

# Kama Ayurveda Website Redesign

<https://www.kamaayurveda.com/>

## Step 1: Understanding the goal?

Ayurveda is a blooming industry, especially in the beauty sector. Many people have believed in Ayurvedic ingredients as a solution to their skin problems. But when it comes to Ayurvedic products, there's always a question of authenticity and the usage of chemicals. Home page is where most of the people will come to comprehend the brand and thus, it should be designed in a clean and user friendly way to give them the information they require and a sense of trust in the brand. The contact us page serves as the page where most of the customers will go when they have any queries. A page which will give a clear contact information to the users will ensure that the business cares about.

## Step 2: Defining the audience

The people visiting this website could be the following:

Men/Women looking for natural alternatives to widely used chemical products

Middle/High class who have considerable money to spend

Well educated / moderately educated to know the importance of Ayurveda

Mostly aged between 18 - 60

## Step 3 : Understanding the customers context

**When** - I assume the customers land on our website in two cases. Either they know Kama Ayurveda as an established brand and want to know more. Or they are browsing Ayurvedic products on the internet and come across the website to understand the brand and it's authenticity.

**Where** - The user could be browsing the internet using a tablet, computer or on mobile. But the number of users coming from mobile would be much more according to me.

## Step 4 : List Ideas

Looking at the website, I feel the following things can be redesigned for a better experience -

1. Home page

- Position of the siteID and navigation bar - We can redesign this section to follow the standard convention of web design with the SiteId on the top left side with the navigation besides it.

According to Steve Krug's first law of usability, simplifying the navigation text will not make the user's think about what the navigation option actually does.

- Banner with a prominent search bar - The users could come with a specific product or a keyword in their mind which they want to find. As our end goal is to introduce the products to our customers, the search bar should be made prominent on the banners
- Remove the scroll on the banner - Quick scrolls on banners often lead the user to not fully reading what is present on one of them.
- Login button - The website has the feature of user login and accounts but not visible. A clear indication of whether the user is logged into his account or not isn't present on the website. A login button can help resolve this issue.
- Visual hierarchy and separation between sections - The visual hierarchy and the separation between the sections can use some modifications for a cleaner output
- Styling of buttons or links - The buttons are not all of the same style and for some, there is no clear indication if they are clickable. A hover effect would solve this issue.

## 2. Contact us page

- There are two different email addresses as well as a message form. We can eliminate them by adding an additional field of "query type" in the contact us form.
- The opening hours are given but not clearly mentioned of what
- There are alignment issues which could use some correction
- The design could be cleaned.

## Step 5 : Solution


I always start by sketching my ideas for a screen on paper. I knew what changes I wanted to make, I quickly made a sketch of the two pages. I incorporated all the changes mentioned above in my solution which you can see at the end of this case study. I decided to go with font "Georgia" to elevate the fact that the brand is classy. I did not change the colours because I did not want to change the brand identity.

Home page -



### Our Products

Best Sellers Mini Daily Rituals




**KOKUM AND ALMOND BODY BUTTER**

An all-in-one hair treatment for hair loss, premature graying, dandruff that restores and nurtures damaged hair back to health.

Rs. 2,000.00 4.5 ★

Add to Cart




**KUMKUMADI MIRACULOUS BEAUTY FLUID NIGHT SERUM**

An all-in-one hair treatment for hair loss, premature graying, dandruff that restores and nurtures damaged hair back to health.

Rs. 2,500.00 4.5 ★

Add to Cart



**BRINGADI INTENSIVE HAIR TREATMENT OIL**

An all-in-one hair treatment for hair loss, premature graying, dandruff that restores and nurtures damaged hair back to health.

Rs. 1,700.00 4.5 ★

Add to Cart

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[Browse more products](#)

### Our Story

KAMA [KAH-MA] – THE HINDU GOD OF DESIRE.  
AYURVEDA [ AH -YER - VEY- DUH ] – VEDA IS KNOWLEDGE.

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### What's inside?

We're here to preserve the real meaning of ayurveda and keep our traditions alive

[The Ingredients](#)



We're authentic and we're proud of it..



### Our experts talk..



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## Contact us page -

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### Contact Us

Get in touch and let us know how we can help.

Name \*

Email address \*

Contact number \*

Country \*

Issue type \*

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**Call us**  
18001232031

**Store opening hours**  
Mon - Fri, 10AM - 6PM

**Write to us**  
enquiries@kamaayurveda.com

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