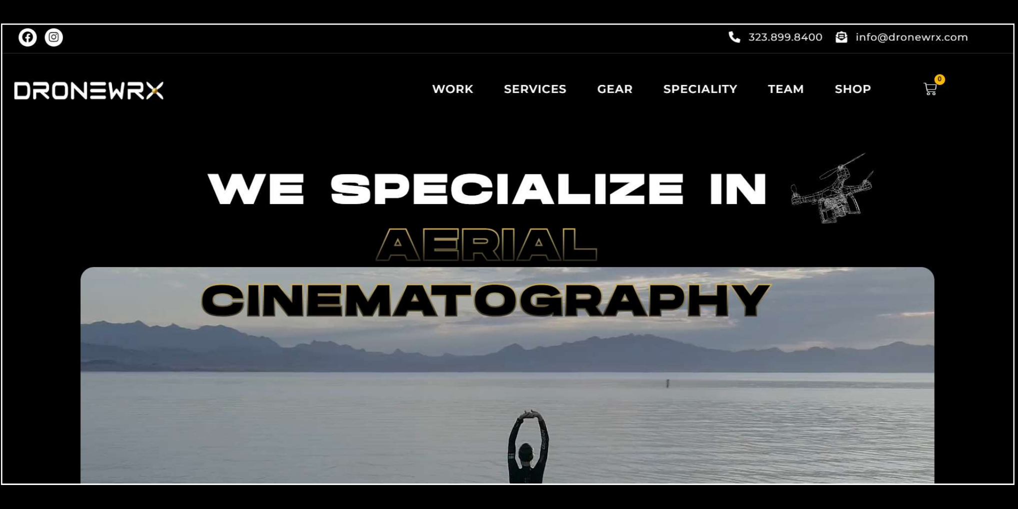
Dronewrx

iOTA A CREATIVE AGENCY



ABOUT THE BRAND

"Explore a curated selection of high-performance with **Dronewrx's** drone shooting realm: **high-performance drones**, precision **merchandise**, and comprehensive technology details await your discovery. Elevate your **experience** with us!"

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

- Lack of interactive elements resulting into Limited User Engagement
- Poor Navigation and less number of CTA's
- Suboptimal presentation of drones and merchandise
- Outdated aesthetic and design elements

Solution

- Enhanced User Interface
- Improved Navigation
- Interactive Product Showcase
- Contemporary Design
- Mobile Optimization
- Rich Multimedia Content
- Comprehensive Technical Information
- Social Media Integration

TARGET AUIDENCE

Film Directors

Heros and Heroines

Dronewrx caters to a diverse audience, from passionate drone enthusiasts and professional photographers seeking cutting-edge technology to tech-savvy consumers hungry for detailed specifications.

Corporate and Industrial Clients

Tech-Savvy Consumers

HYPOTHESIS

1 Mobile Responsiveness Hypothesis

2 Call-to-Action (CTA) Effectiveness

3 Load Time Impact Hypothesis

4 Social Proof Influence Hypothesis

5 Content Relevance Hypothesis

UI KIT

Aa

Caslon 3

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Heading | Sub Heading

Aa

Montserrat

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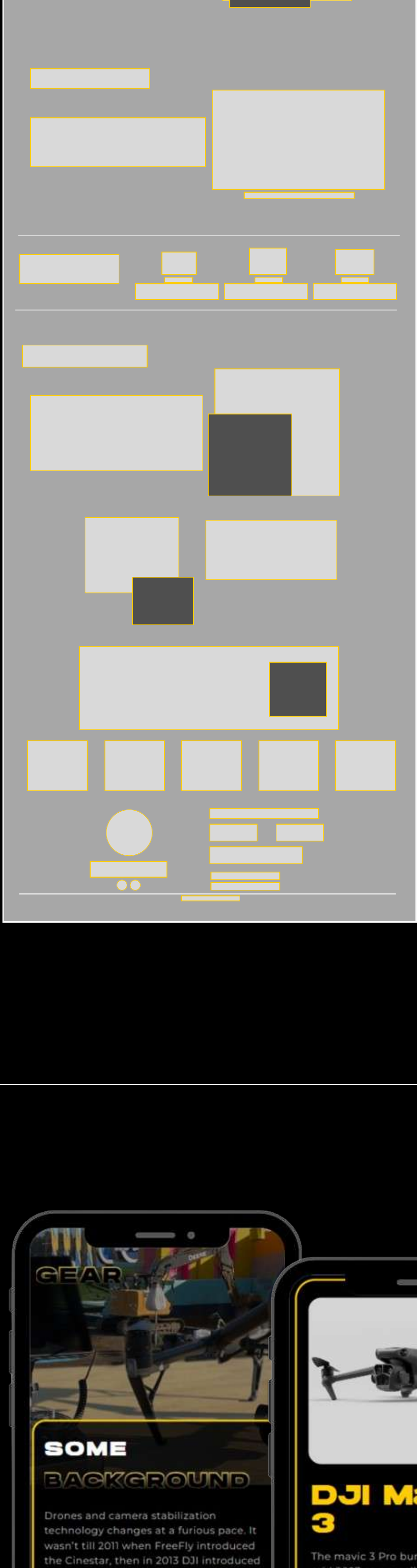
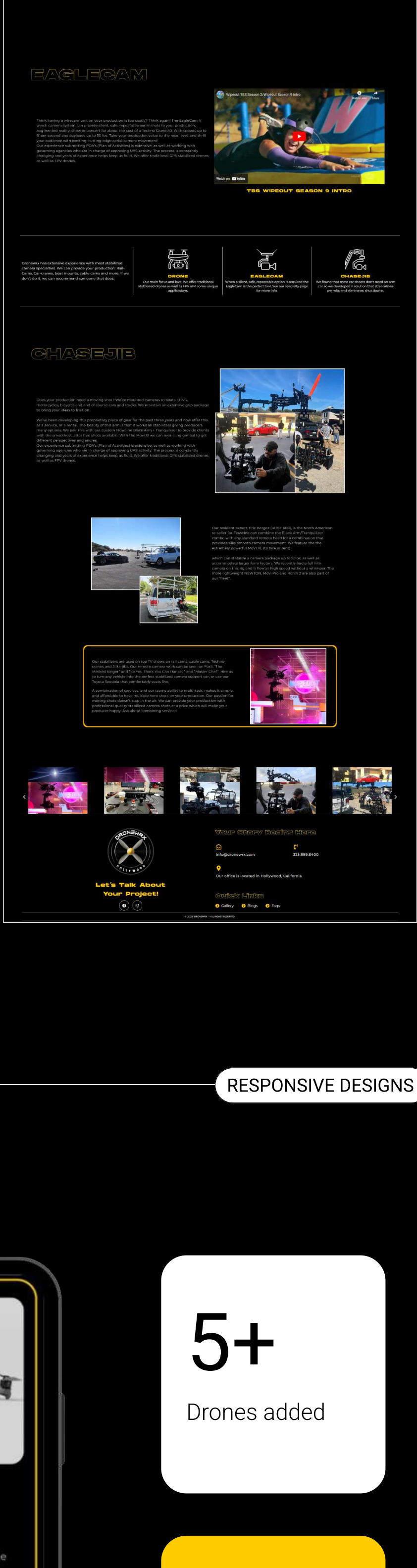
Body | Button | Accent

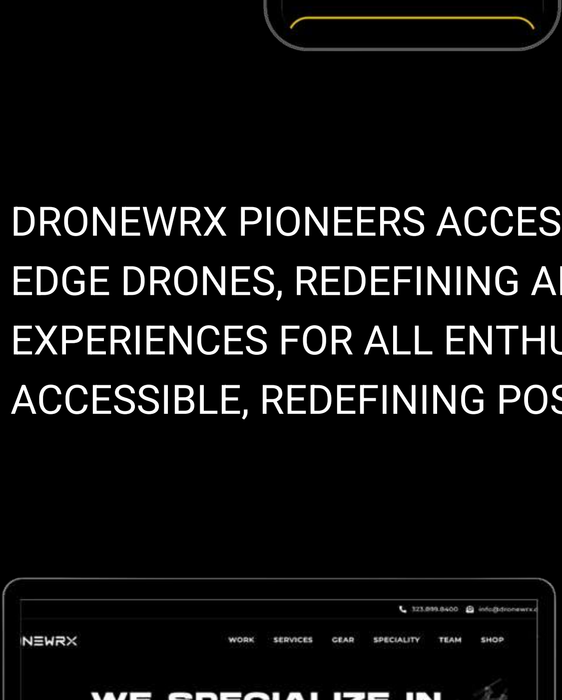
#000000	#FFCC00	#FFFFFF	#383A3C
BLACK	TANGERINE YELLOW	WHITE	ONYX
Button	Highlight	Text	Background

WIREFRAME V/S DESIGN





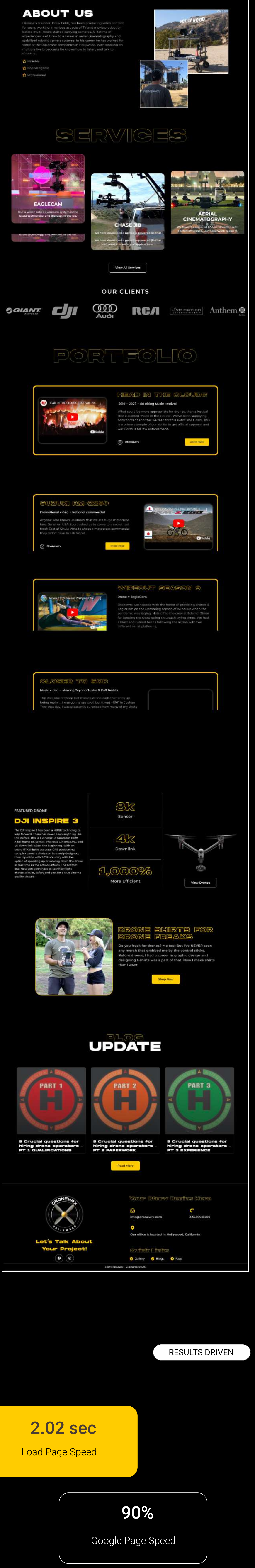
RESPONSIVE DESIGNS



5+
Drones added

2
Months of work

DRONEWRX PIONEERS ACCESSIBLE CUTTING-EDGE DRONES, REDEFINING AERIAL EXPERIENCES FOR ALL ENTHUSIASTS WITH ACCESSIBLE, REDEFINING POSSIBILITIES.



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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