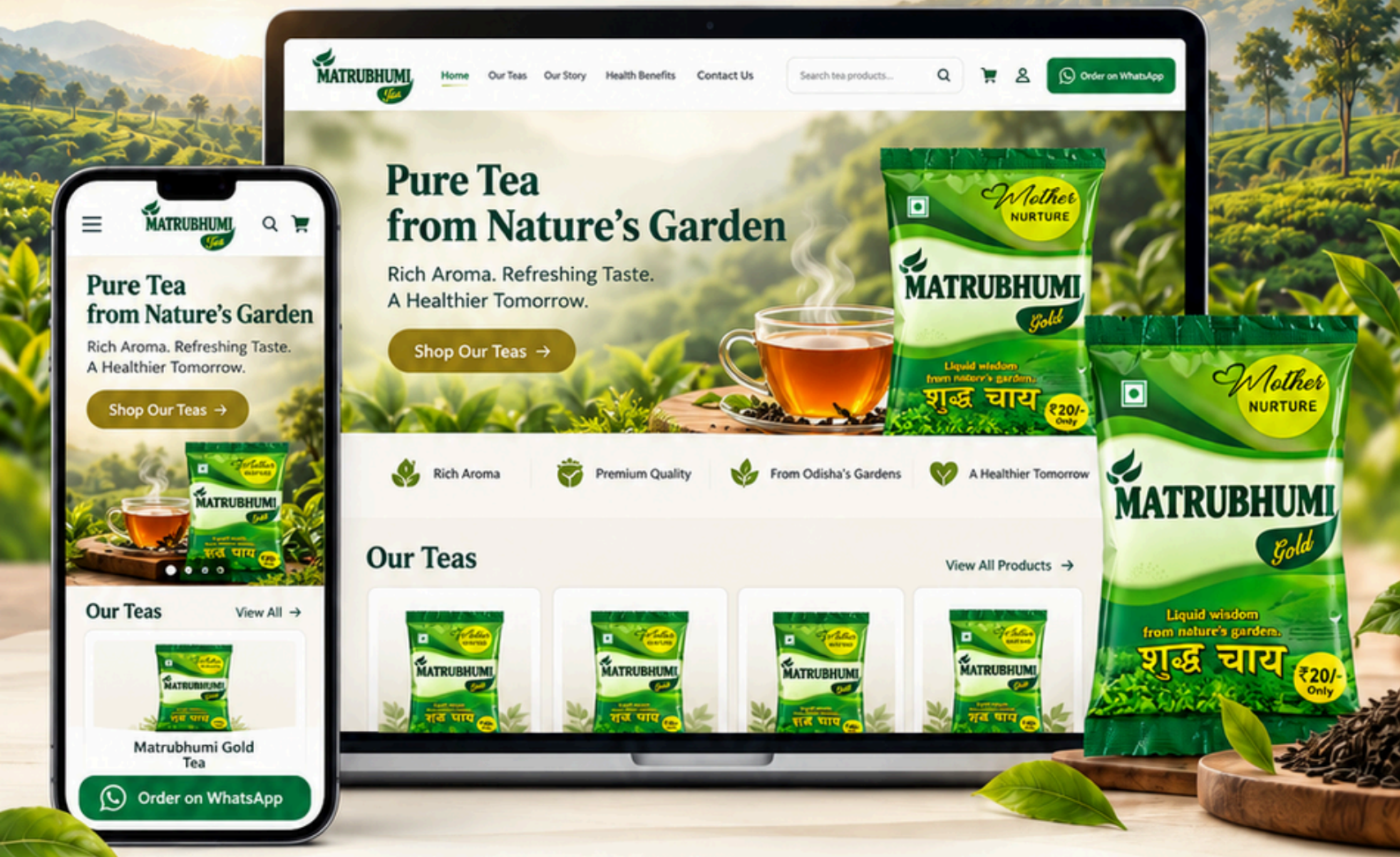
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Good Tea, Brighter Days.

Matrubhumi Tea

Website Design & Development Case Study

A modern eCommerce website designed to showcase the brand, build trust, and simplify tea shopping.



Key Website Features

Responsive Design
Works smoothly across devices

Product Showcase
Clear tea listings and details

WhatsApp Ordering
Quick direct ordering support

Secure Payments
Safe checkout experience

Help & Support
Policies and customer guidance

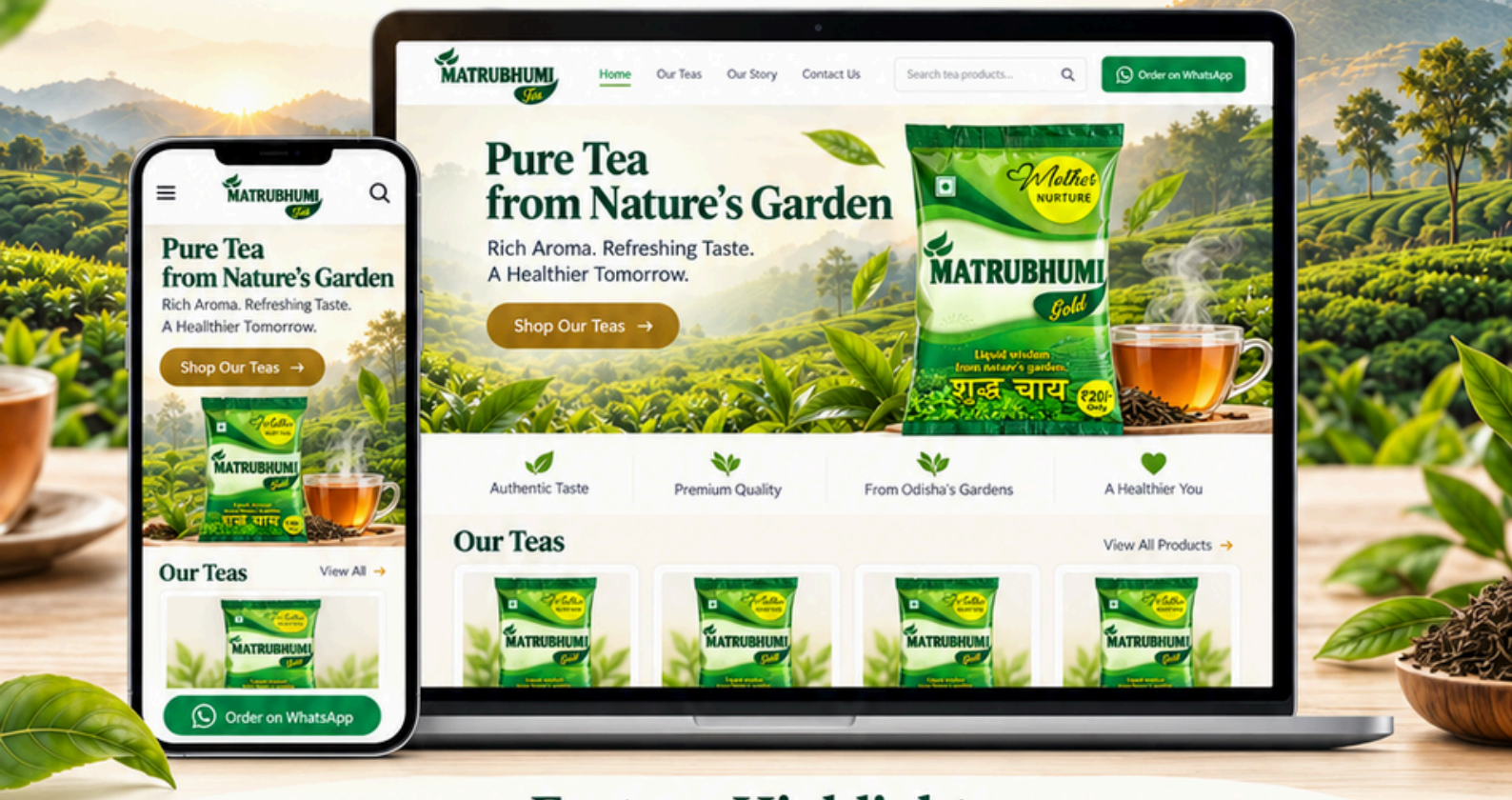
Pan India Delivery
Easy delivery information

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Website Overview & Feature Architecture

Good Tea, Brighter Days.

A clear, user-friendly website structure built to showcase the brand and simplify exploration.



Feature Highlights

Home
Strong brand-led first impression

Our Teas
Product listings with clear details

Our Story
Brand heritage and values

Search
Quick tea discovery

WhatsApp Order
Fast direct ordering

Testimonials
Real customer trust

Secure Payments
Safe payment options

Pan India Delivery
Simple delivery support

Help & Support
FAQs and policies

Responsive Design
Smooth on all devices

Website Structure (Sitemap)



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Homepage Experience

A warm, immersive homepage that tells the brand story and guides visitors to shop.

1 Top Navigation
Easy access to key pages

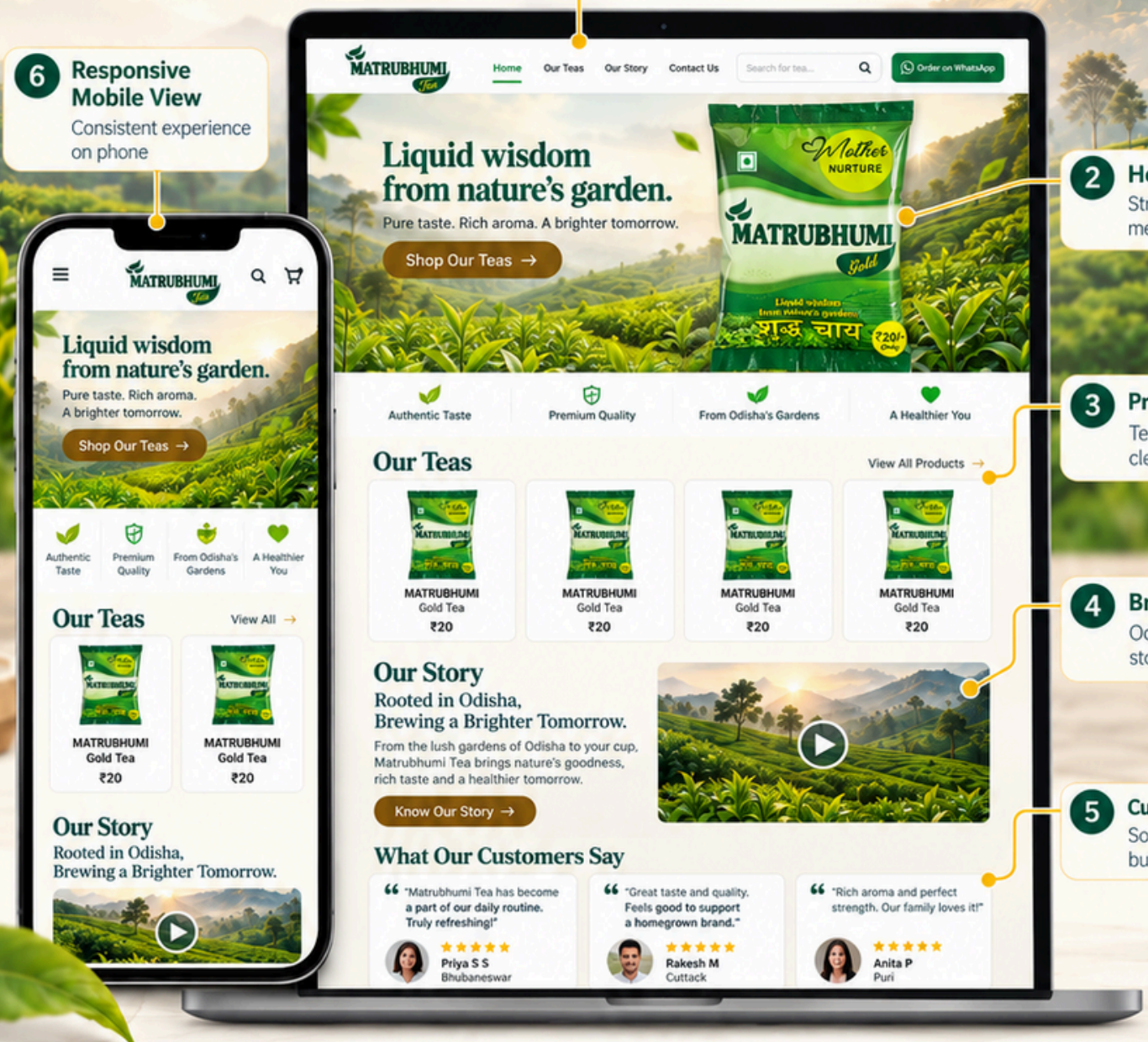
2 Hero Section
Strong brand message and CTA

3 Product Section
Tea range with clear cards

4 Brand Story
Odisha-rooted storytelling

5 Customer Reviews
Social proof that builds trust

6 Responsive Mobile View
Consistent experience on phone



Homepage Strengths

Brand Story
Tells the brand differently

Product Visibility
Easy to explore tea range

Clear CTA
Guides visitors to shop

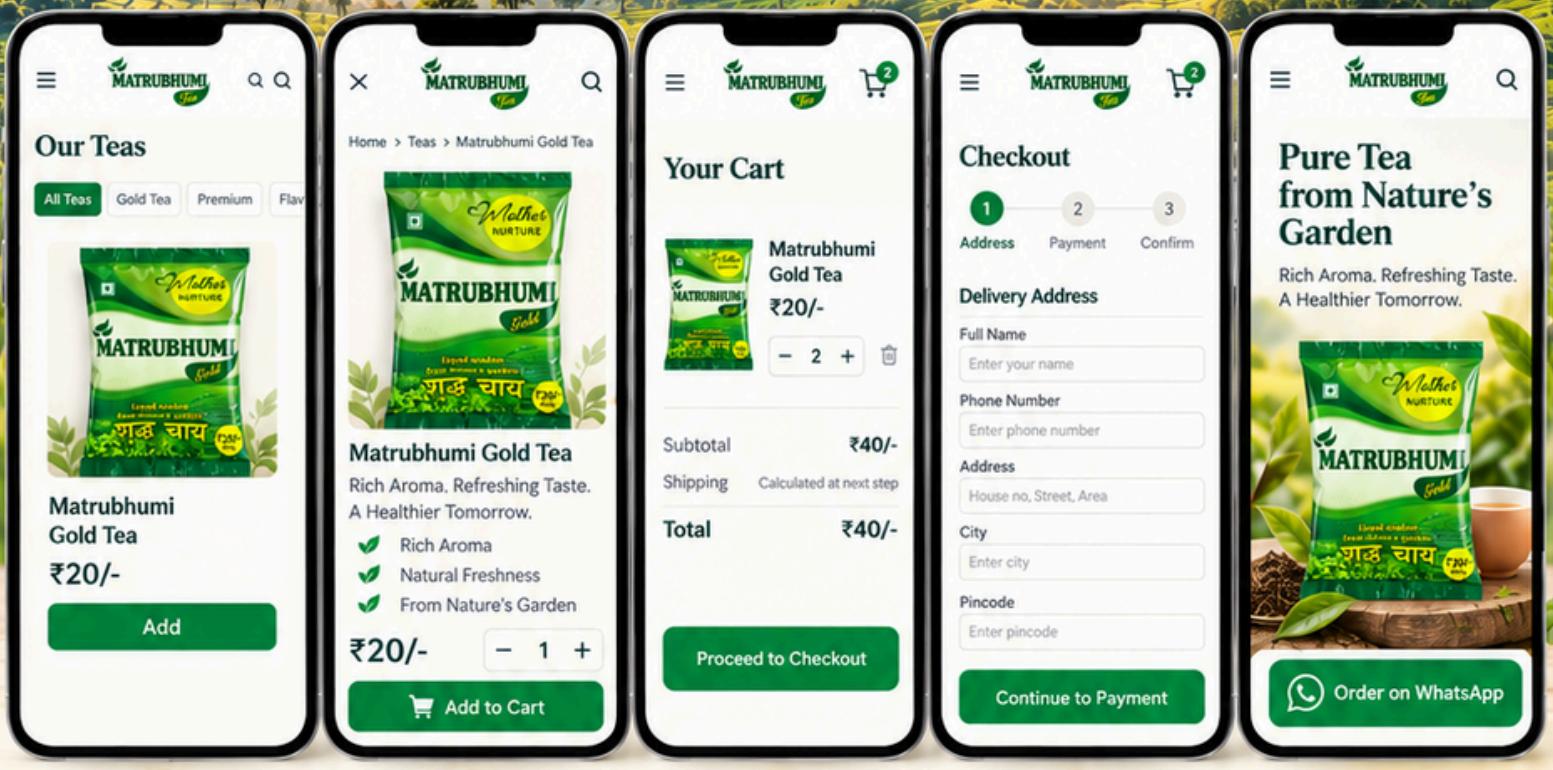
User Trust
Builds confidence with real reviews

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Product & Shopping Flow

A smooth shopping journey from browsing to checkout.



1 Browse Products
Explore teas with simple categories

→

2 View Product
See details, benefits and pricing

→

3 Add to Cart
Quick quantity updates

→

4 Secure Checkout
Safe payment and address flow

→

5 Mobile & WhatsApp Order
Easy buying on the go

More Shopping Features

Search & Filters
Find your favorite teas quickly

Quick Add to Cart
Add products in one click

Offers
Special deals and discounts

Pan India Delivery
Easy delivery across India

Secure Payments
Safe and secure checkout experience

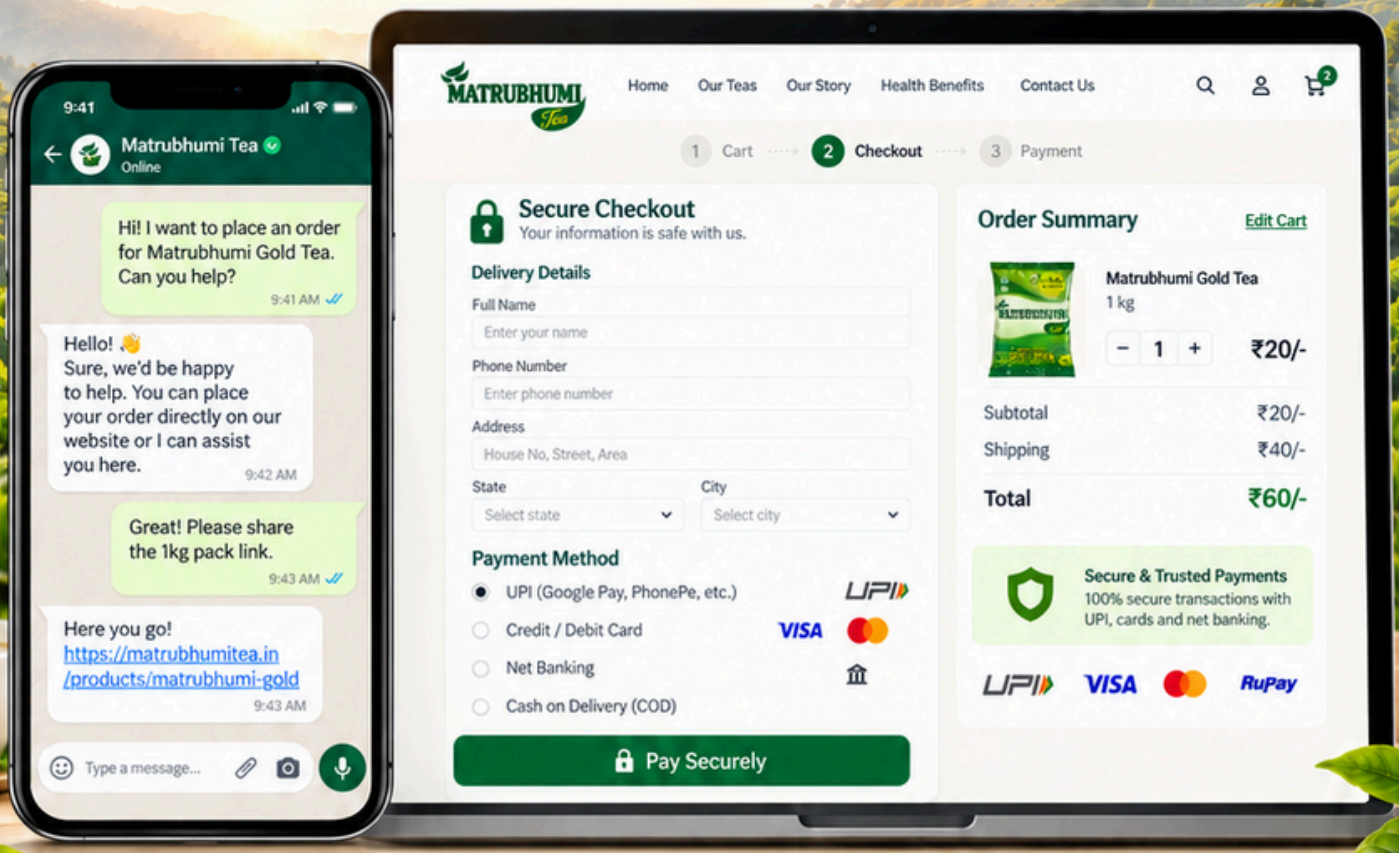
Order on WhatsApp
Quick order support

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Trust & Support Features

Good Tea, Brighter Days.

Building confidence through secure shopping and customer-friendly support.



Our Trust & Support Pillars

Secure Payments
UPI, cards and net banking

Pan India Delivery
Clear delivery support

WhatsApp Support
Fast order help and updates

Helpful Policies
FAQs, shipping and returns

Why Shop with Confidence?

Secure Checkout

Transparent Policies

Customer Support

Trusted Quality

What Our Customers Say



"Great taste and easy online ordering!"

Priya N.
Bhubaneswar, Odisha



"Fast delivery and excellent support."

Rohit S.
Cuttack, Odisha



"Authentic taste, very happy with the service."

Anita P.
Puri, Odisha

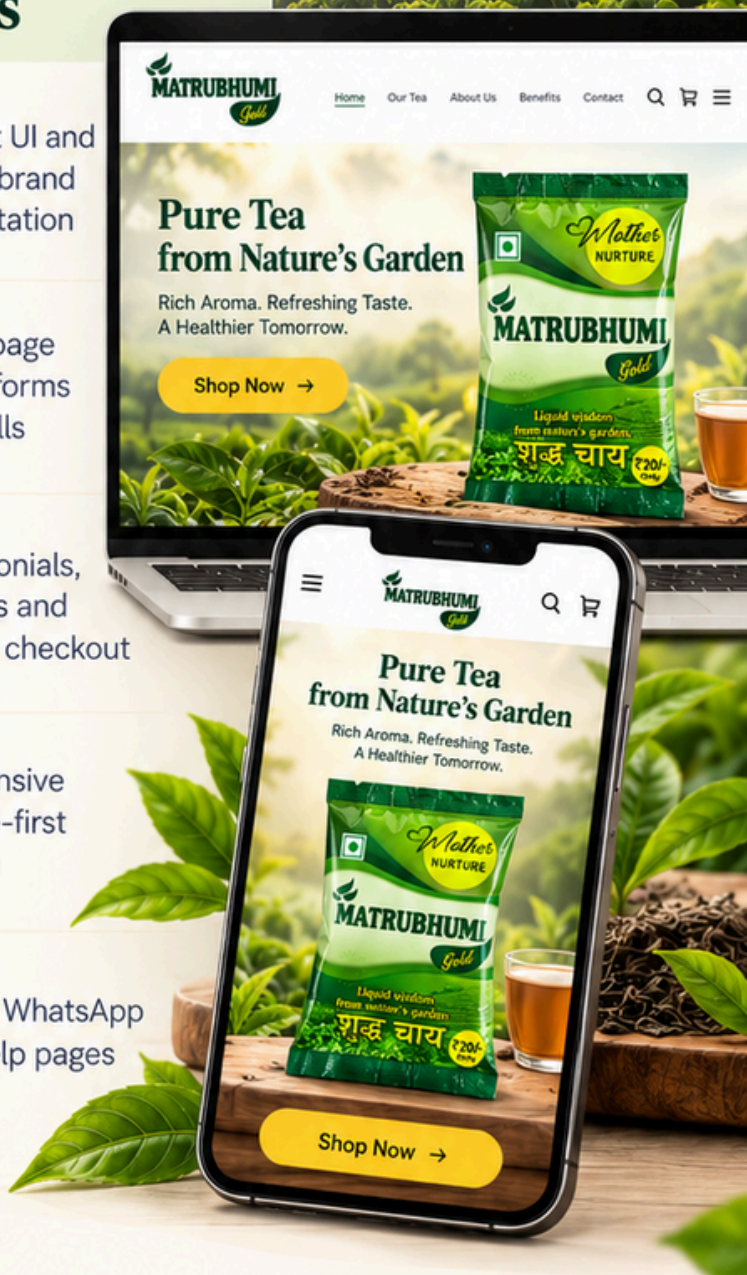
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Liquid wisdom from nature's garden.

Challenges & How We Solved Them

Turning a traditional tea brand into a clear, modern digital experience.

Challenges	Solutions
Making a single-product brand feel premium	Elegant UI and strong brand presentation
Balancing storytelling with commerce	Homepage that informs and sells
Building trust for first-time buyers	Testimonials, policies and secure checkout
Keeping the experience mobile-friendly	Responsive mobile-first design
Making customer support easy	Visible WhatsApp and help pages

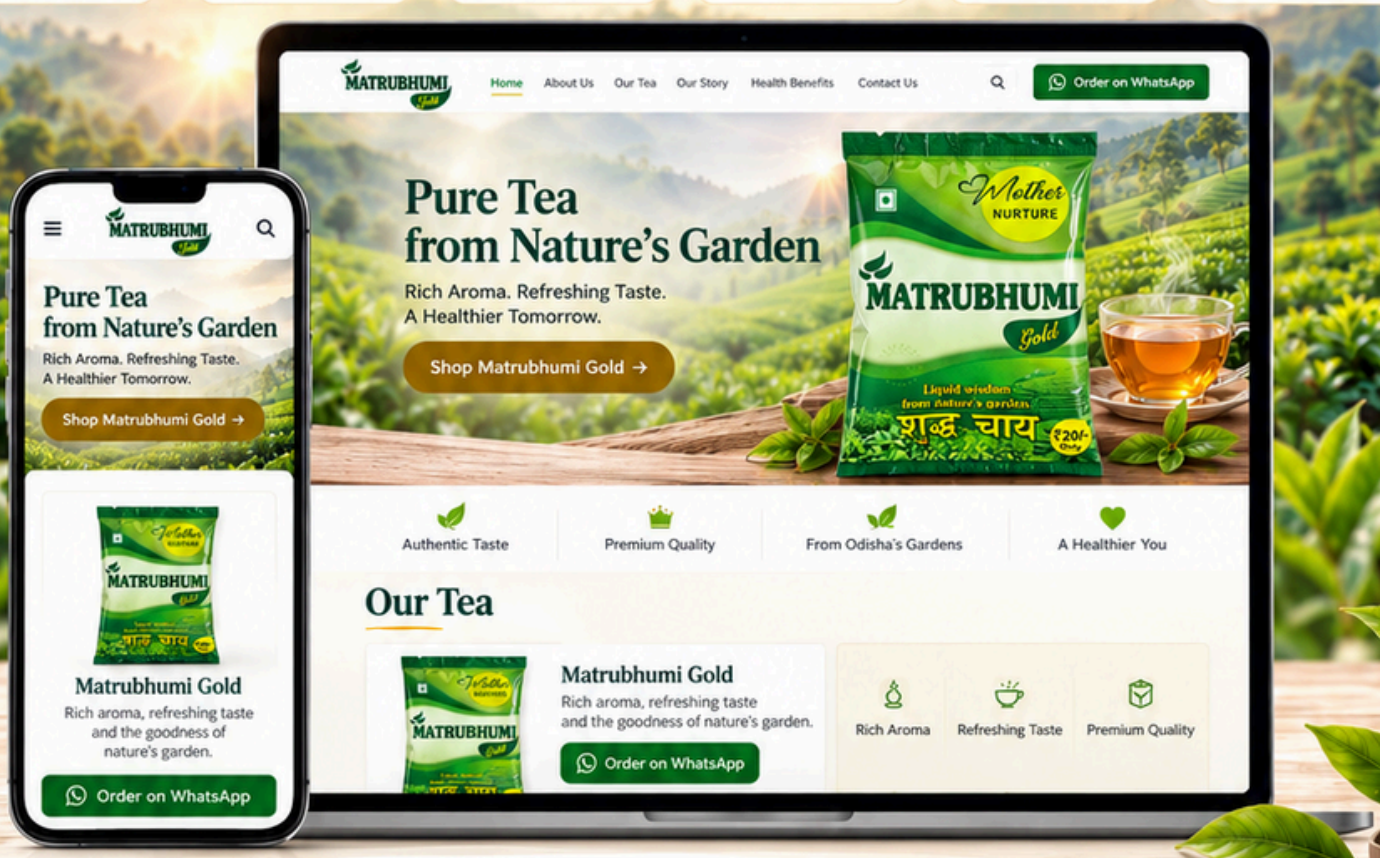


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From Vision to a Powerful Digital Experience

Our solution approach and the website results.

1. Brand Understanding
2. Structure Planning
3. Homepage Design
4. eCommerce Setup
5. WhatsApp Integration
6. Mobile Optimization



Website Results

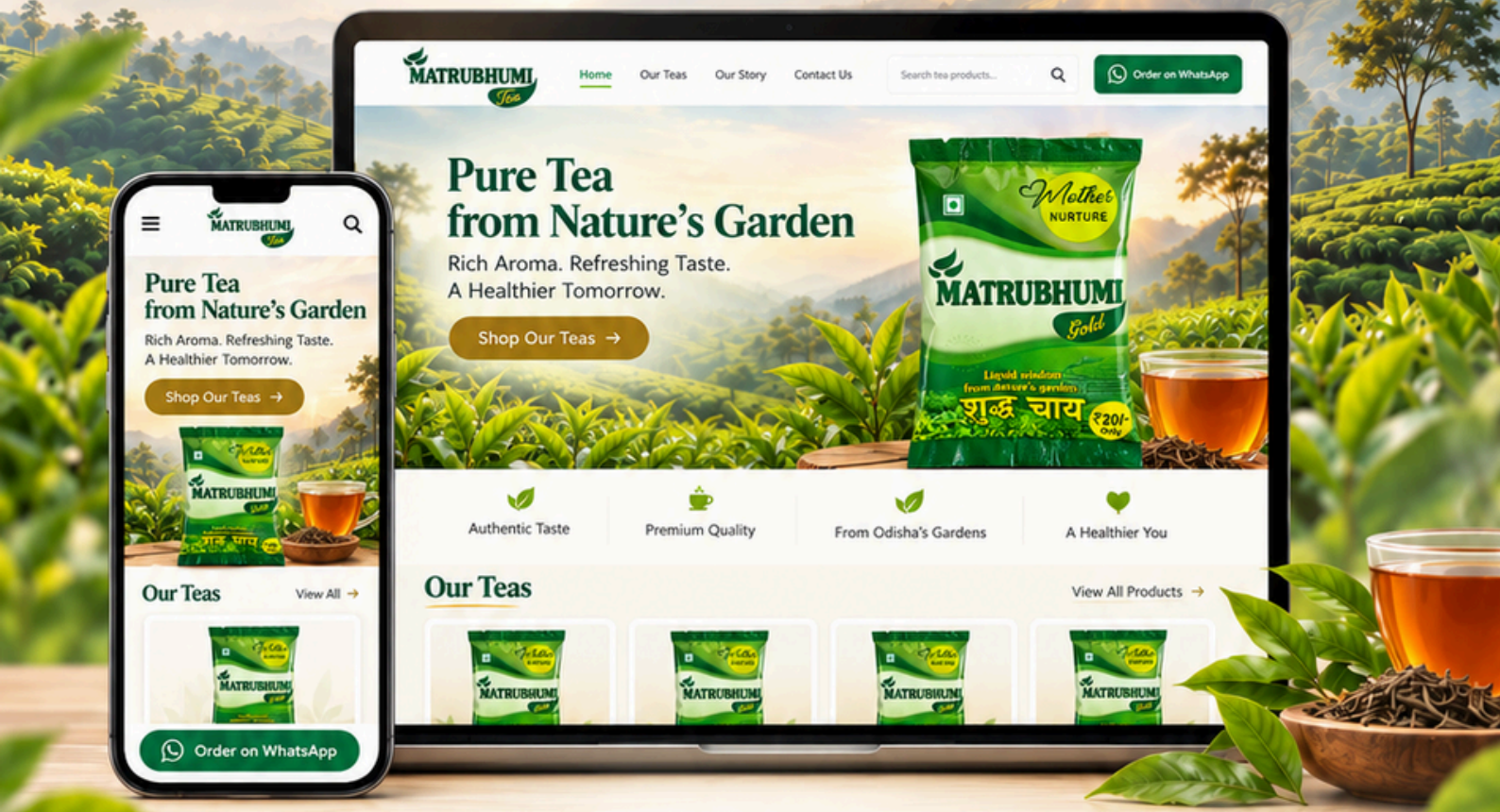
- **Clearer Navigation** — Easier browsing for all users.
- **Stronger Branding** — Modern and consistent brand presence.
- **Better Product Discovery** — Find teas quickly and easily.
- **Secure Ordering** — Safe and trusted checkout experience.
- **Responsive Design** — Works seamlessly across devices.
- **Help Pages** — Quick access to key information.
- **Customer Support** — Direct support via WhatsApp.
- **Better Engagement** — More interaction and repeat visits.

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Project Highlights

A final look at what made this website special.



Key Highlights

Brand-led Homepage
Showcases the brand story and trust.

Clear Product Presentation
Easy to explore tea varieties.

WhatsApp Ordering
Quick and convenient ordering support.

Secure Payments
Safe and hassle-free checkout experience.

Helpful Support Pages
Clear information for a better experience.

Mobile-Friendly Experience
Works smoothly across all devices.

Designed to help a local tea brand look premium, feel trustworthy, and grow online.

Thank You

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