# The Bharat School

## ABOUT THE WORK

The Bharat School is committed to the implementation of constructivist learning methodologies, thereby contributing to the refinement of the educational landscape and fostering superior outcomes.

**THANKS** FOR SHOWING INTEREST IN OUR CASE STUDY!

ABOUT THE BRAND: PROBLEMS AND SOLUTIONS

USER PERSONA

THE CASE STUDY SHOWCASE A SERIES OF SMOOTH REBRANDING

## PROBLEMS AND SOLUTIONS

### Problem

- Outdated Design
- Poor Navigation
- Non-Responsive Design
- Slow Loading Times
- Inconsistent Branding
- Lack of Call-to-Action (CTA)
- Excessive Use of Images
- Ineffective Use of Space

### Solution

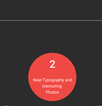
- Modern Design with Line Illustrations
- One-click Navigation Added
- All Devices' Responsive Design
- Loading Time: 1.56 sec
- Rebranding
- Added CTA to maximum sections
- Increased A+ content in terms of content
- Effective Use of Space

## TARGET AUDIENCE

Men

Women

Our target audience for the bharat school is a group of men, women, parents, teachers who contribute to fostering holistic education.



Parents

Teachers

## HYPOTHESIS

1. Have graphic on the website
2. Need Typography and Interesting Photos
3. Elements of a modern design
4. Combining a written font with a regular font
5. Use of parents testimonials

## UI KIT

Aa

**Baskervville**

ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1@#$%&?

Heading | Sub Heading

Aa

**Lato**

ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1@#$%&?

Body | Button | Accent

| #000000 | #FFFFFF | #FFFFFF | #6D6D6D |
|---|---|---|---|
| BLACK | LUMINAS #TBM | LIGHT BEIGE | Purple Haze |
| Text | Button | Highlight | Highlight |

## WIREFRAME V/S DESIGN

## RESPONSIVE DESIGNS

**10+**
Pages Added

**1**
Month of work

**THE BHARAT SCHOOL** CRAFTS SLEEK, MODERN SOLUTION FOR ALL EDUCTAIONAL ASPECTS. THEIR BRAND REVOLVES AROUND MAKING HIGH- QUALITY SYLLABUS ACCESSIBLE TO **EVERYONE.**

## RESULTS DRIVEN

**2.02 sec**
Load Page Speed

**90%**
Google Page Speed

**75% increase**
In overall Sales

**25% increase**
In Returning Customer Rate

## GRATITUDE

# Gratitude for Exploring!

Elevate Your Design Journey with Us! Ready to Transform Ideas into Stunning Realities?


| | |
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