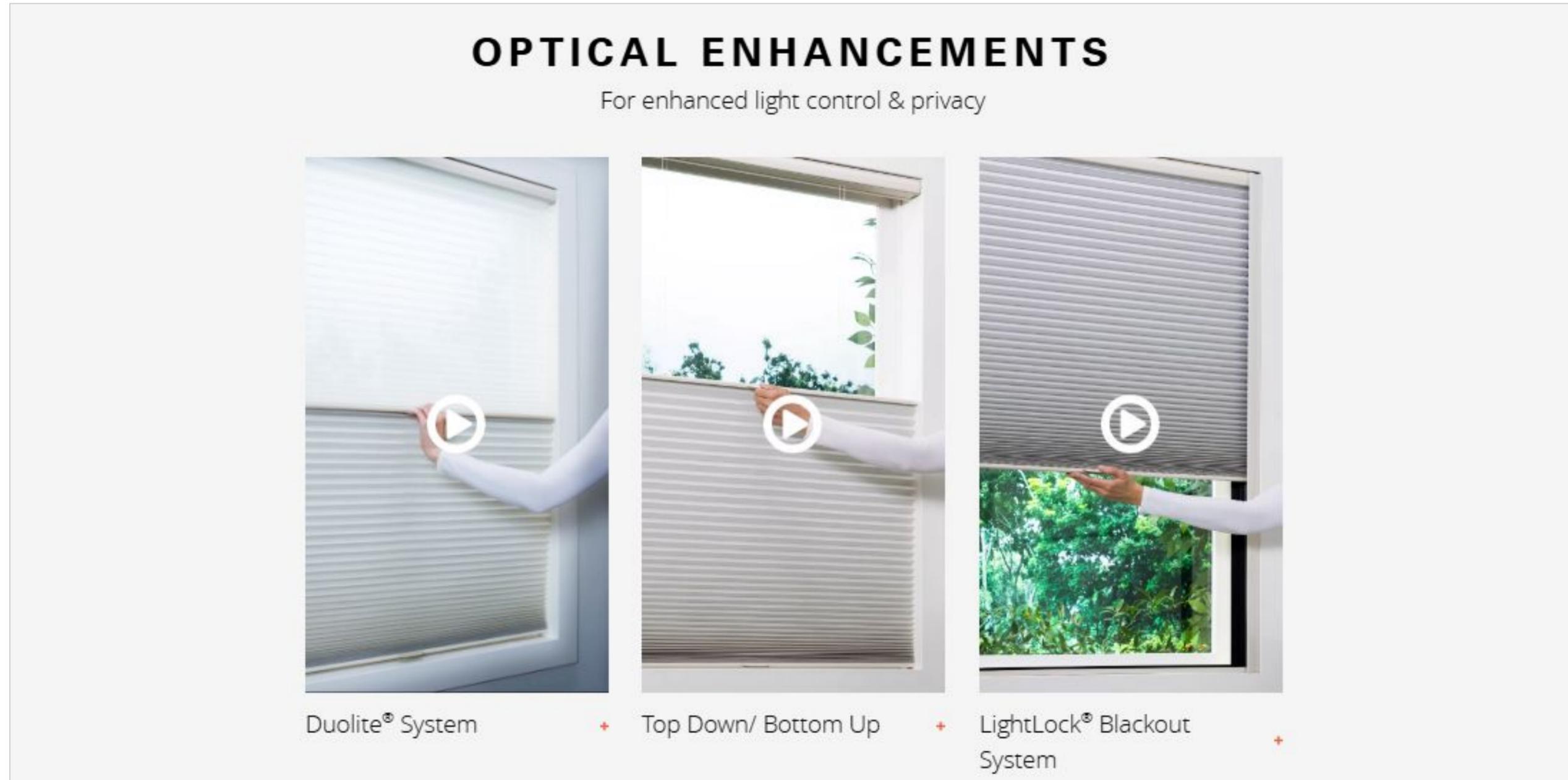
Video Showcasing Window Blind Controls Optical Enhancements
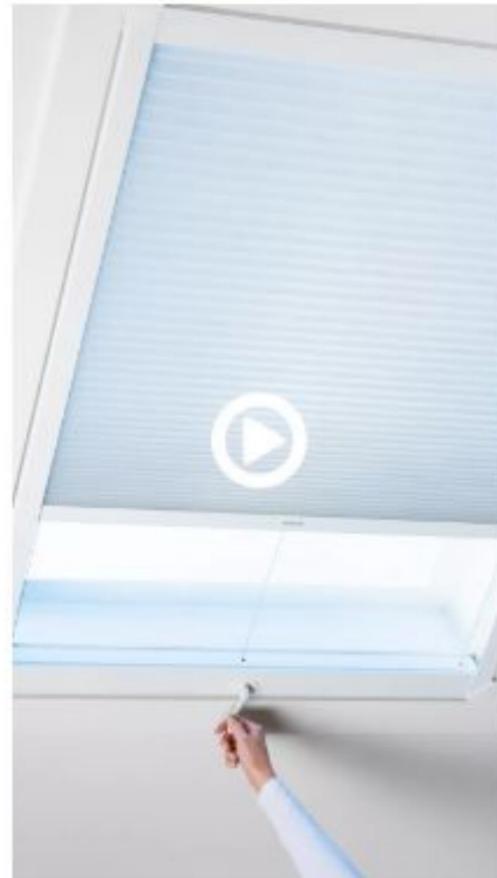
HunterDouglas

Website Case Study | UX

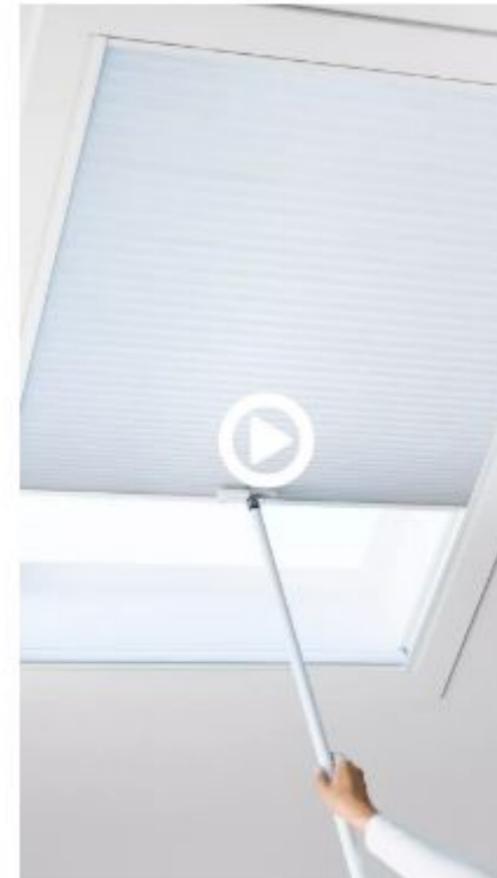**FOR DOORS, SKYLIGHTS & TILT WINDOWS**

Experience the versatility of Duette® Honeycomb Shades

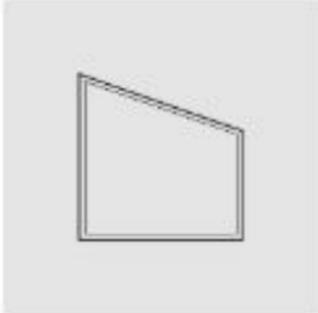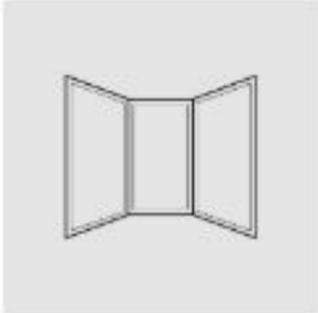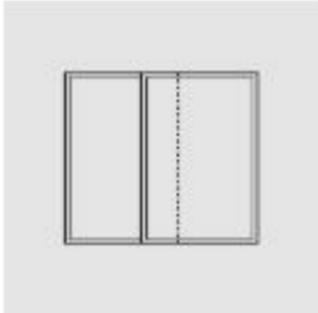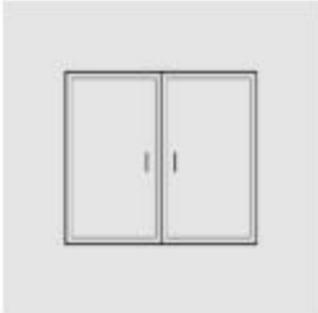Vertiglide System + SkyLift Skylight System + Manual Skylight Control + TrackGlide System

Video Showcasing Window Blind Controls System

Website Case Study | UX

New Speciality Shapes Section

Website Case Study | UX

DUETTE® HONEYCOMB SHADES FAQS

How can I order Duette® Honeycomb Shades?   +

Are Duette® Honeycomb Shades available in standard sizes, or are they custom-made?   +

How long does it take to install Duette® Honeycomb Shades?   +

Are Duette® Honeycomb Shades suitable for Indian weather conditions?   +

What pleat sizes are available for Duette Honeycomb Shades?   +

How do I clean Duette® Honeycomb Shades?   +

Do you offer a warranty on Duette® Honeycomb Shades?   +

What kind of after-sales service do you provide?   +

Duette Honeycomb Shades Shades FAQs Section

HunterDouglas ✦

Website Case Study | UX

Featured Projects Section

Website Case Study | UX

PARAMETER	OLD WEBSITE	NEW WEBSITE
Meta titles optimized	Not Optimised	Optimised as per W3C standard, keyword universe and priority keywords
Meta descriptions optimized	Not Optimised	OPTIMISED
Header tags (H1, H2, etc.) properly structured	Not Optimised	OPTIMISED
Image alt texts added	Not Optimised	OPTIMISED
Internal linking established	Not Optimised	OPTIMISED
Mobile-friendliness checked	Not Optimised	OPTIMISED
Page speed optimized	Not Optimised	OPTIMISED
URL structures SEO-friendly	Not Optimised	OPTIMISED
Broken links fixed	Not Optimised	OPTIMISED
XML sitemap submitted to search engines	Not Optimised	OPTIMISED
Robots.txt file created and updated	Not Optimised	OPTIMISED.TXT
Canonical tags implemented	Not Optimised	OPTIMISED
Custom 404 error page created	NOT OPTIMISED	OPTIMISED
301 redirects for old URLs	NOT OPTIMISED	OPTIMISED
Analytics tools installed (Google Analytics, etc.)	NOT OPTIMISED	OPTIMISED
Social media sharing buttons added	NOT OPTIMISED	OPTIMISED
Schema markup implemented	NOT OPTIMISED	OPTIMISED
Local SEO (Google My Business, NAP consistency) optimized	NOT OPTIMISED	OPTIMISED
Call-to-action (CTA) buttons optimized	NOT OPTIMISED	OPTIMISED
Knowledge Panel set up and optimized	NOT OPTIMISED	OPTIMISED

Website Case Study | UX

PARAMETER	OLD WEBSITE	NEW WEBSITE
Breadcrumb navigation added	Not Optimised	Optimised
Dropdown menus optimized for easy navigation	Not Optimised	Optimised
FAQ section added for answering common questions	Not Optimised	Optimised
Favicon added	Not Optimised	Optimised
HTTPS implemented (SSL certificate)	Not Optimised	Optimised
Video content optimized	Not Optimised	Optimised
Social proof	Not Optimised	Optimised
Sticky headers or menus implemented	Not Optimised	Optimised
Pagination optimized	Not Optimised	Optimised
Clear contact information provided	Not Optimised	Optimised
Anchor texts optimized	Not Optimised	Optimised
Orphan pages identified	Not Optimised	Optimised
Interactive elements (buttons, links) have clear visual feedback	Not Optimised	Optimised
Blog categories and tags implemented	Not Optimised	Optimised
Structured data for articles, events, and products	Not Optimised	Optimised