

Case Study- WebApp Design and Development

## Transforming Hverdagsluxus: A Luxury Perfume Brand's Journey to Enhanced User Experience

A platform that delivered a high conversion rate while showcasing the brand's prestige, with an intuitive design and a seamless, optimized user flow.

**KLOWOTT**

# About the client:

**Hverdagsluxus:** is a prestigious, family-owned retailer based in Norway, specializing in exclusive home fragrances sourced from Provence and Tuscany. The brand elevates lifestyles by offering unparalleled scents that transform everyday spaces into luxurious environments. With a deep commitment to craftsmanship and quality, Hverdagsluxus delivers an exceptional sensory experience while maintaining a focus on unmatched customer service. By blending the elegance of European heritage with a passion for fine fragrances, they offer a sophisticated and accessible luxury experience for discerning customers.

**KILOWOTT**

For more information log onto [kilowott.com](http://kilowott.com) or send us a mail at [sales@kilowott.com](mailto:sales@kilowott.com)



# Business Challenges & Needs

- The client decided to **switch from Prestashop** to a more robust platform to support growth and enhance website functionality.
- While the current design was satisfactory, the client wanted to elevate the site's visual appeal to match their luxury brand identity.
- **Kilowott proposed a complete website revamp** to reflect the brand's prestigious image, transforming the user experience while preserving key design elements.
- **The goal was to** improve the visual appeal without compromising on ease of navigation, ensuring an intuitive and accessible user experience.
- **The focus was on** creating a high-end design that conveyed exclusivity, while optimizing user flows to increase engagement and conversions.
- **The revamp aimed to** balance style with functionality, ensuring high conversion rates while maintaining the website's premium look and feel.

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# Tech Solution:

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To achieve these goals, the following technology stack was implemented:



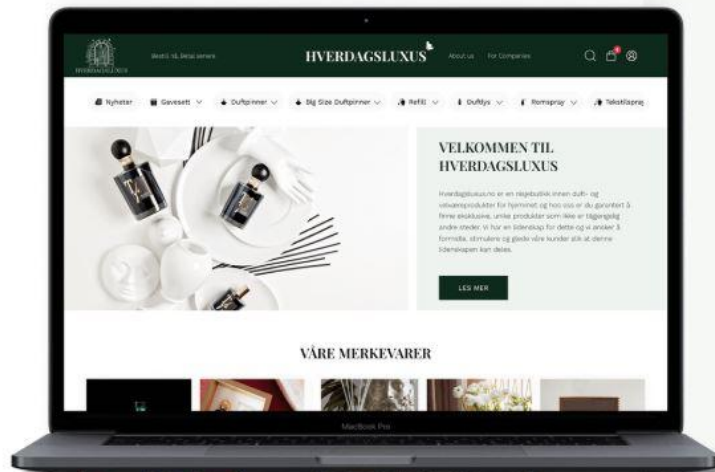
# Value Delivered:

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1. **Luxury Brand Image:** The revamped design reflects the luxury branding of Hverdagsluxus, projecting an upscale, sophisticated image that resonates with high-end customers.
2. **User Experience:** The new site includes a streamlined header with a mega menu, live search, and easy access to product categories, enhancing the user experience and simplifying navigation from product selection to checkout.
3. **Quick Delivery:** The project was efficiently managed and completed in just over two months, from the start of the design phase to the successful launch of the site.
4. **Advanced E-commerce Capabilities:** WooCommerce was integrated, providing a robust e-commerce platform that manages various product types and sales strategies, while optimizing order and stock management for improved efficiency.
5. **Scalability & Future Growth:** The site is equipped with advanced functionalities and is scalable, with provisions for future enhancements like multilingual support and additional payment gateways.
6. **Enhanced Digital Marketing:** The site's design incorporates marketing features like a bestsellers, top categories, and promotional banners, along with analytics tools for tracking performance and making data-driven decisions.



# DESKTOP UI



THEATRE FRAGRANCE    LOGEVY FLORENCE    ERBARBO TOSCANA    ROSE ET MARIS    BULLES DE SAVON

## MÅNEDENS DUFTANBEFALING

Skam åke med en ny duft som fylar hjemmet ditt med ny energi. Dufter har en spesiell påvirkning på oss og hjernen vår berde oss å gjøre oss ut av en ny verden som fylar huset med ny energi. Koser er å berede i atmosfære og så, ny stress og energi i hus, hvilket bringer oss over til månedens duftanbefaling:  
Fragre di Fata ha Navro Fragranse  
Eksklusivitet på norsk.  
Doppelt den første duftgittelsen til gjennomsnittet.  
En grunn og naturlig duft av færdigheter som myke egg av søtmet.  
Fra tilgjengelighet, med tillegg av natur og krefter berolger for å være  
Et naturlig produkt til helse, skjønn og kjøkkenet.



**KILOWOTT**



# THANKYOU !

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Let's talk [sales@kilowott.com](mailto:sales@kilowott.com)

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