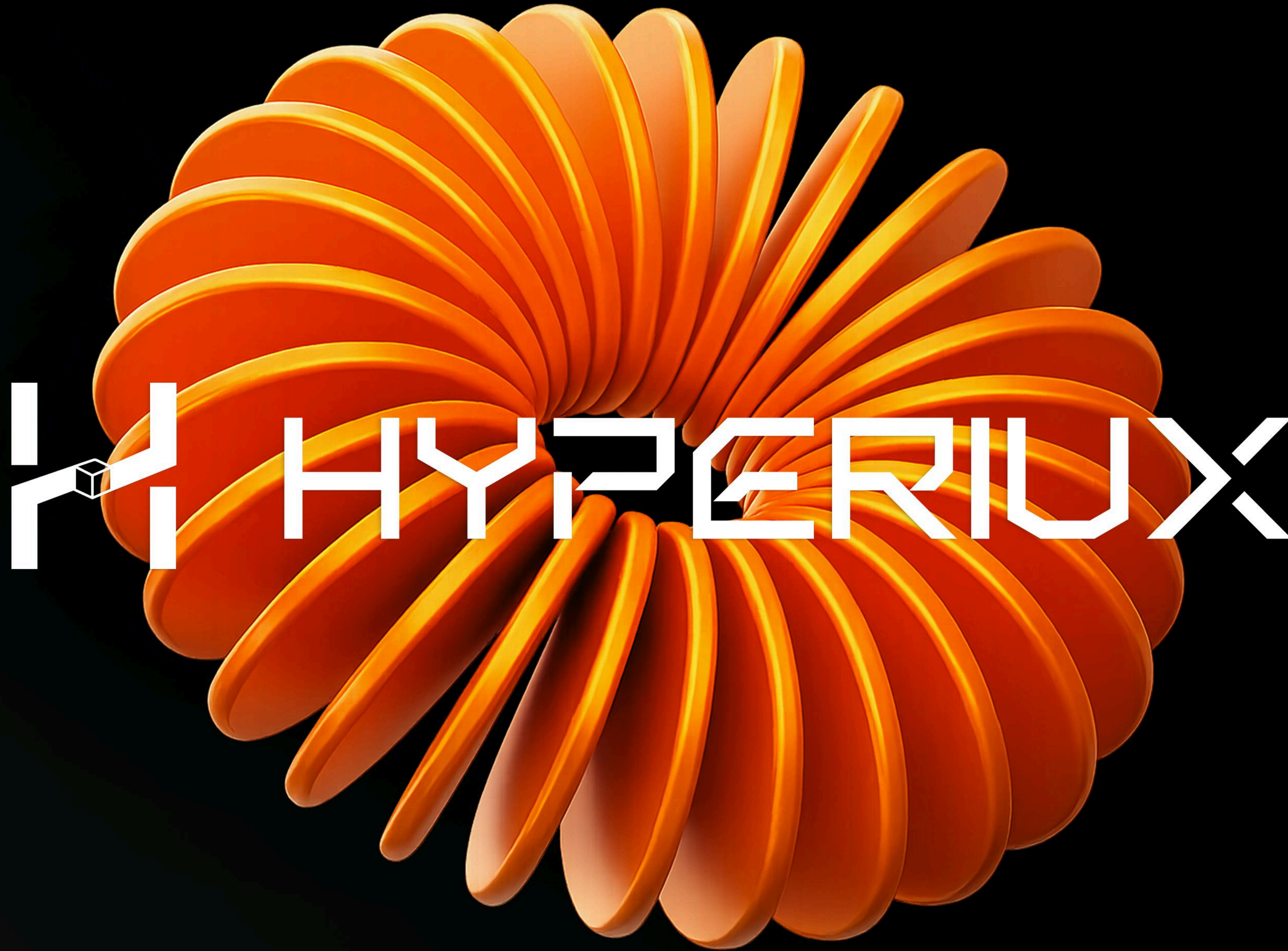






USERS DON'T LEAVE LOUDLY. THEY LEAVE THE INSTANT THEY **STOP BELIEVING YOU!**

Every product loses revenue in a moment too quiet to notice... until the numbers explain it for you, three months too late.

01

Unclear Value

They can't tell what you do before they decide you're not worth the effort of finding out.

02

Premature Risk

You ask them to commit before you've earned the right to ask.

03

Fragile Momentum

One slow load, one confusing click, and the exit is one tab away.



Traffic



Hesitation



Drop-off



Lost revenue

Hesitation doesn't show up on a dashboard. It shows up three months later, as a number you can't explain.



FORCES THAT MADE CONFUSION **UNAFFORDABLE**

The market didn't get harder. It got faster, more crowded, and far less patient with anything unclear.

01

Acquisition Costs More

Every visitor you fail to convert still has to be paid for – twice. Once to win them. Once to win them back.

02

Alternatives Multiply

Your buyer has four other tabs open right now. None of them are loading slowly.

03

Judgment is Instant

People decide whether to trust you before they've read a single line of your copy.

*None of this is an opinion. It's the new cost of doing business with an unclear product - **paid whether you notice or not.***



RUN THE MATH, AND CONFUSION IS THE MOST EXPENSIVE LINE ITEM YOU DON'T TRACK

A two-point lift in conversion sounds modest - until you price what it's actually worth, and what its absence has already cost you.

The Old Math

A vague product story costs you time. The deal closes eventually - just slower.

The New Math

A vague product story loses the deal - instantly, to whoever explained it better.

A slow page
doesn't cost you speed.
It costs you the buyer.

A confusing onboarding
doesn't cost you patience.
It costs you the account.

An unclear homepage
doesn't cost you polish.
It costs you the pipeline.

This is why the work can't just look right anymore. It has to perform - and prove that it did.



WE ENGINEER THE MOMENT A STRANGER DECIDES TO **TRUST YOU!**

Hyperium sits between strategy, interface design, engineering and measurement - one team owns the decision and the delivery.

We turn websites, products and platforms into experiences people choose - and businesses can prove.

Not brand-only. Not UX-only. Not dev-only. Not a department - the whole decision.



Behaviour

We research why users hesitate before we design anything.



Interface

We design the decision, not just the screen.



Build

We engineer it to hold up past the first demo.



Measurement

We prove what moved - or tell you honestly that it didn't.



WE DO OUR SHARPEST WORK WHERE **TRUST IS THE PRODUCT**

The right fit isn't a sector. It's a situation: real traffic, real complexity, and a decision that moves revenue.



SaaS

Where usability decides whether a trial becomes a customer.



Fintech

Where one moment of doubt is the difference between funded and abandoned.



AI & Data

Where the product is brilliant and the homepage doesn't say so.

- Your site looks polished but doesn't convert enough traffic into action.

- Your product is powerful but users don't reach value fast enough.

- Your team wants evidence before funding a full redesign.

The experience looks good. It just doesn't convert, activate, or reassure like it should - that's the one problem we solve.



EVERY SCREEN HAS EXACTLY THREE JOBS. **MOST FAIL** AT ONE WITHOUT **ANYONE NOTICING**

Clarity, trust and momentum -
miss one and the other two stop
mattering.

01

Clarity

If they can't tell what you do in five seconds,
they assume you don't do it well.

02

Trust

The next click should feel safer than staying
exactly where they are.

03

Momentum

Friction is invisible - right up until it's a lost
customer.

A beautiful screen with one of these missing isn't a design. It's a leak with good lighting.



BEFORE WE REDESIGN ANYTHING, WE FIND OUT WHAT'S ACTUALLY **BROKEN**

Taste is a guess. Diagnosis is evidence. We start with the second one.

LEAK TYPE	WHAT IT LOOKS LIKE	WHAT WE DO ABOUT IT
Message Leak	The value is buried under cleverness.	Rebuild the hierarchy around what they came for.
Journey leak	The path to "yes" has too many forks.	Cut the steps that exist for your org chart, not theirs.
Trust Leak	You're asking before you've earned it.	Add the proof and control that makes the ask feel safe.
Interface Leak	The layout fights the eye.	Rebuild hierarchy so attention lands where intent follows.
Performance Leak	Speed quietly taxes confidence.	Fix what's slow before you redesign what's visible.
Measurement Leak	You can't see what's working.	Instrument the moments that actually move revenue.

Not a list of opinions. A ranked view of what to fix first - and what it's costing you to leave it.

ONE LOOP, FIVE STEPS, ZERO GUESSWORK



Behaviour in. Performance out.
Every step earns the next.

01

Diagnose

Find exactly where users
hesitate, stall or leave.

02

Architect

Turn the diagnosis into a
journey, not a wishlist.

03

Design

Build the interface that
makes the next step
obvious.

04

Build

Ship it fast, accessible,
and built to hold up.

05

Measure

Prove what moved - and
what to fix next.

Diagnose first. Design second. Build properly. Measure forever.



FOUR DISCIPLINES. ONE DECISION, ENGINEERED END TO END

Hire one pillar or all four - every engagement is run by the same team, against the same standard.



STRATEGY

Know what to build before you build it.

- Website Strategy
- Product Discovery
- CX Audit



DESIGN

Make the decision feel obvious.

- UI/UX Design
- UX Audit & Research
- Design Systems
- SaaS & AI UX Design



DEVELOPMENT

Ship it fast, clean, and built to hold up.

- Front-End Development
- Website Development
- Webflow & WordPress



MARKETING

Earn the traffic the experience deserves.

- SEO & Content Strategy
- Conversion Rate Optimisation

*Most agencies specialise in one pillar and partner out the rest.
We built all four in-house so nothing gets lost in translation.*



THE BEST EXPERIENCE IN THE WORLD CAN'T **CONVERT A** **VISITOR WHO NEVER ARRIVES**

Everything before this assumes someone already found you. Most never do – because the leak started before the page even loaded.

SEO 01

Visibility

If you don't rank for the question they're asking, the best answer on the internet might as well not exist.

CONTENT 02

Authority

Buyers research in the dark before they ever talk to sales. The page you don't write, a competitor writes instead.

SMO 03

Presence

Buyers now judge credibility by your social proof before your homepage – a quiet profile reads as a quiet business.

Organic growth gets them to the door.

Everything else in this deck is what happens once they're through it. We build both halves, so the traffic you earn doesn't leak the moment it arrives.

Most agencies hand you off between the two.

We don't - because the user never experiences a handoff.

They experience one decision, start to finish.

TEAMS WHO DECIDED CLARITY WAS **WORTH ENGINEERING**



montra

ESW

M **MONIELINK**

yellow

 **Patronum**

 **HiveMinds**
A UNIT OF MADISON WORLD

PATRA

 **AMS**
Advanced MedTech Solutions

 **ELITECAPITAL**
Real Assets. Real Returns.

Nine names, one standard – every engagement run with the same rigour, regardless of company size.

MONTRA WEBSITE

- CHALLENGE

Montra needed a website that could explain its personal and business finance ecosystem without overwhelming users.

- STRATEGIC INSIGHT

When a product does many things, the website has to guide people through value, not list every feature.

- WHAT CHANGED

Designed and developed a responsive website that simplified Montra's story, showcased key use cases and built trust around its digital finance ecosystem.

Service

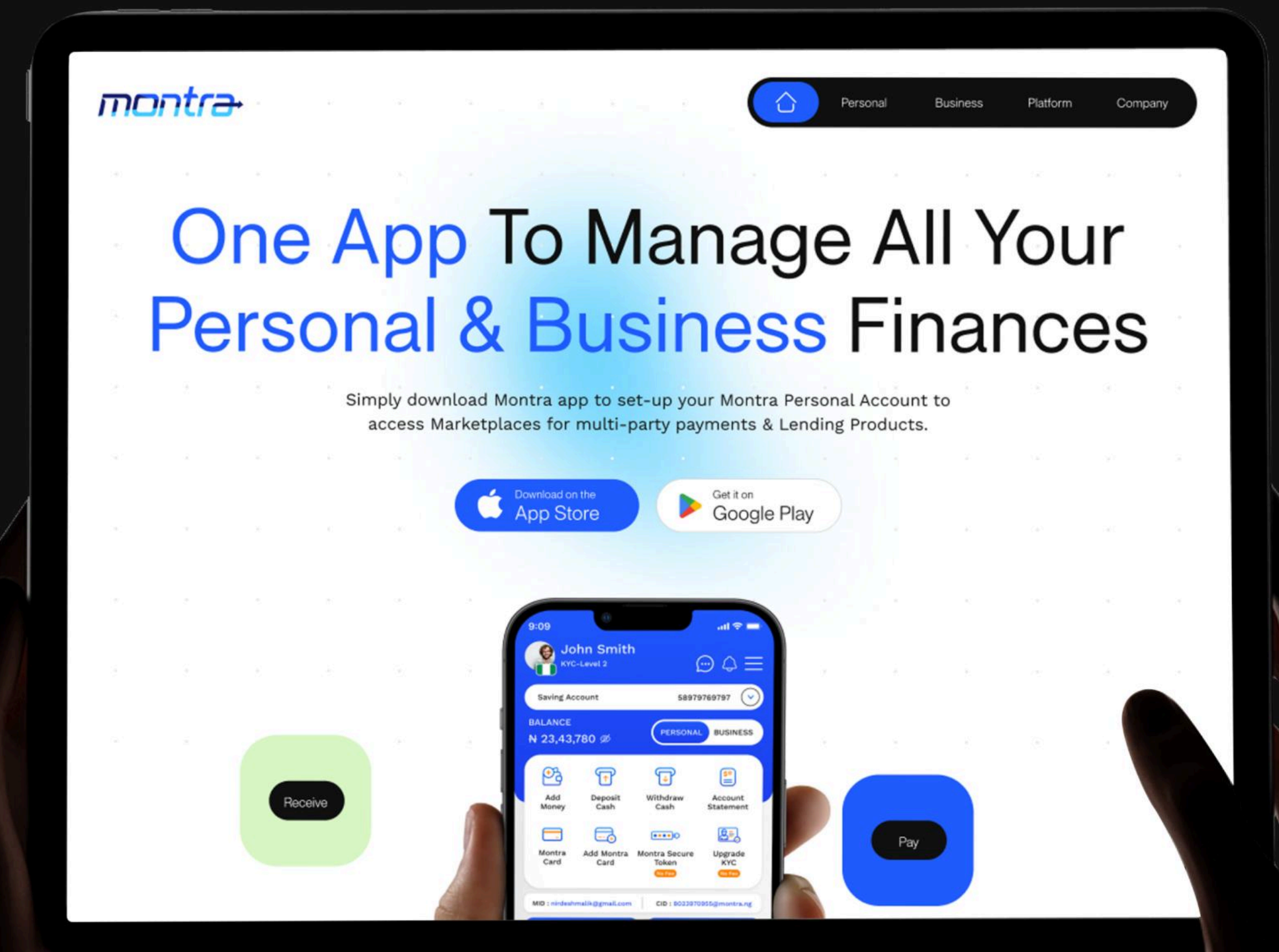
Year

Website

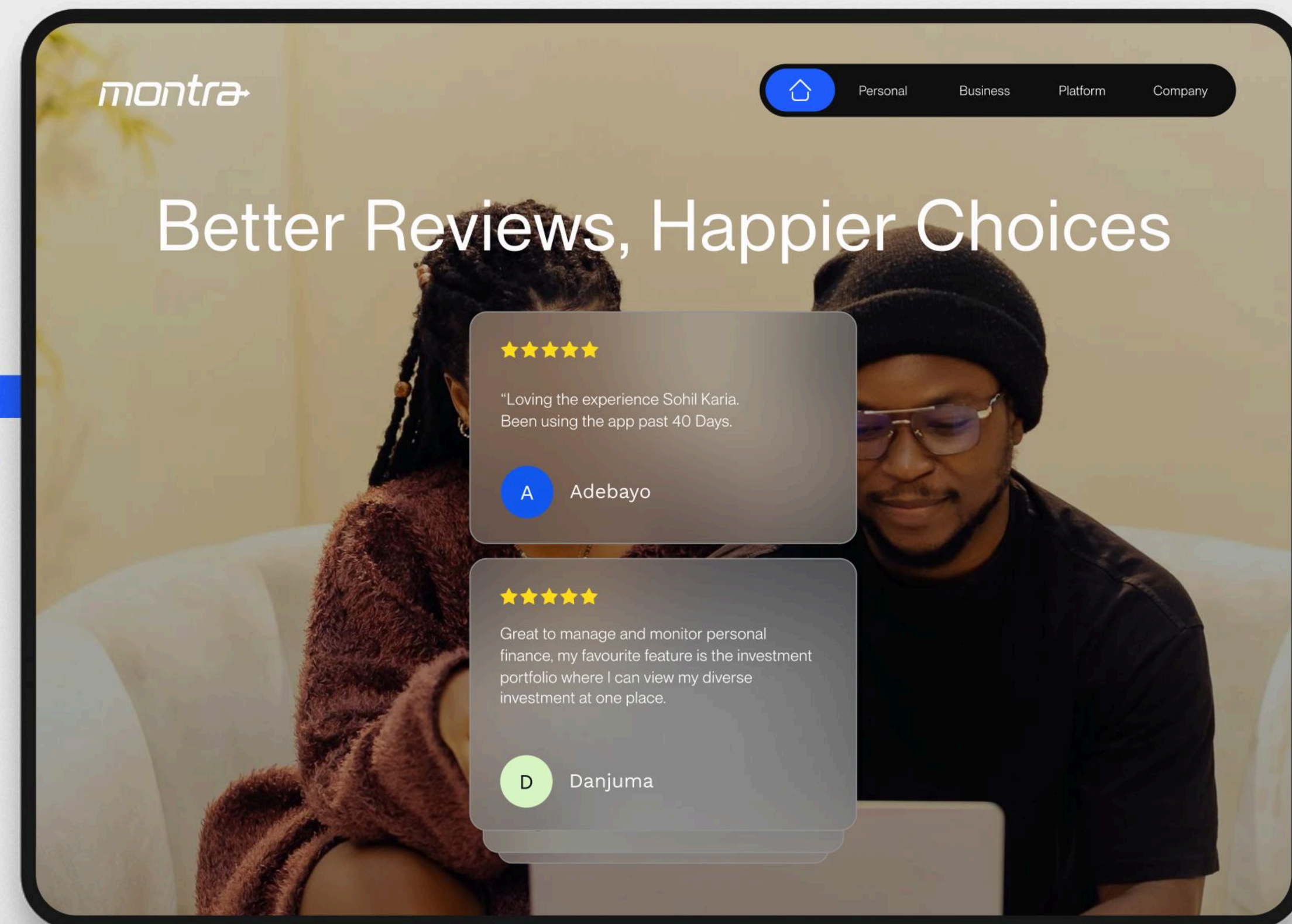
Website Design

2025

[View Live](#)







YELLOW

- CHALLENGE

A Dubai-based branding consultancy needed a digital presence that matched its strategic and creative maturity.

- STRATEGIC INSIGHT

For creative agencies, the website is the first pitch. It has to show thinking before it explains services.

- WHAT CHANGED

Sharpened the agency narrative, elevated the work showcase, and made services easier to explore and understand.

Service

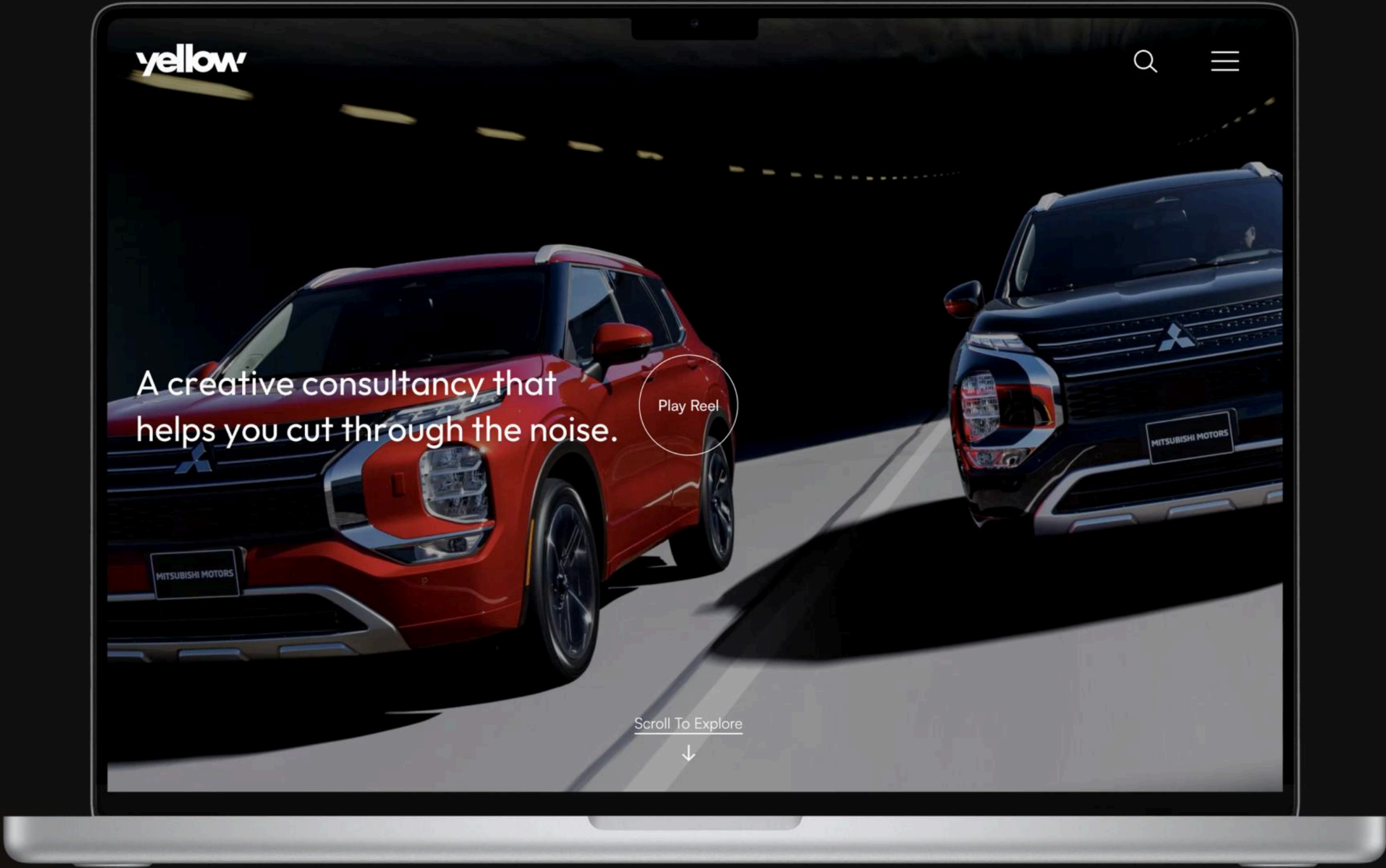
Website Design

Year

2024

Website

[View Live](#)



yellow



OUR WORK

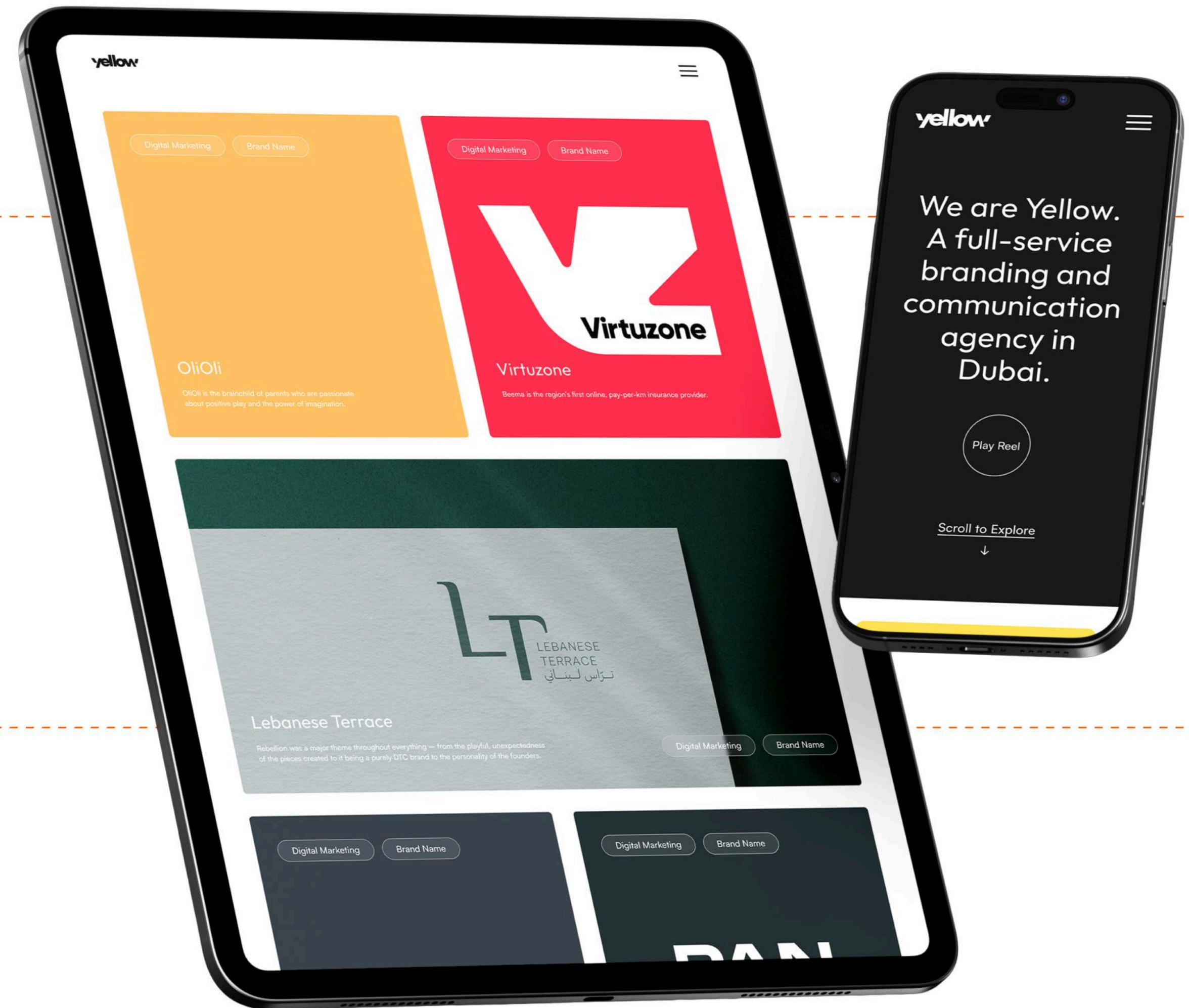
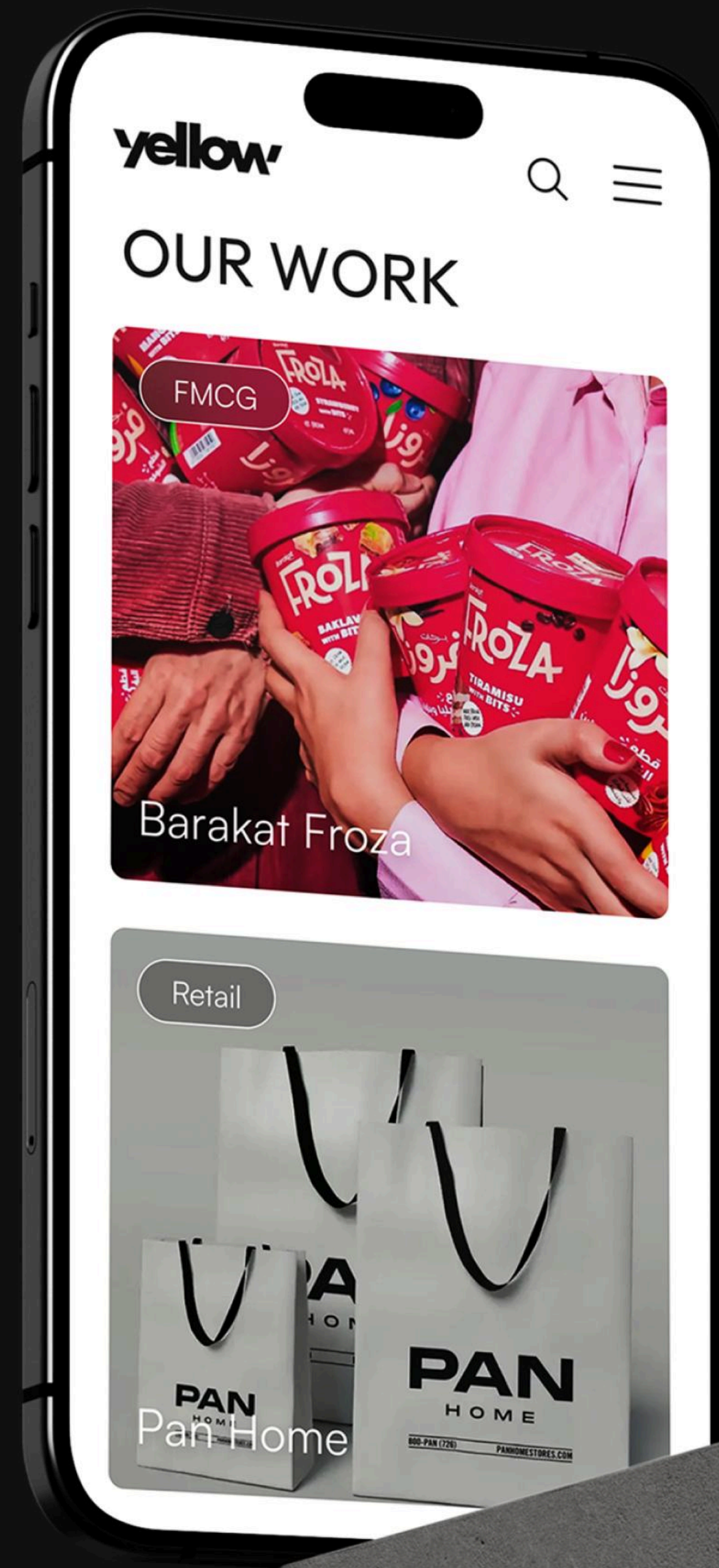
We are lucky to have collaborated with several brands and industries over the last 7+ years. Our experience pans various industries from startups to established global brands with a keen focus on collaboration and results.

200+ Projects

12+ Industries

40+ Brands Named





MONIELINK

- CHALLENGE

A Super SDK for banks and fintechs needed to explain multiple financial products without overwhelming enterprise buyers.

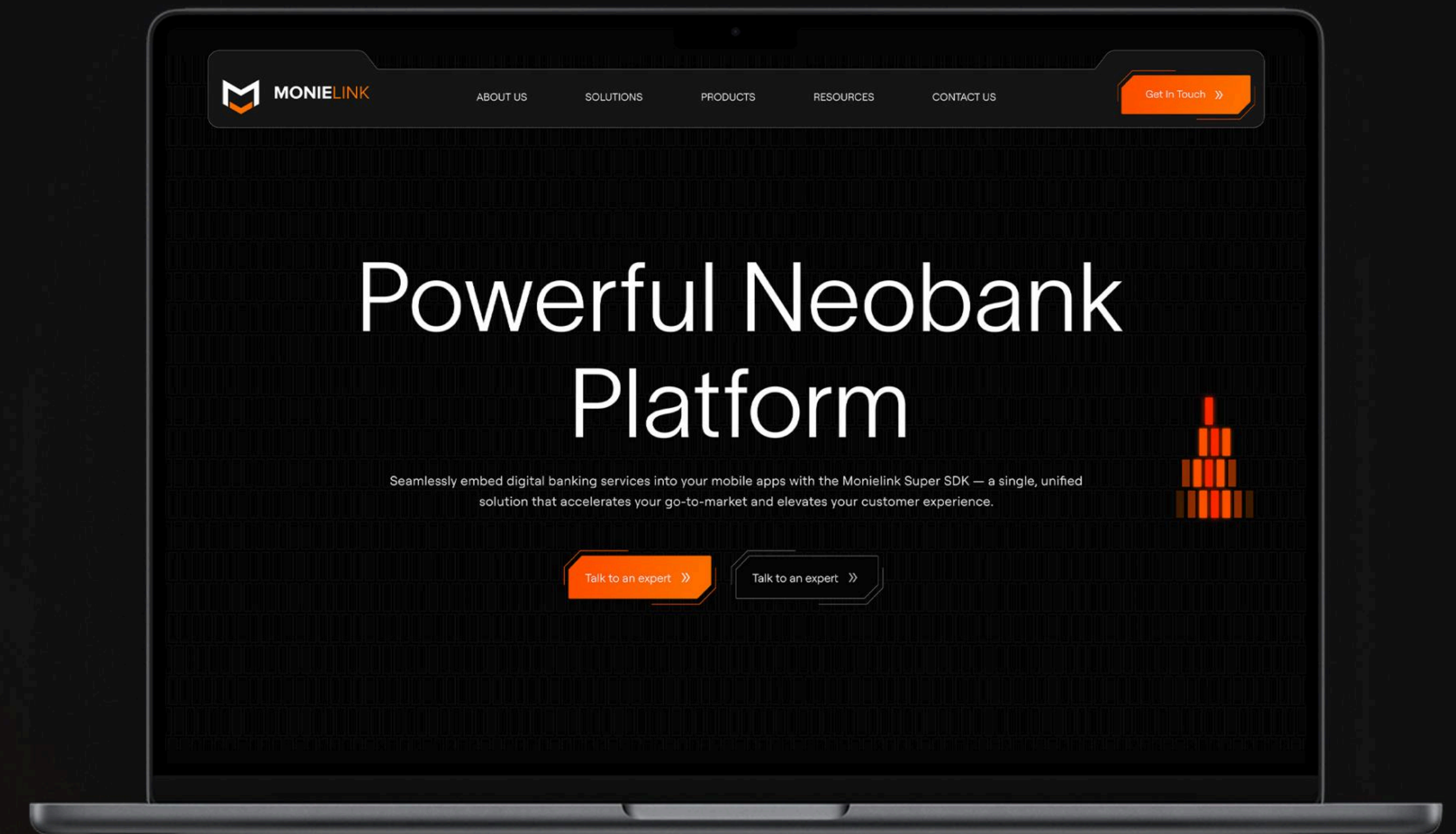
- STRATEGIC INSIGHT

In fintech infrastructure, clarity is the first proof of capability. Buyers need to understand the ecosystem before they trust the tech.

- WHAT CHANGED

Simplified the product story, restructured solution hierarchy, and made Monielink's breadth feel connected, secure and scalable.

Service	Year	Website
Website Design	2025	View Live



[ABOUT US](#)[SOLUTIONS](#)[PRODUCTS](#)[RESOURCES](#)[CONTACT US](#)[Get In Touch »](#)

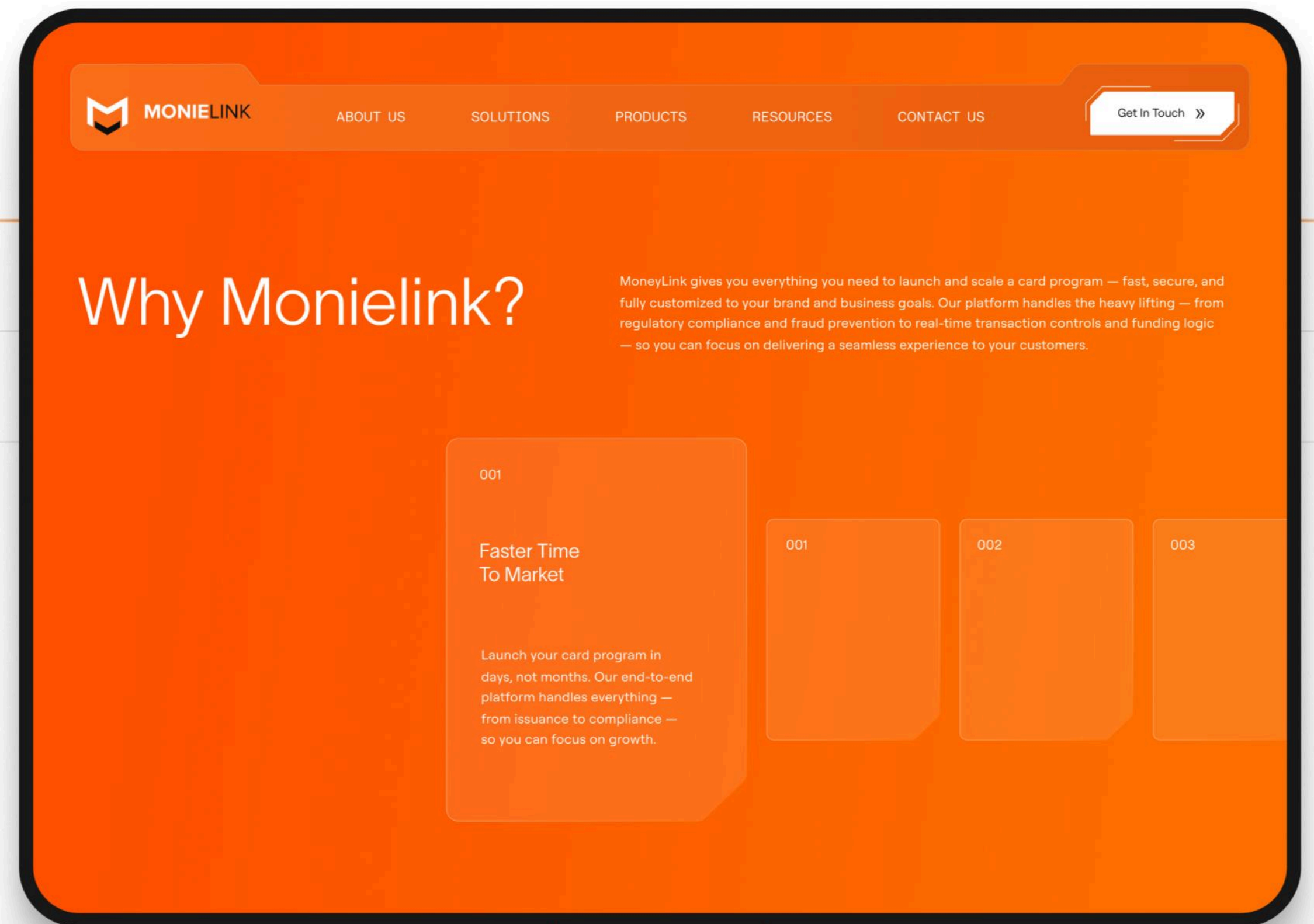
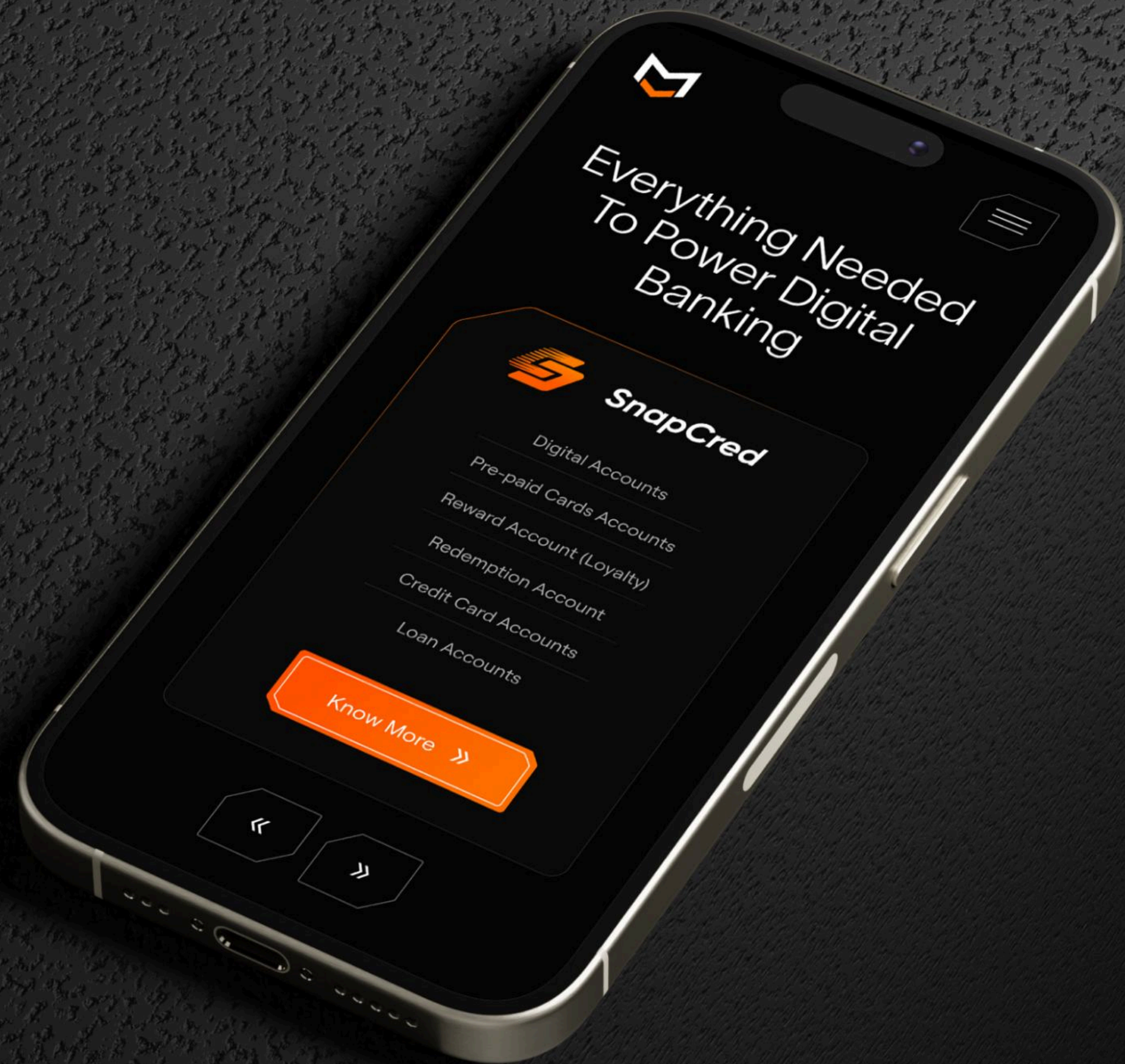
Everything You Need To Power Digital Banking

**ScanPay**[Digital Accounts](#)[Pre-paid Cards Accounts](#)[Reward Account \(Loyalty\)](#)[Redemption Account](#)[Credit Card Accounts](#)[Loan Accounts](#)[Know More »](#)**SnapCred**[Digital Accounts](#)[Pre-paid Cards Accounts](#)[Reward Account \(Loyalty\)](#)[Redemption Account](#)[Credit Card Accounts](#)[Loan Accounts](#)[Know More »](#)**Balance**[Digital Accounts](#)[Pre-paid Cards Accounts](#)[Reward Account \(Loyalty\)](#)[Redemption Account](#)[Credit Card Accounts](#)[Loan Accounts](#)[Know More »](#)[PRODUCTS](#)[RESOURCES](#)[CONTACT US](#)[Get In Touch »](#)

Ready To Power Your Digital Banking Experience

Integrate the Moneylink Super SDK and start delivering seamless, scalable banking services within your mobile app — faster than ever. Let's build the future of finance together.

[Talk to an expert »](#)[Talk to an expert »](#)



QUICKX

- CHALLENGE

A crypto exchange needed to make everyday cryptocurrency use feel simple, fast and trustworthy.

- STRATEGIC INSIGHT

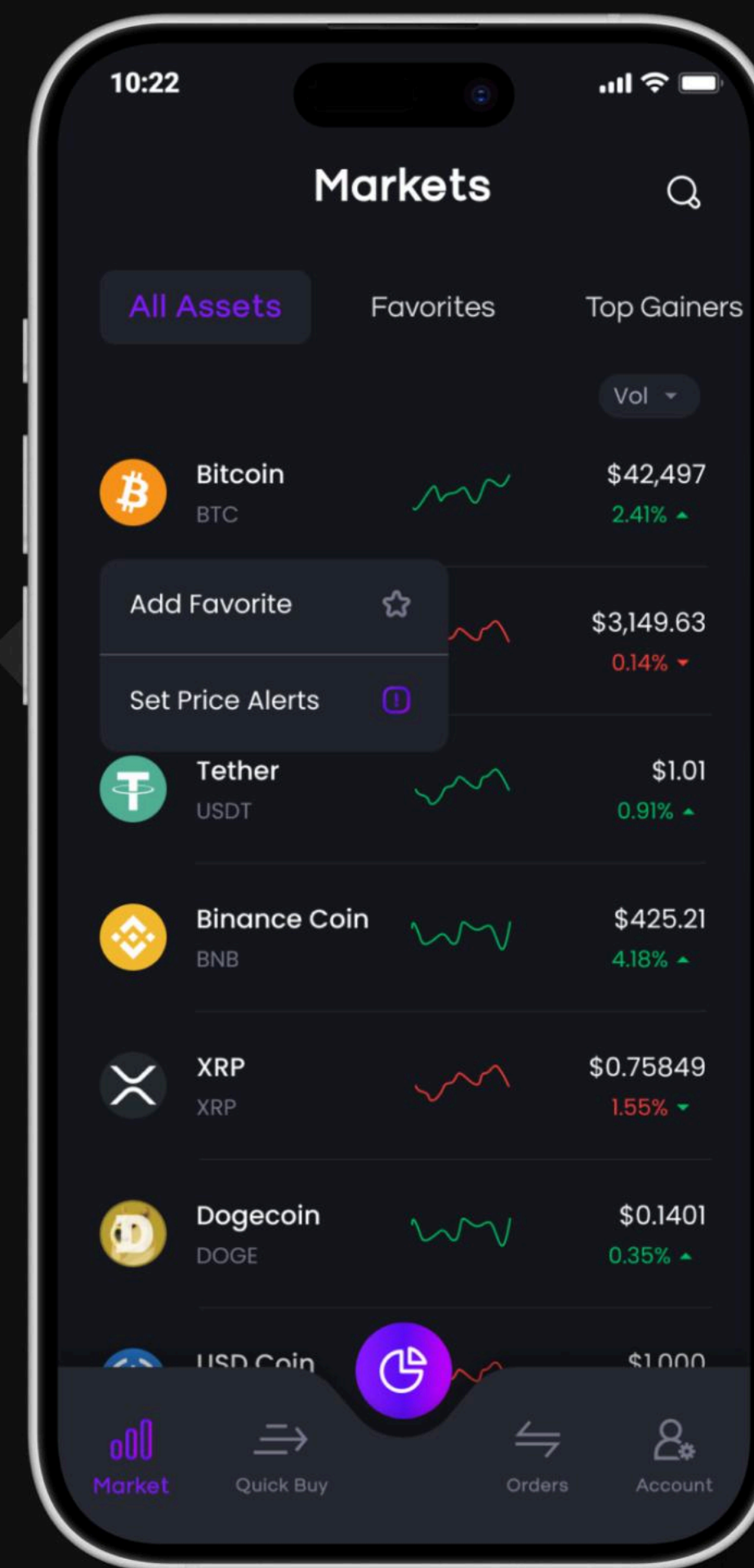
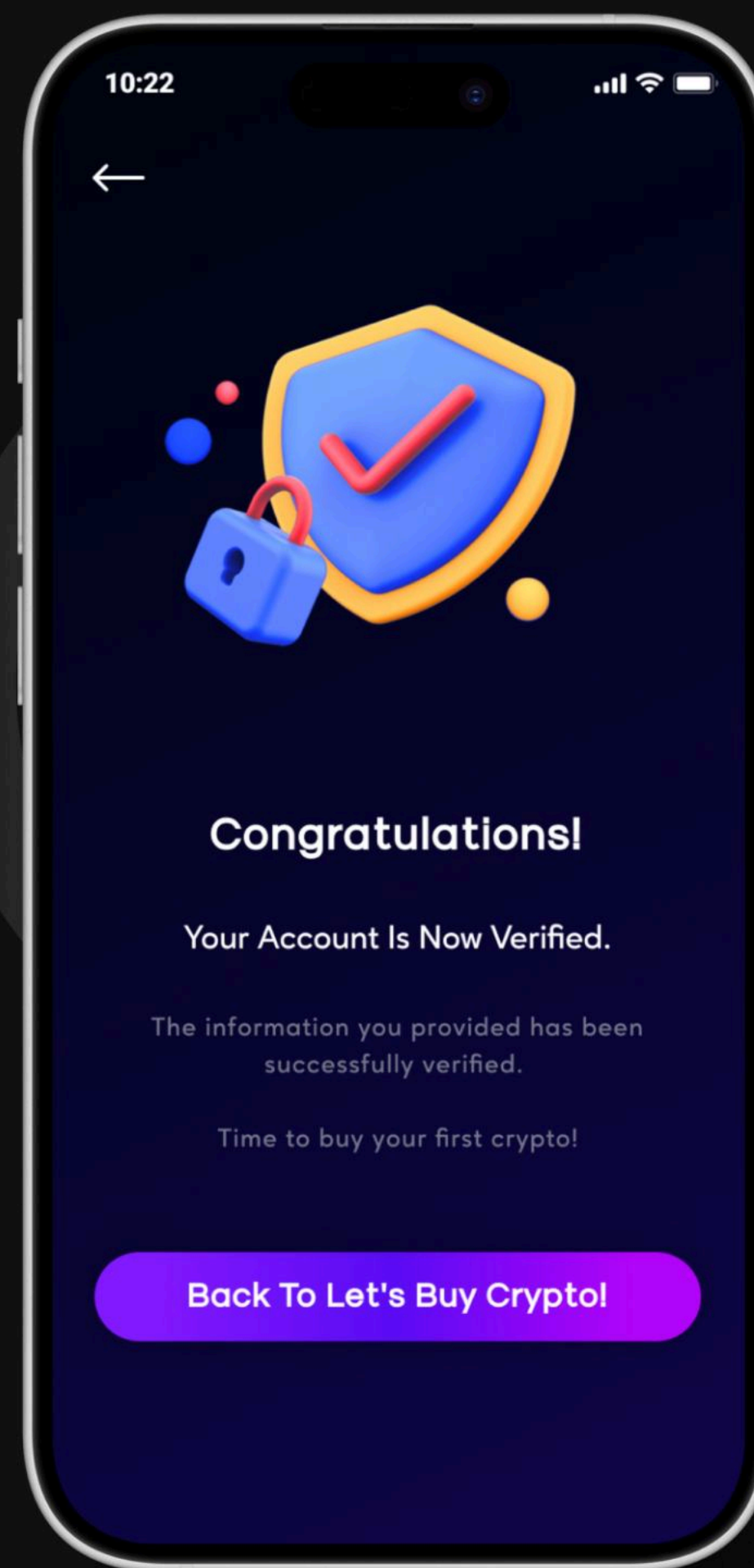
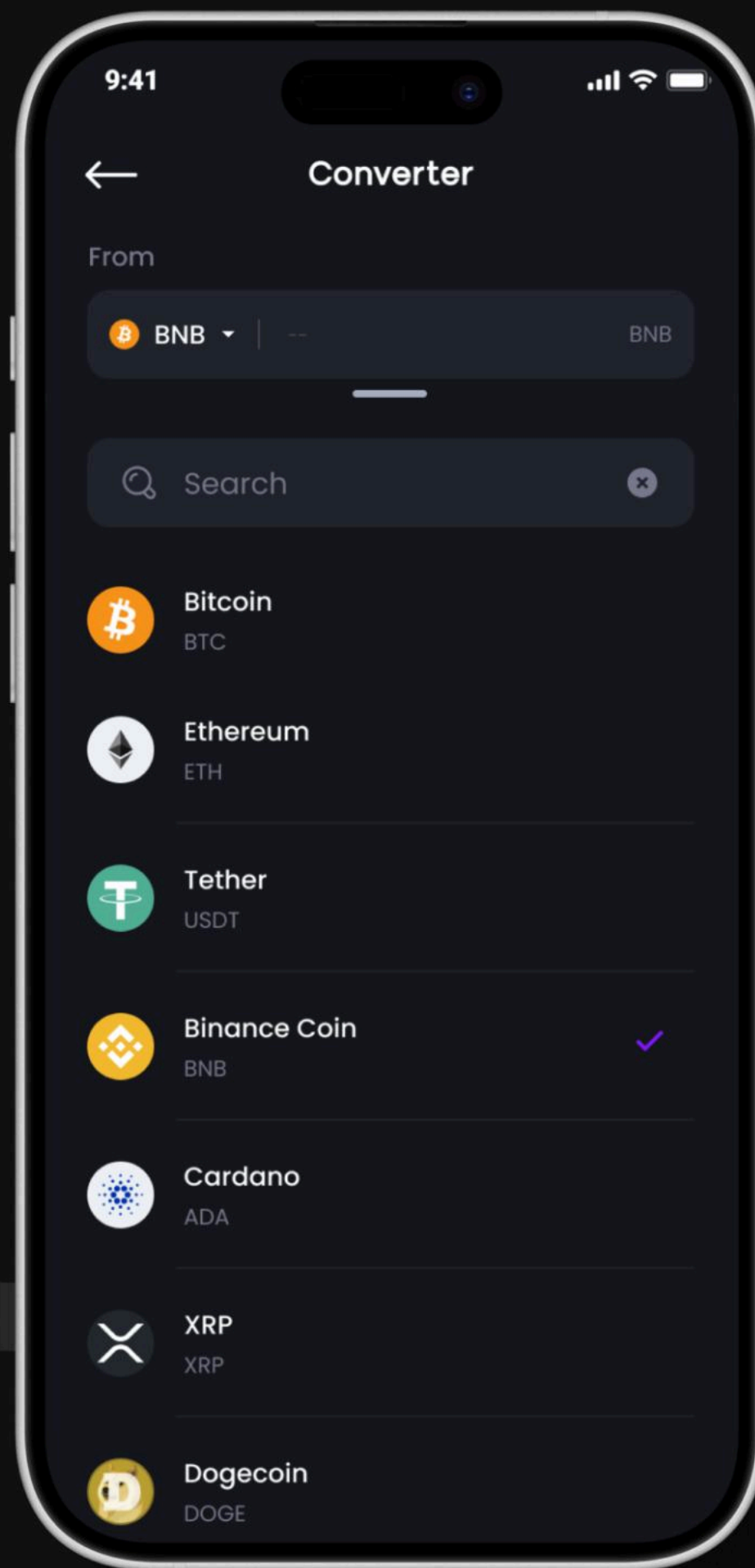
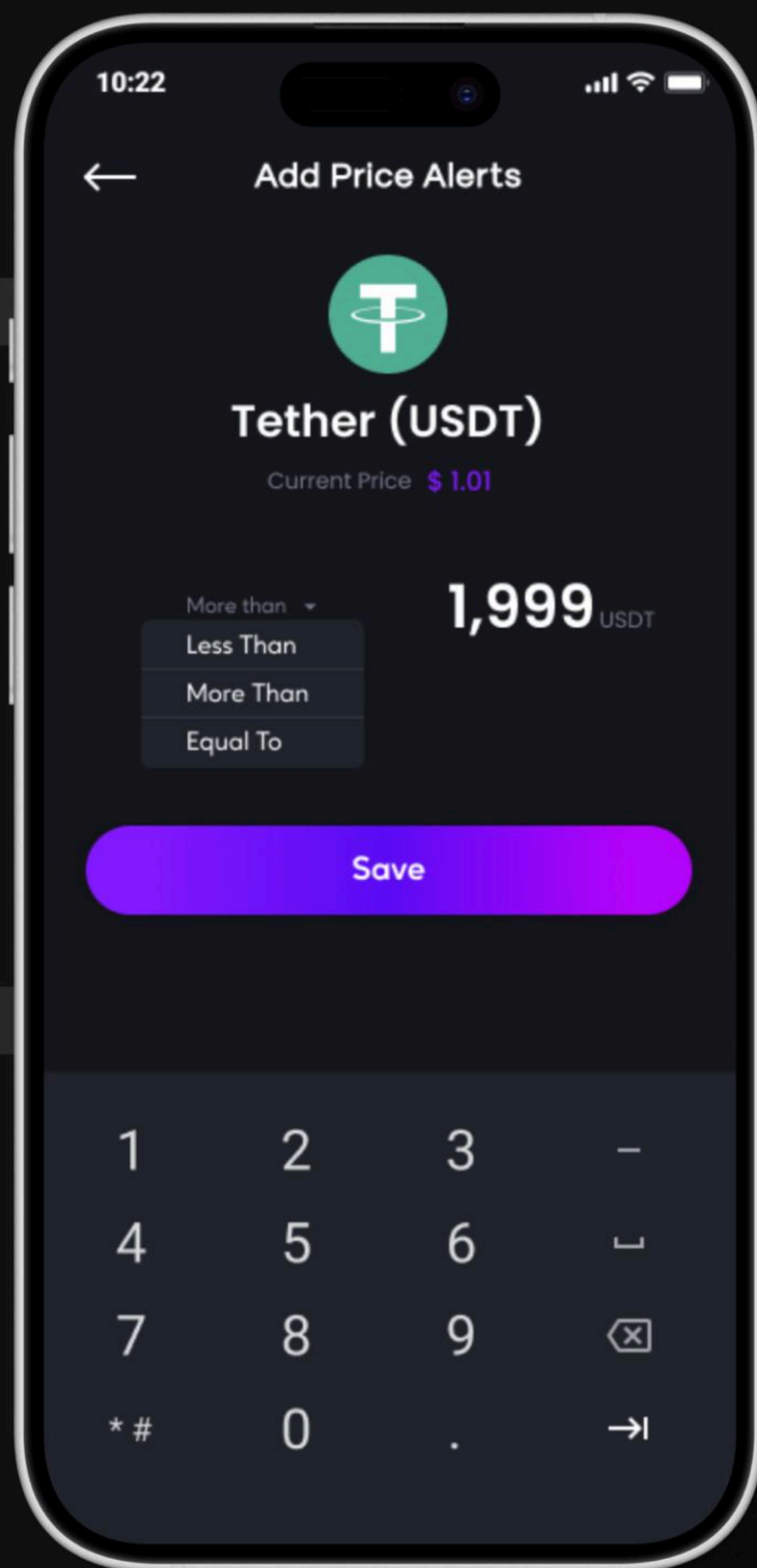
Crypto adoption depends on reducing complexity. The product had to feel familiar before it felt futuristic.

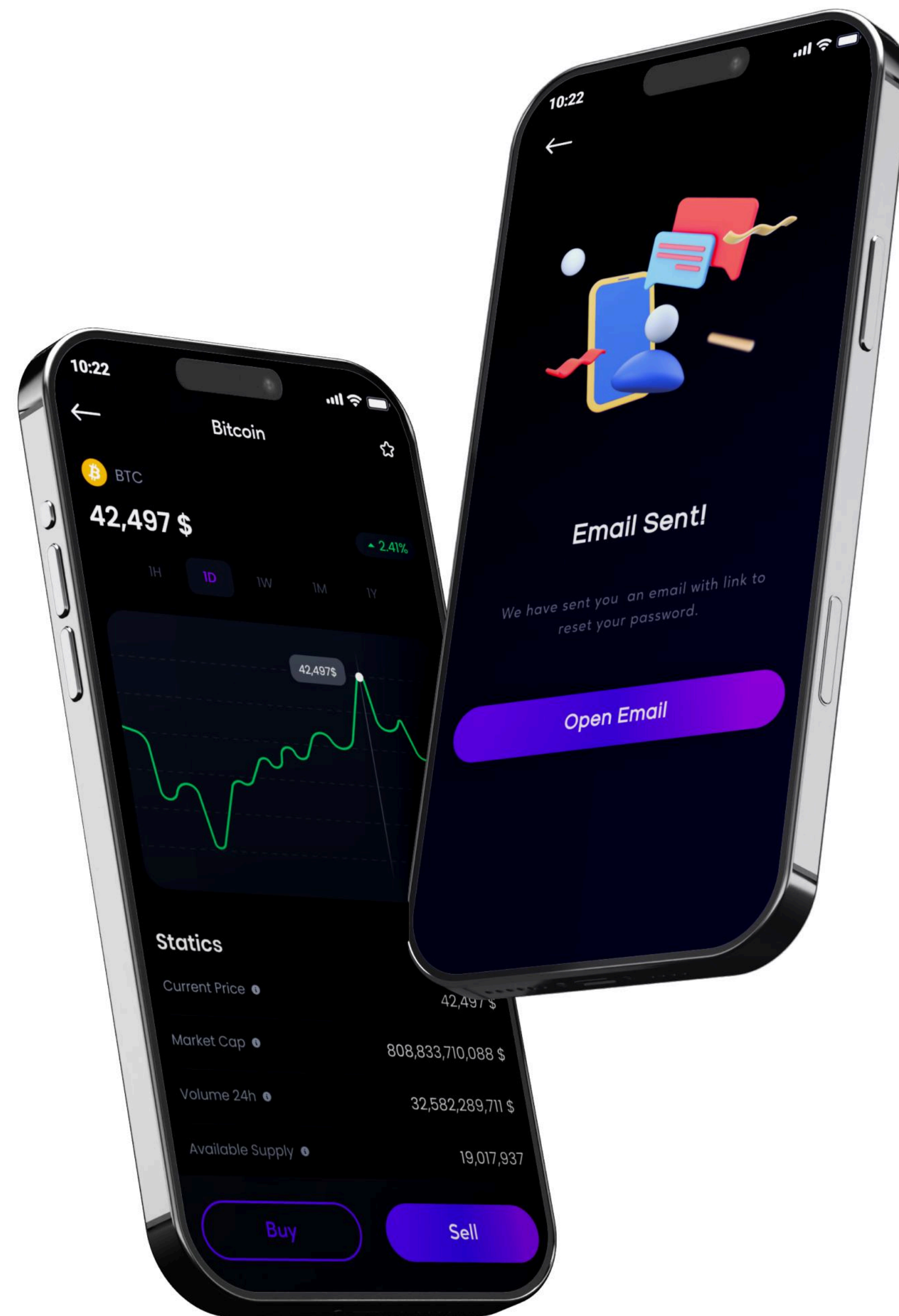
- WHAT CHANGED

Clarified the brand story, simplified the mobile experience, and made crypto usage feel more accessible.

Service	Year	Website
Mobile Product Design	2022	View Live App







PATRONUM

- CHALLENGE

A feature-rich workspace platform needed dense, repeatable admin workflows to feel simpler, faster, and easier to teach.

- STRATEGIC INSIGHT

In productivity software, perceived simplicity is a feature. Every removed step compounds into less training and faster time-to-value.

- WHAT CHANGED

Mapped high-frequency workflows, removed unnecessary steps, restructured navigation, and built a scalable UI system for consistency.

Service

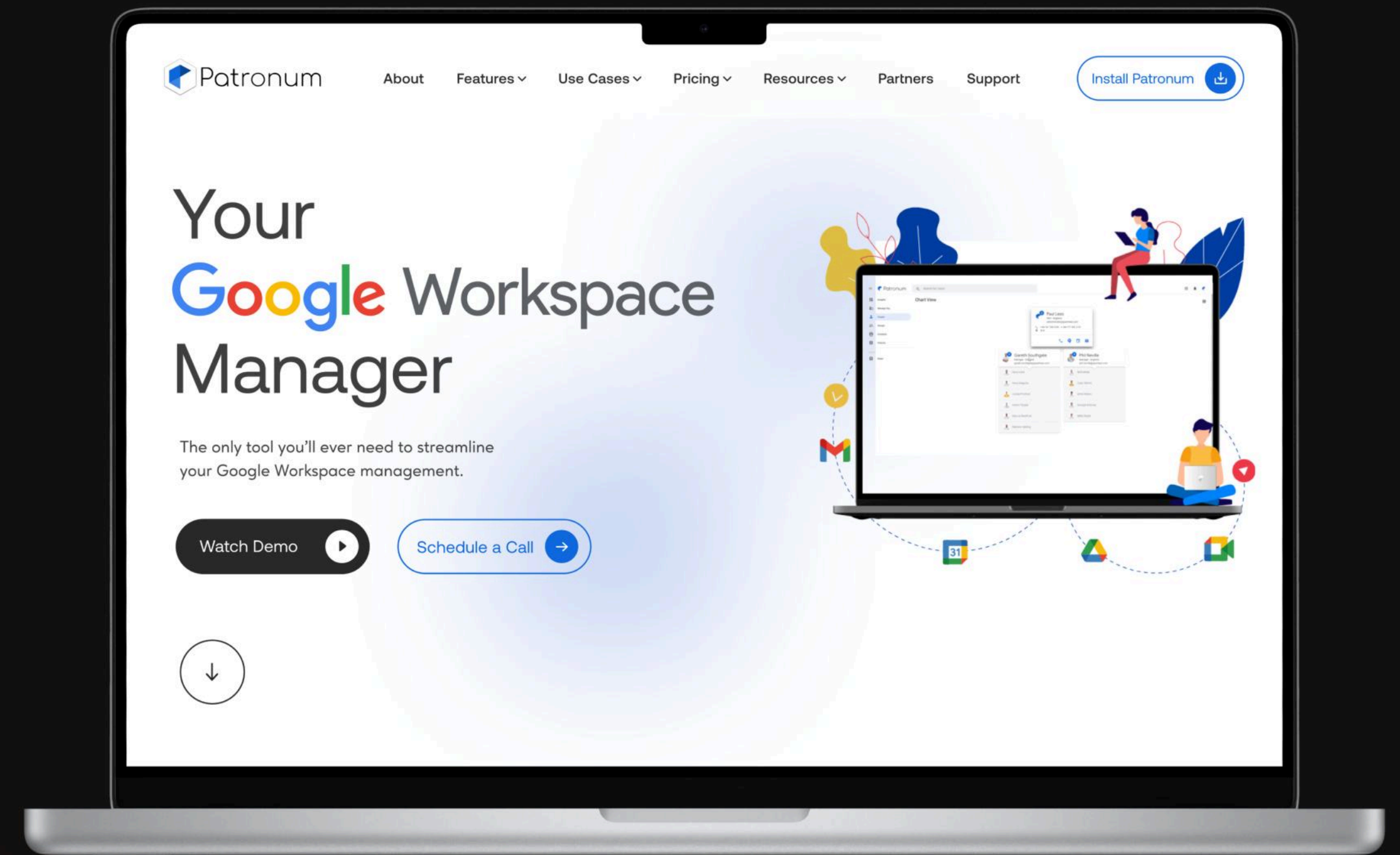
Year

Website

Website Design

2025

View Live





Empowering IT Admins & Professionals



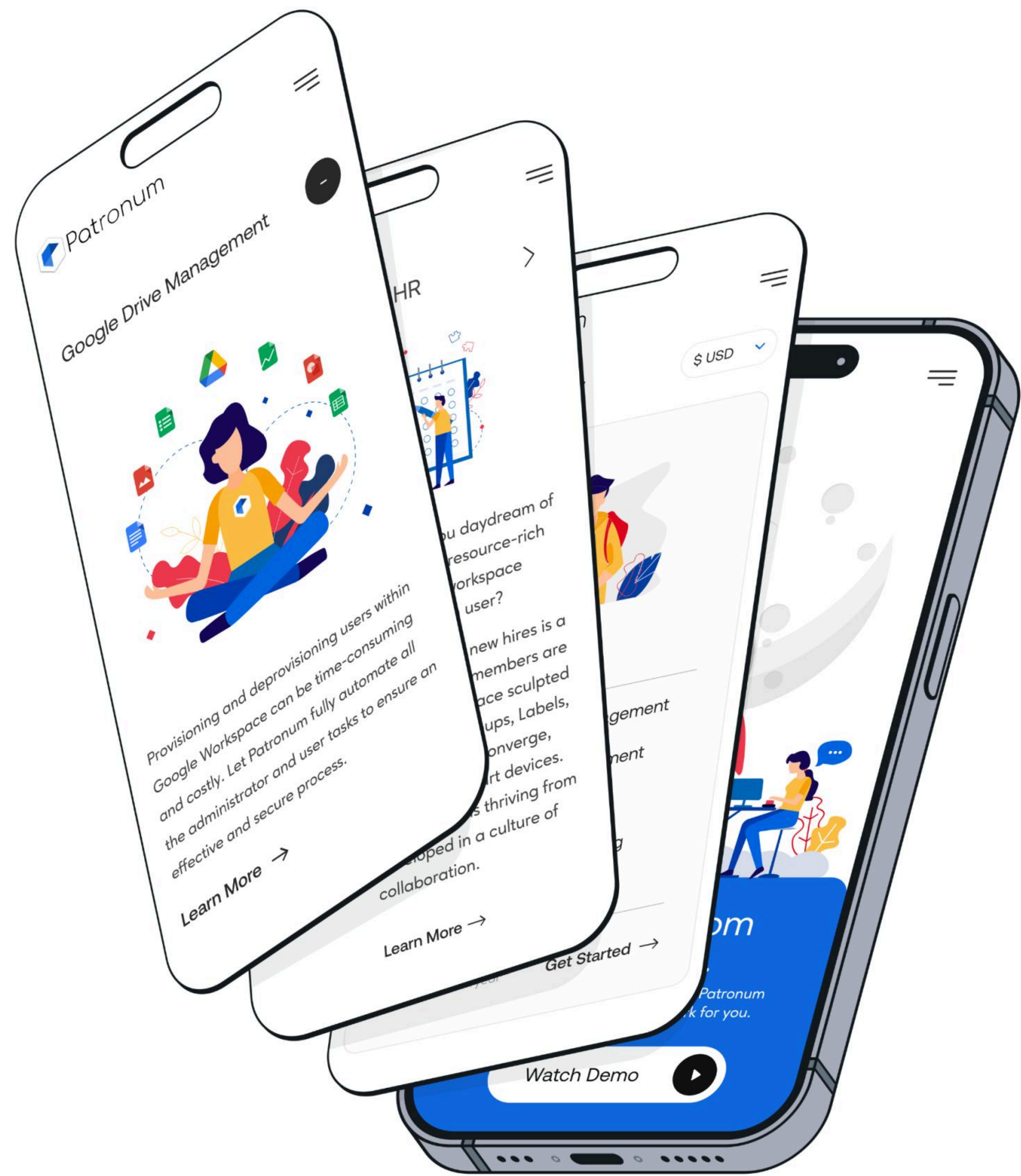
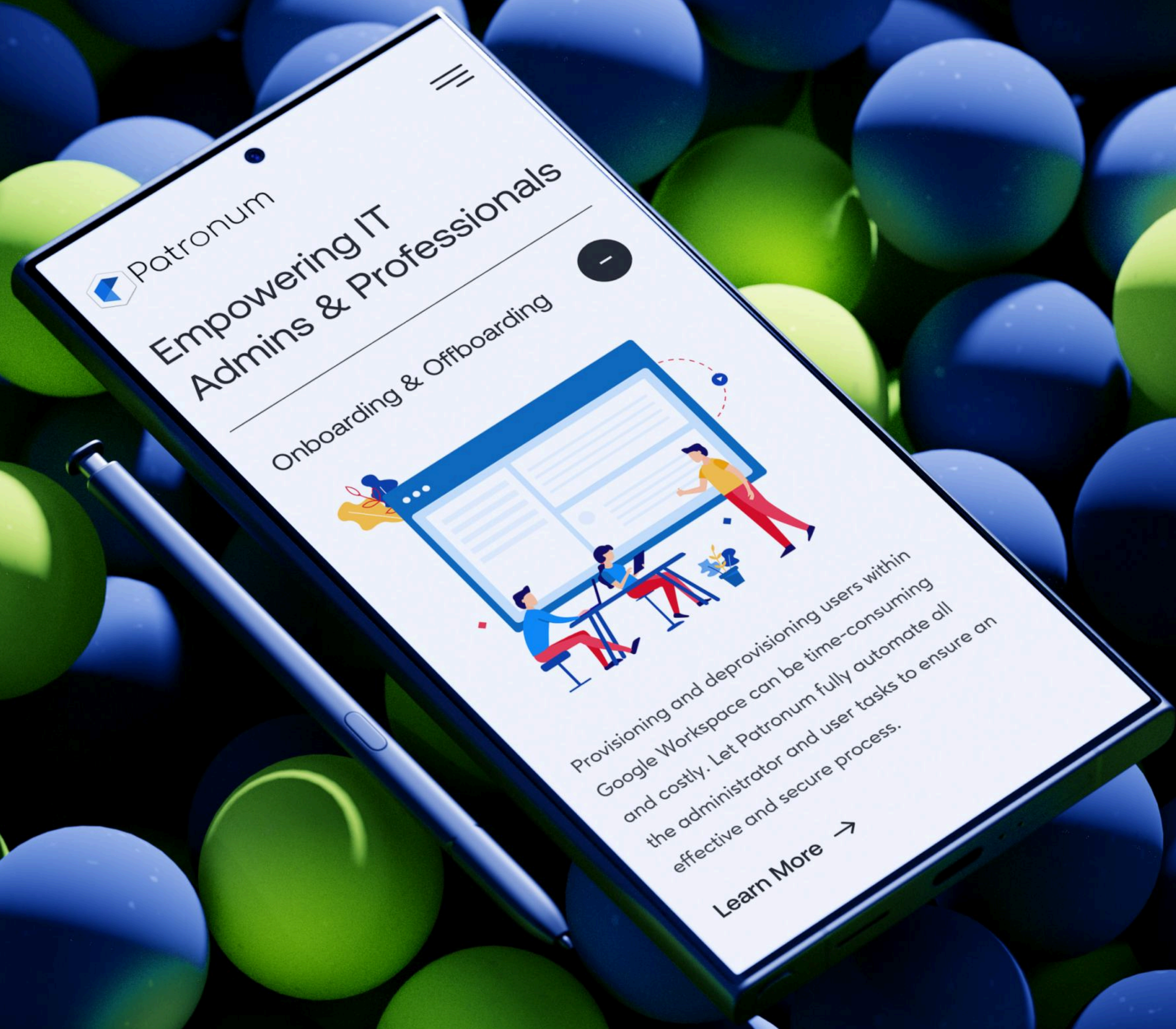
Google Workspace Backup



Experience the world's fastest backup solution, meticulously designed for Google Workspace. Patronum Backup offers unparalleled high-frequency backups, ensuring your Google data is always secure and recoverable. Enjoy complete peace of mind with 100% fidelity backups of Email, Calendar, Contacts, Files, and Shared Drives.

With Patronum, your Google Workspace data is not just backed up; it's bulletproof. Secure Your Google Workspace leveraging the most advanced, reliable backup technology available in the market.

[Learn More](#) →



DSW (DATA SCIENCE WIZARDS)

- CHALLENGE

The product had real technical depth, but the website needed to make that value legible to commercial buyers before a sales call ever happened.

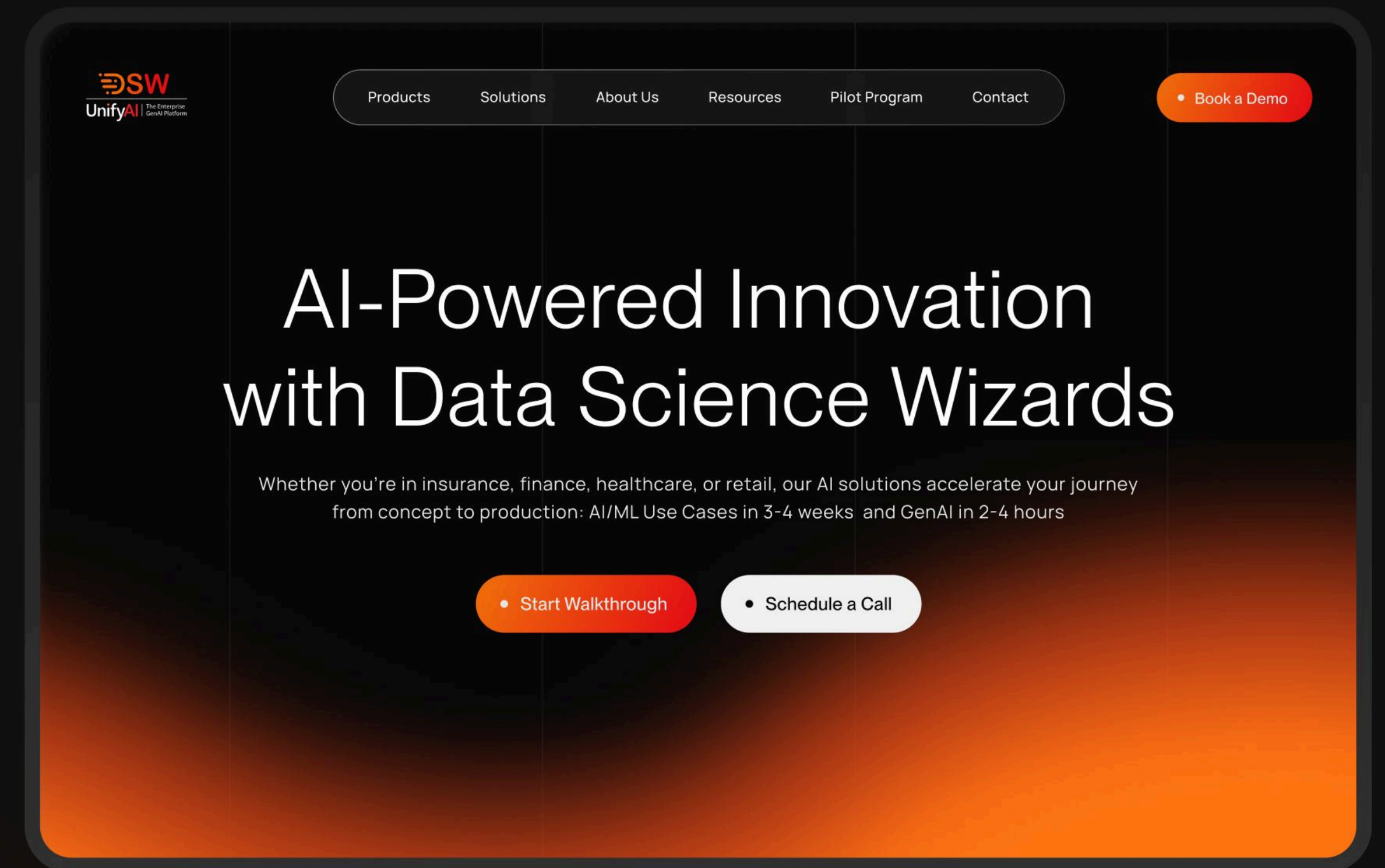
- STRATEGIC INSIGHT

Complex products convert when the first screen answers three questions fast: what is this, who is it for, and why should I care now?

- WHAT CHANGED

Rebuilt the site narrative, simplified the information architecture, and redirected the journey toward demo bookings and enquiries.

Service	Year	Website
Website Design	2025	View Live





- Products
- Solutions
- About Us
- Resources
- Pilot Program
- Contact

• Book a Demo

Why Choose UnifyAI?

End-to-End AI Lifecycle Management – From Model Training to Production Deployment

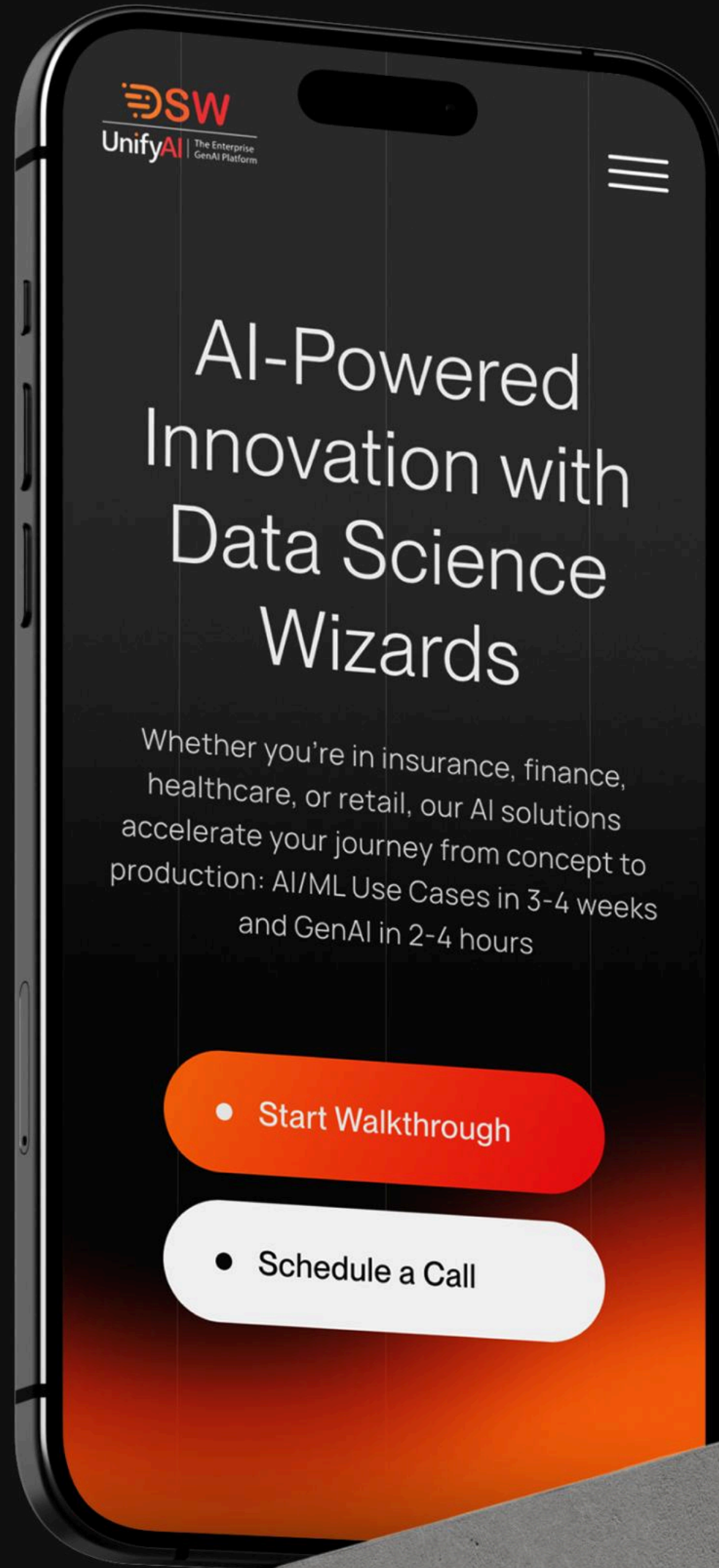
UnifyAI provides a complete AI development ecosystem, allowing businesses to build, test, optimize, and deploy AI/ML models seamlessly. From data ingestion and preprocessing to model training, evaluation, and real-time inference, UnifyAI ensures a streamlined workflow, reducing time-to-market and eliminating inefficiencies.

• Know More

Skip

- End-to-End AI Lifecycle Management
- Multi-Model AI Support
- Seamless Enterprise Integration
- Scalable Infrastructure





MONTRA

- CHALLENGE

A powerful mobile finance product needed users to feel confident enough to explore features, connect accounts and move real money.

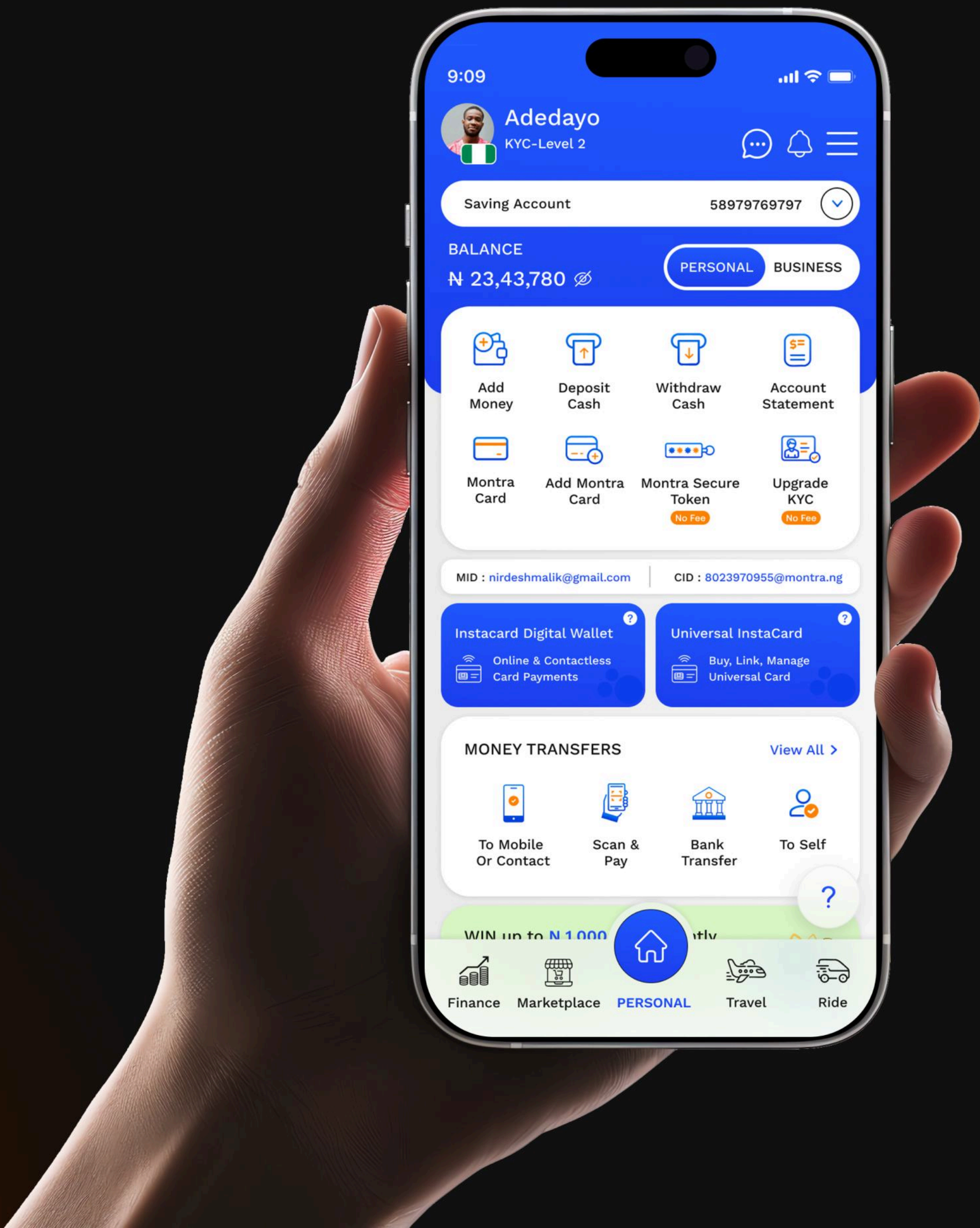
- STRATEGIC INSIGHT

Trust in fintech is built one screen at a time: can I understand this, control this, trust it with my money, and know what happens next?

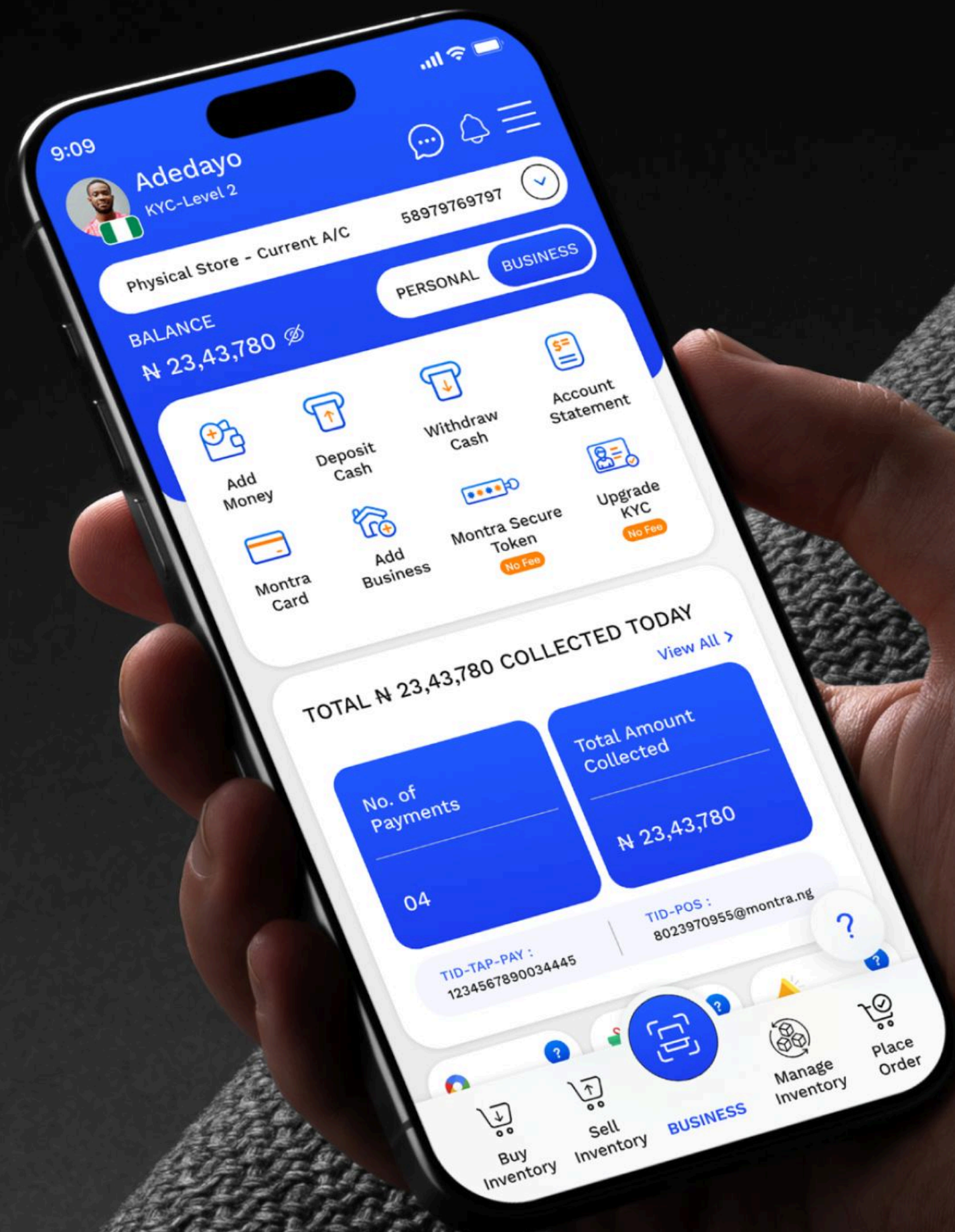
- WHAT CHANGED

Restructured onboarding, simplified dashboard hierarchy, and designed trust/control states around sign-up, visibility and transactions.

Service	Year	Website
Mobile Product Design	2025	View Live App







AMS (ADVANCED MEDTECH SOLUTIONS)

- CHALLENGE

A medical device company needed to communicate technical innovation, clinical trust and global credibility clearly.

- STRATEGIC INSIGHT

MedTech websites work when science, trust and outcomes move together without making the experience feel heavy.

- WHAT CHANGED

Restructured product communication, clarified the company story, and made the portfolio easier for healthcare audiences to navigate.

Service

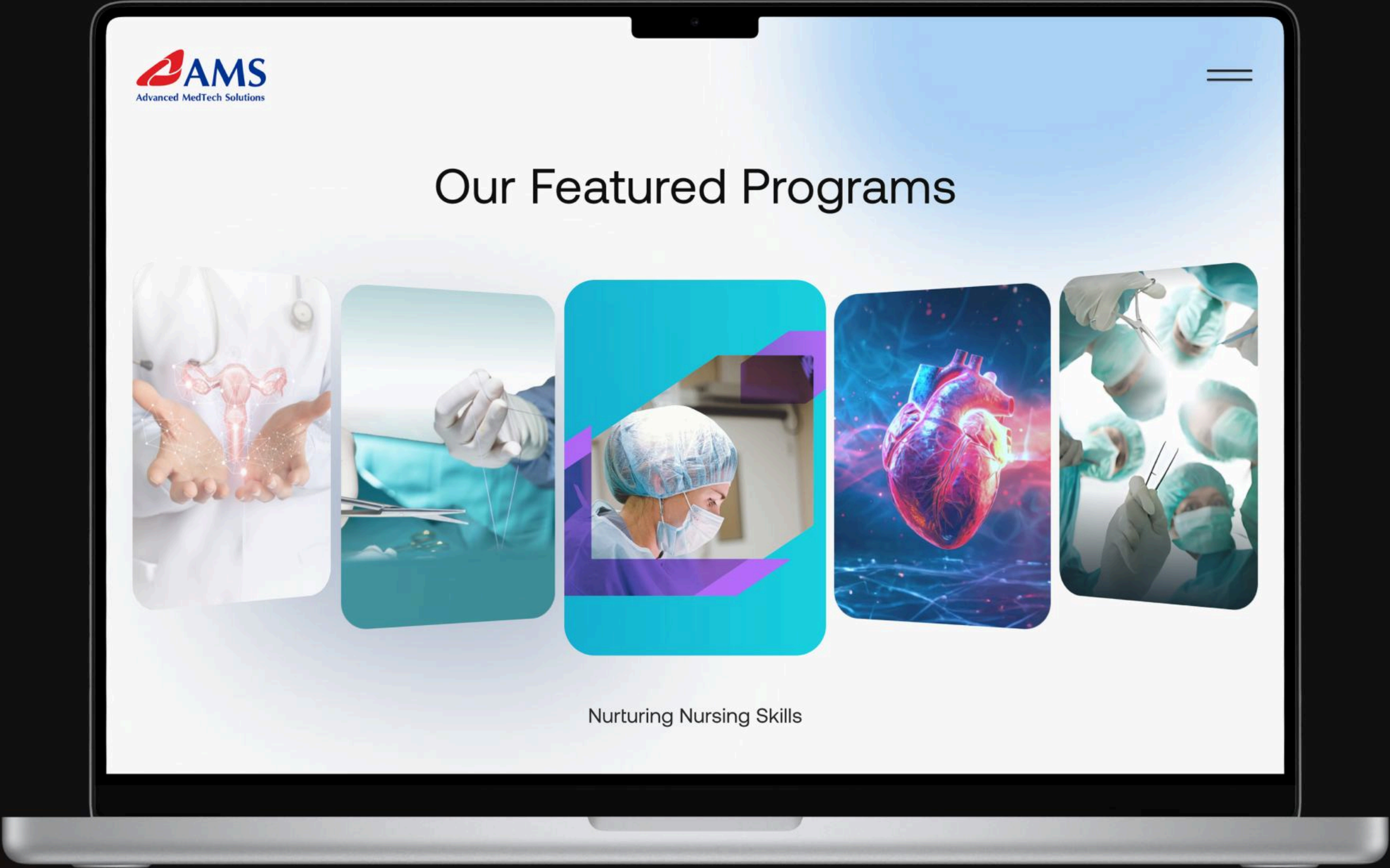
Website Design

Year

2024

Website

[View Live](#)

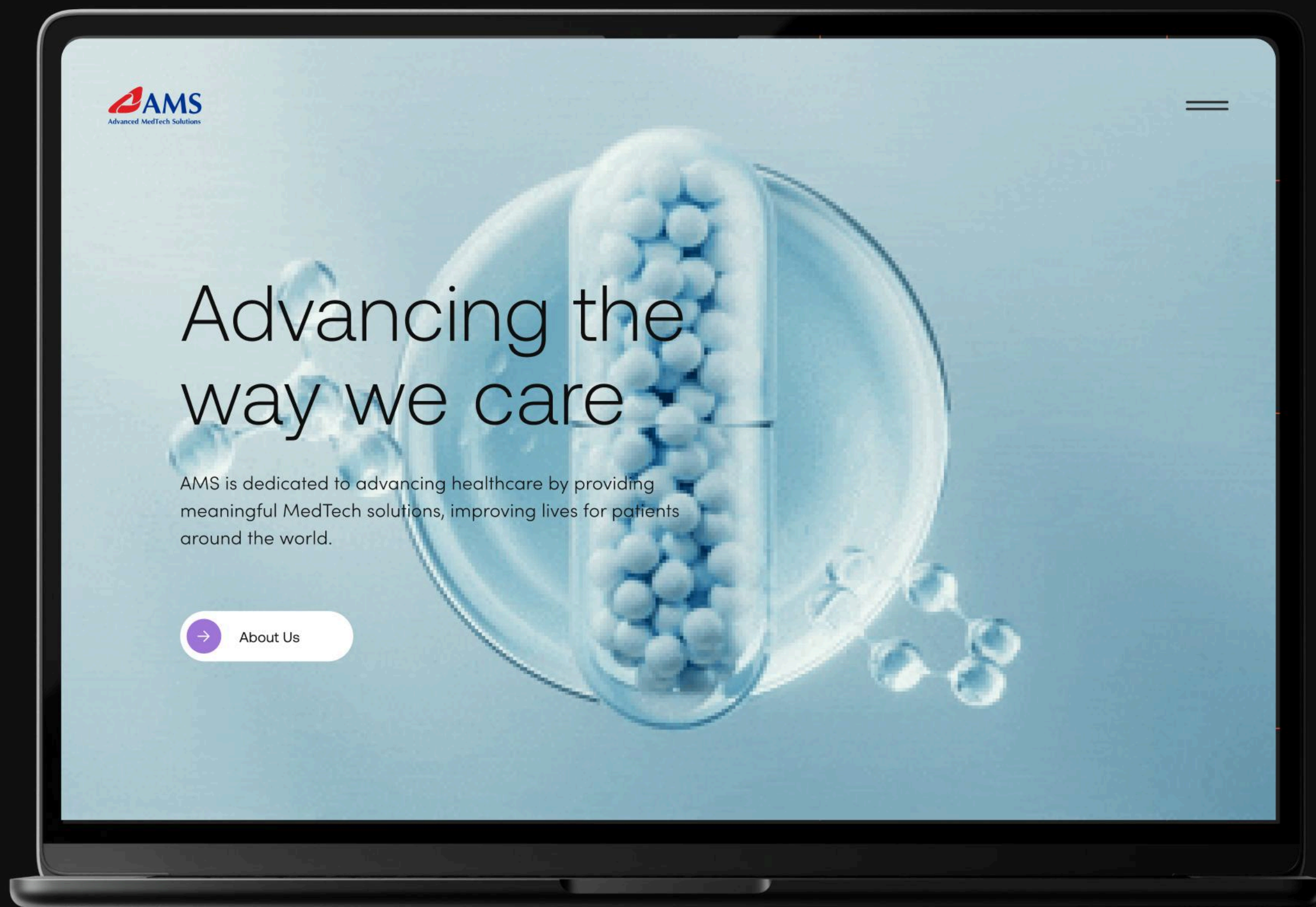




Advanced Hernia Repair Solutions for Superior Outcomes

At AMS, we are setting new standards in hernia
repair with our cutting-edge hernia solutions.

AMS



GARDEN CITY MALL

- CHALLENGE

A new shopping mall needed to build anticipation, attract visitors and support tenant enquiries before launch.

- STRATEGIC INSIGHT

A retail destination website must work as both preview and proof: creating desire while driving action.

- WHAT CHANGED

Built an immersive digital experience with strong visual storytelling, mobile-friendly discovery and clearer enquiry paths.

Service

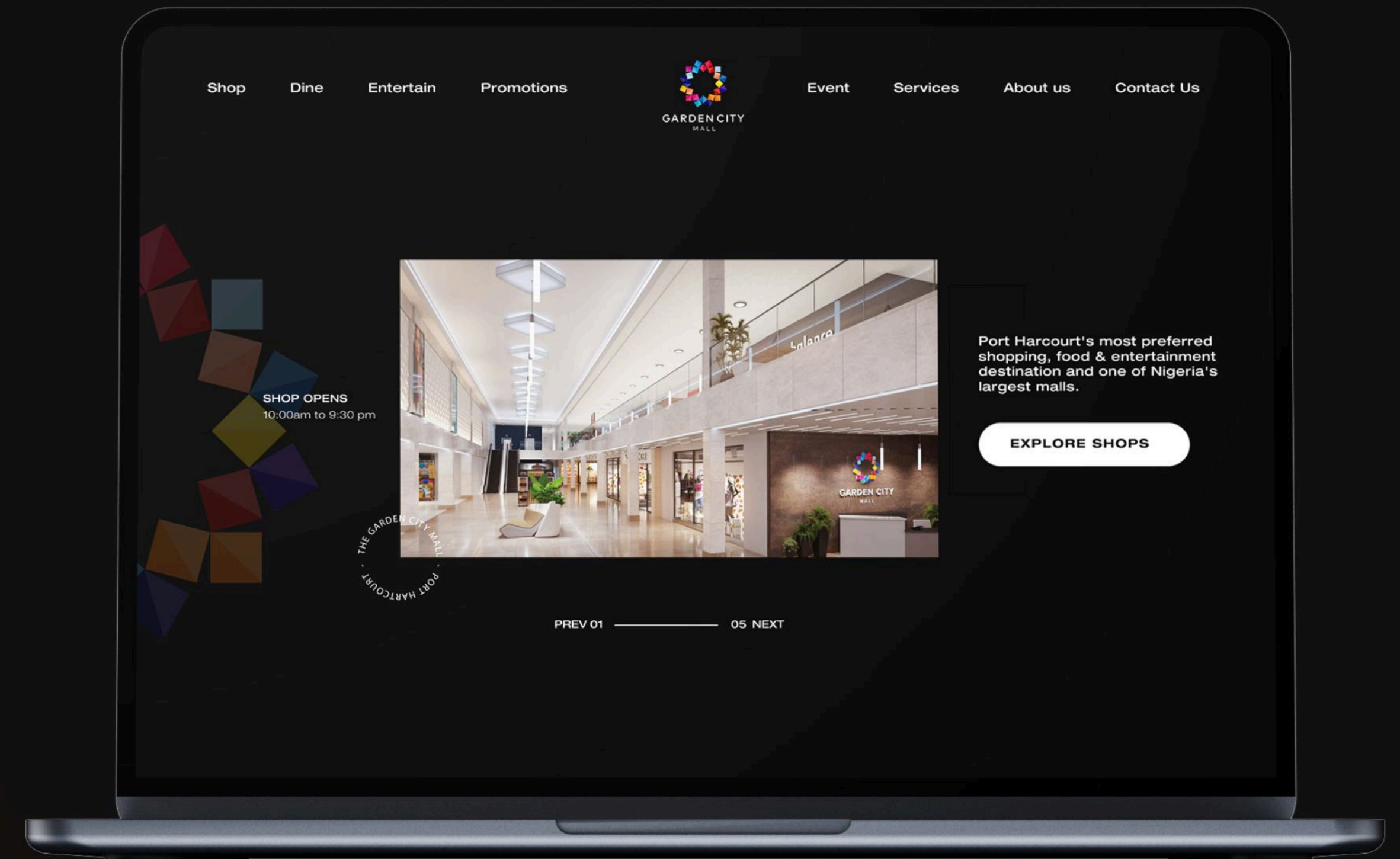
Year

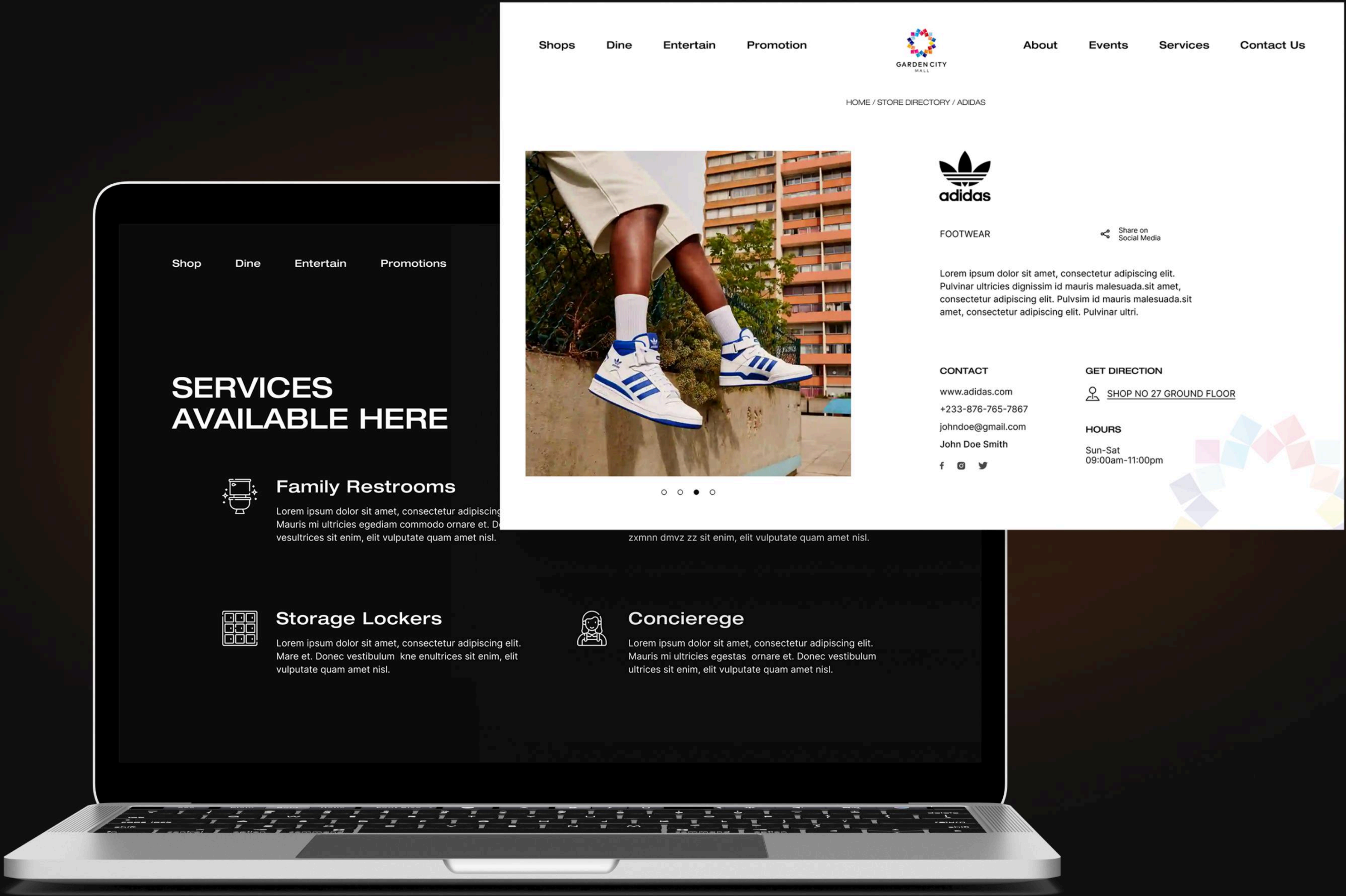
Website

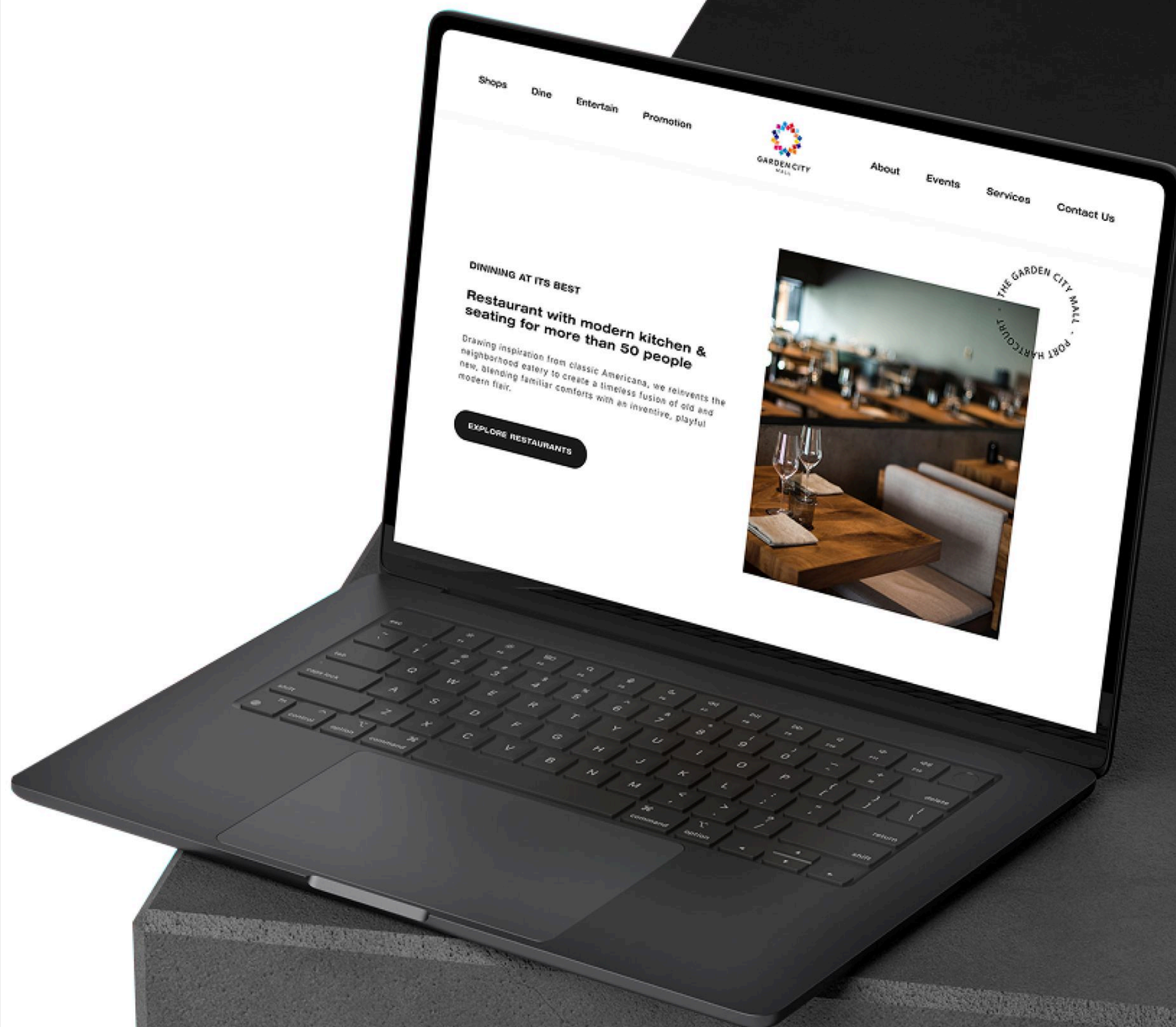
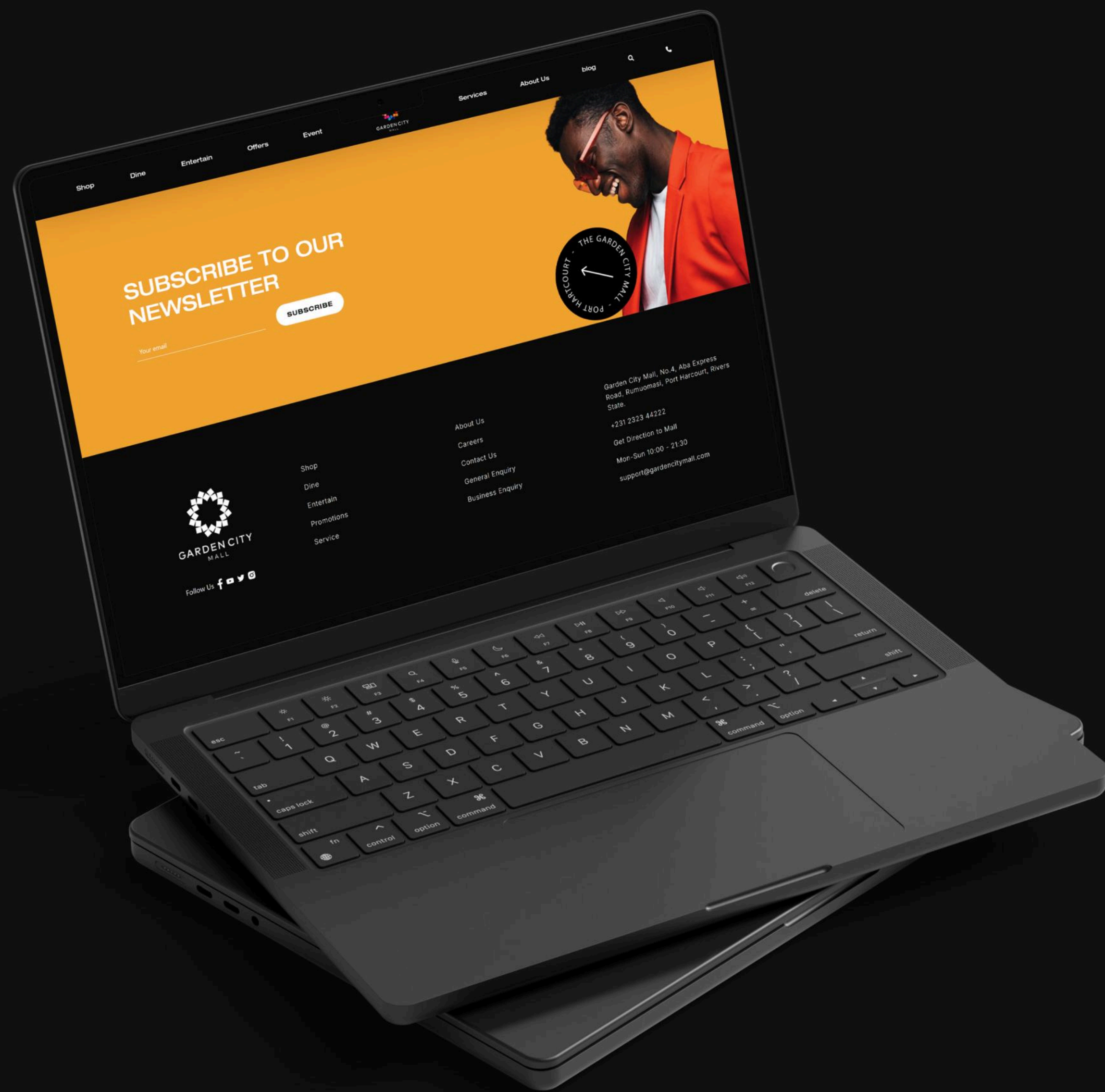
Website Design

2021

[View Live](#)







KEDARKALA

- CHALLENGE

An interior design studio needed a website that reflected the elegance and detail of its physical spaces.

- STRATEGIC INSIGHT

For design studios, the portfolio is not just proof. It is the atmosphere, taste and trust in motion.

- WHAT CHANGED

Refined the brand expression, redesigned the portfolio journey, and created a more immersive visual experience.

Service

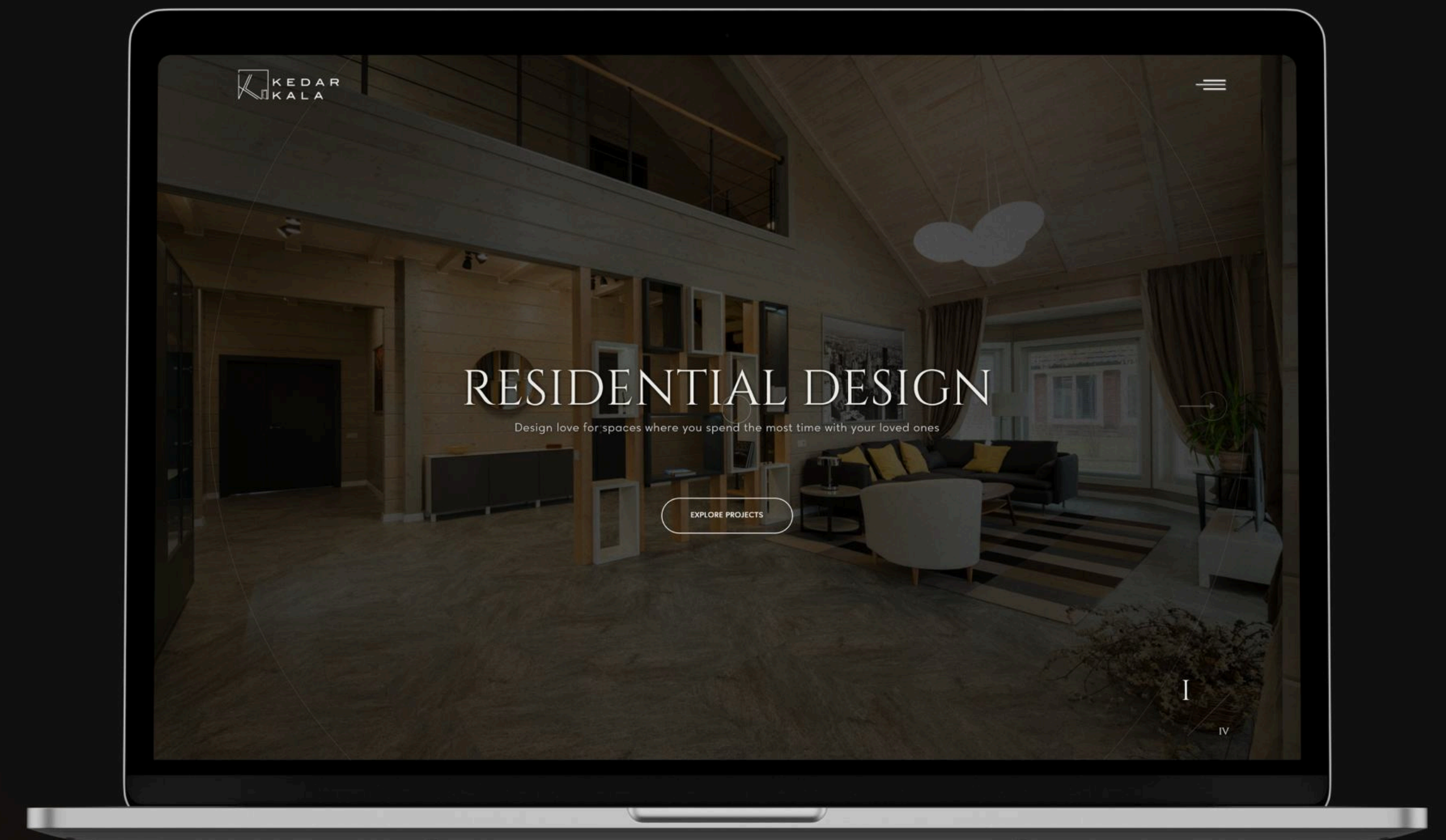
Year

Website

Website Design

2021

[View Live](#)

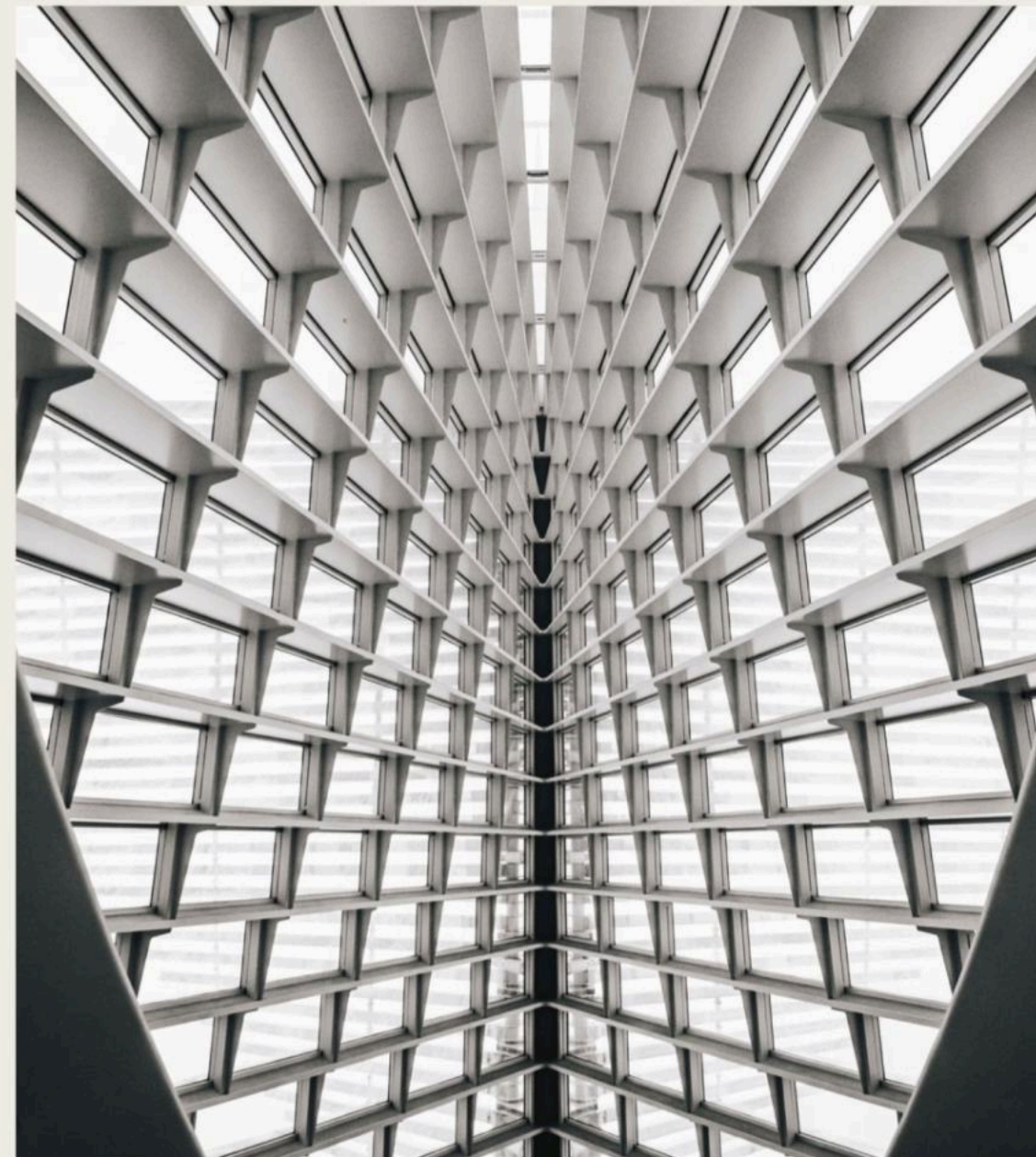




ABOUT US

KedarKala is a "WHOLISTIC" design studio,
specialising in commercial & residential building
design & interiors. We create captivating
experiences for our clients by transforming
spaces
where you spend a significant amount of your
lives
– your homes & your workplace.

*From foundation to furnishings, everything we do, we
do for the love of design.*



KEDAR KALA

CLIENT STORIES



*They are very professional, Ms.
Shraddha takes personal care of
each
and every aspect of designing
architecture, interiors she
ensures that
end work comes out to be
masterpiece*

SAKET BRIJENDRA



CONSULTANCY SERVICES

Every space is beautiful! It's all about finding the amazing possibilities that can happen...

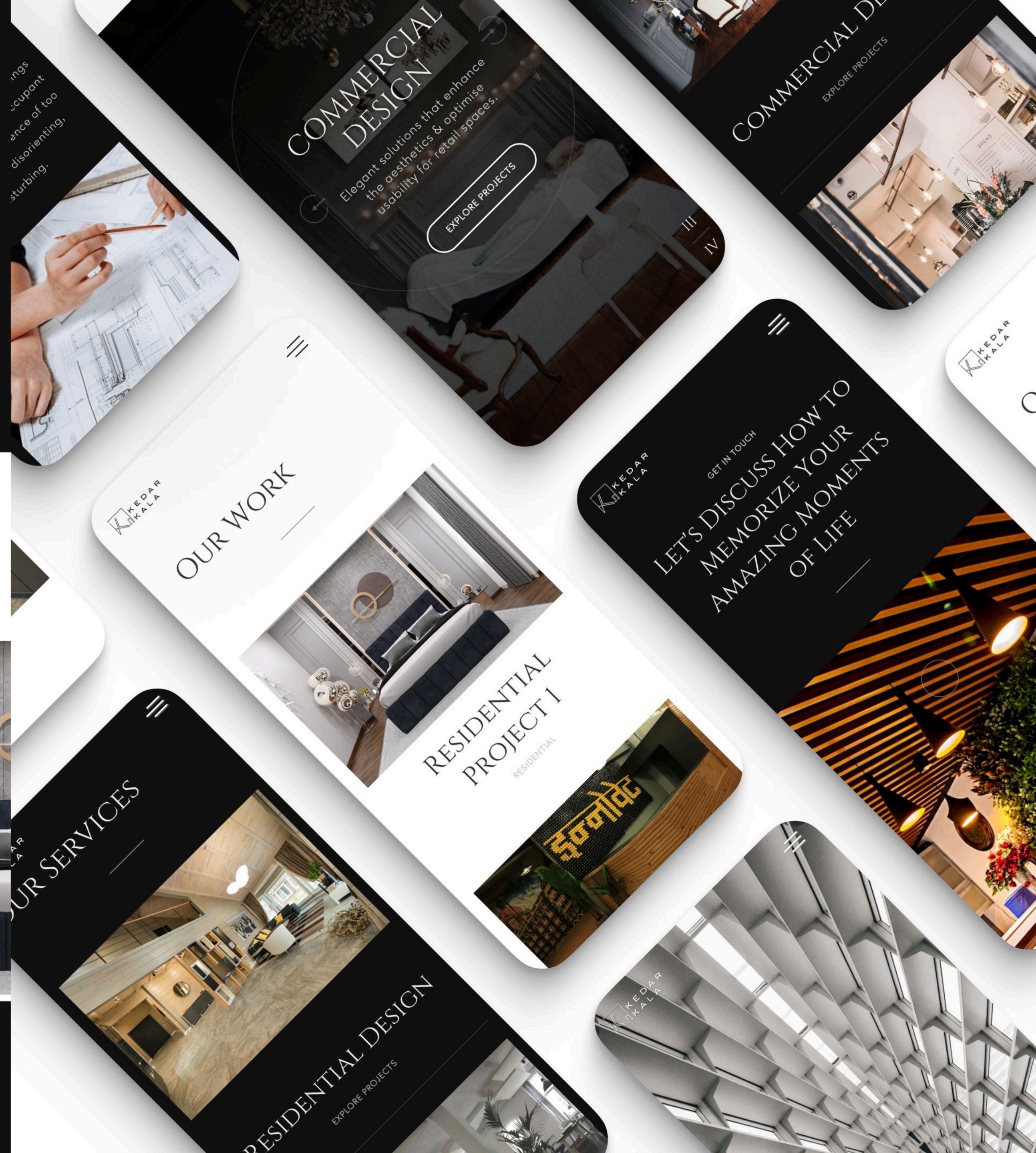
LET'S TALK

IV

IV

RESIDENTIAL PROJECT 1

RESIDENTIAL



UNIFYAI

- CHALLENGE

DSW wanted to turn its AI expertise into a new enterprise product built from the ground up.

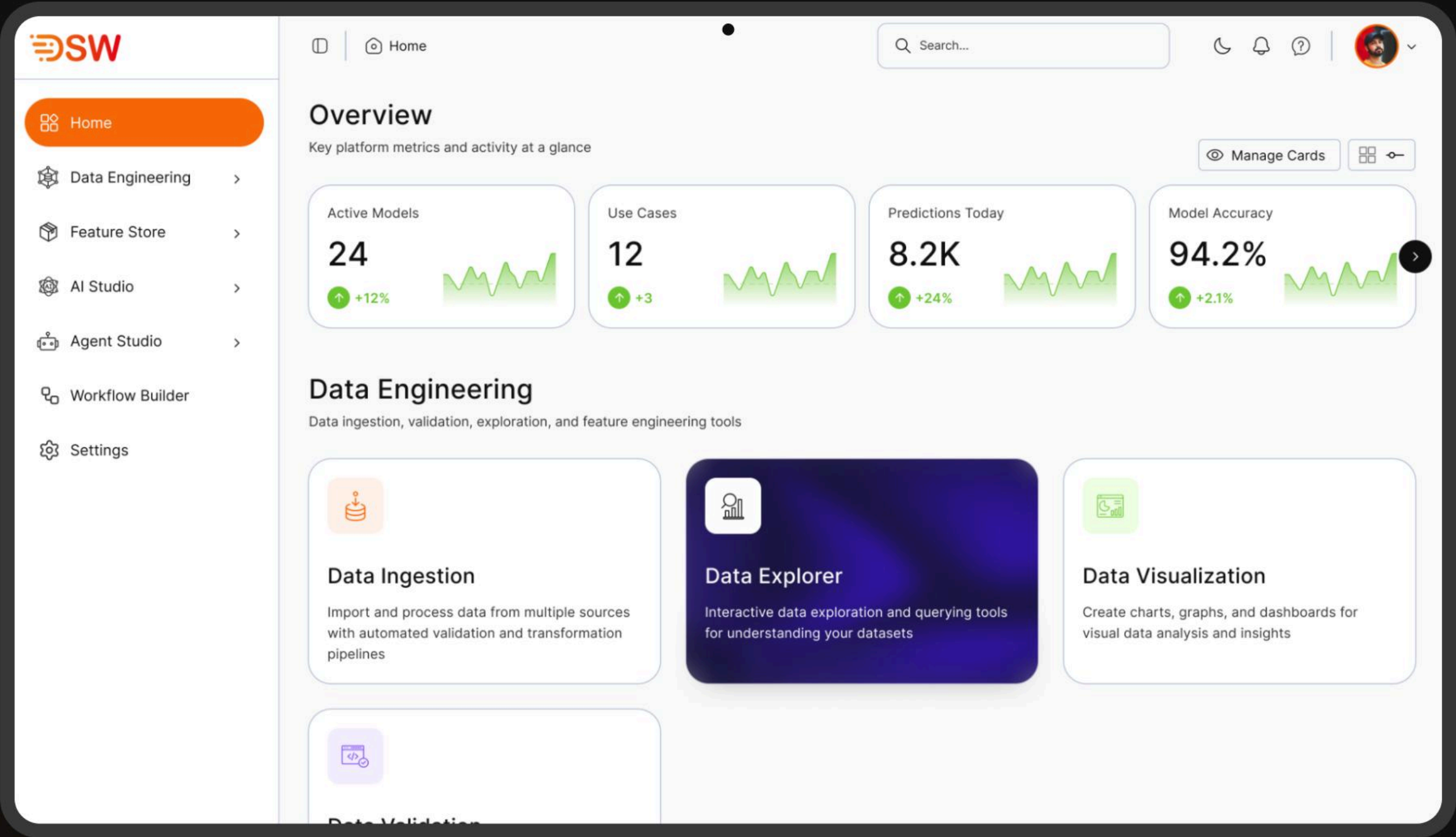
- STRATEGIC INSIGHT

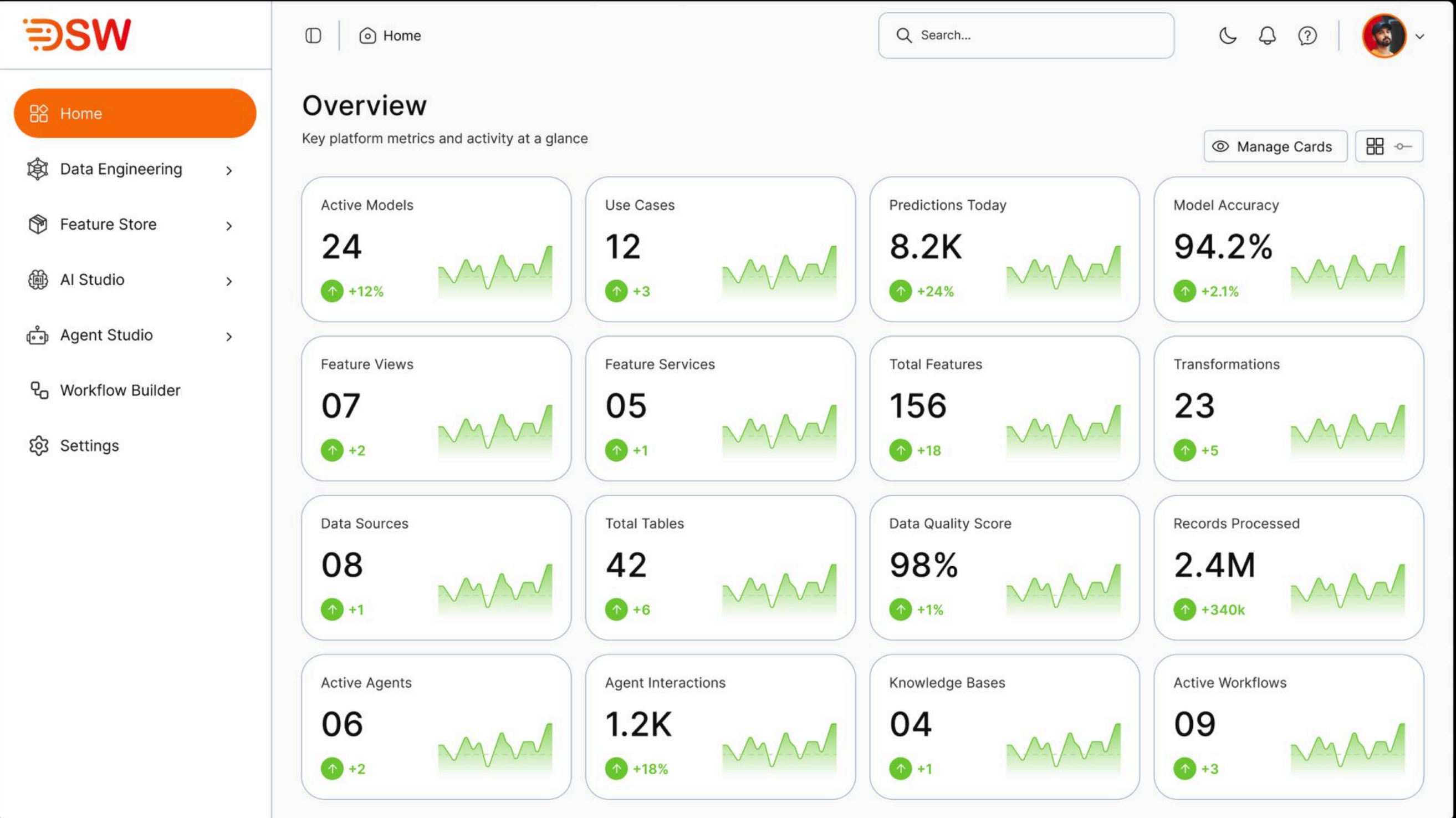
For a new AI platform, product experience and positioning need to make complexity feel clear, credible and usable.

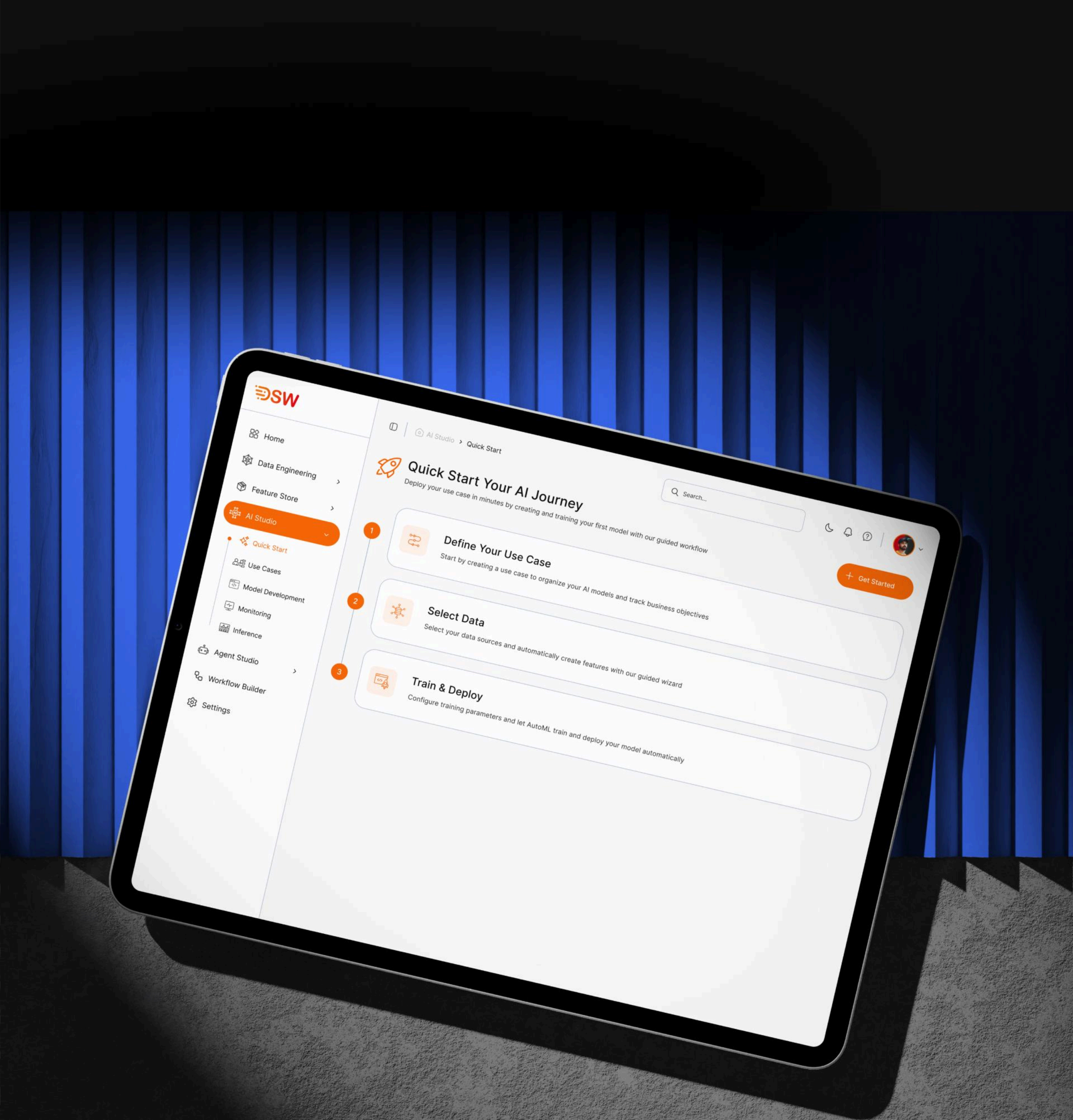
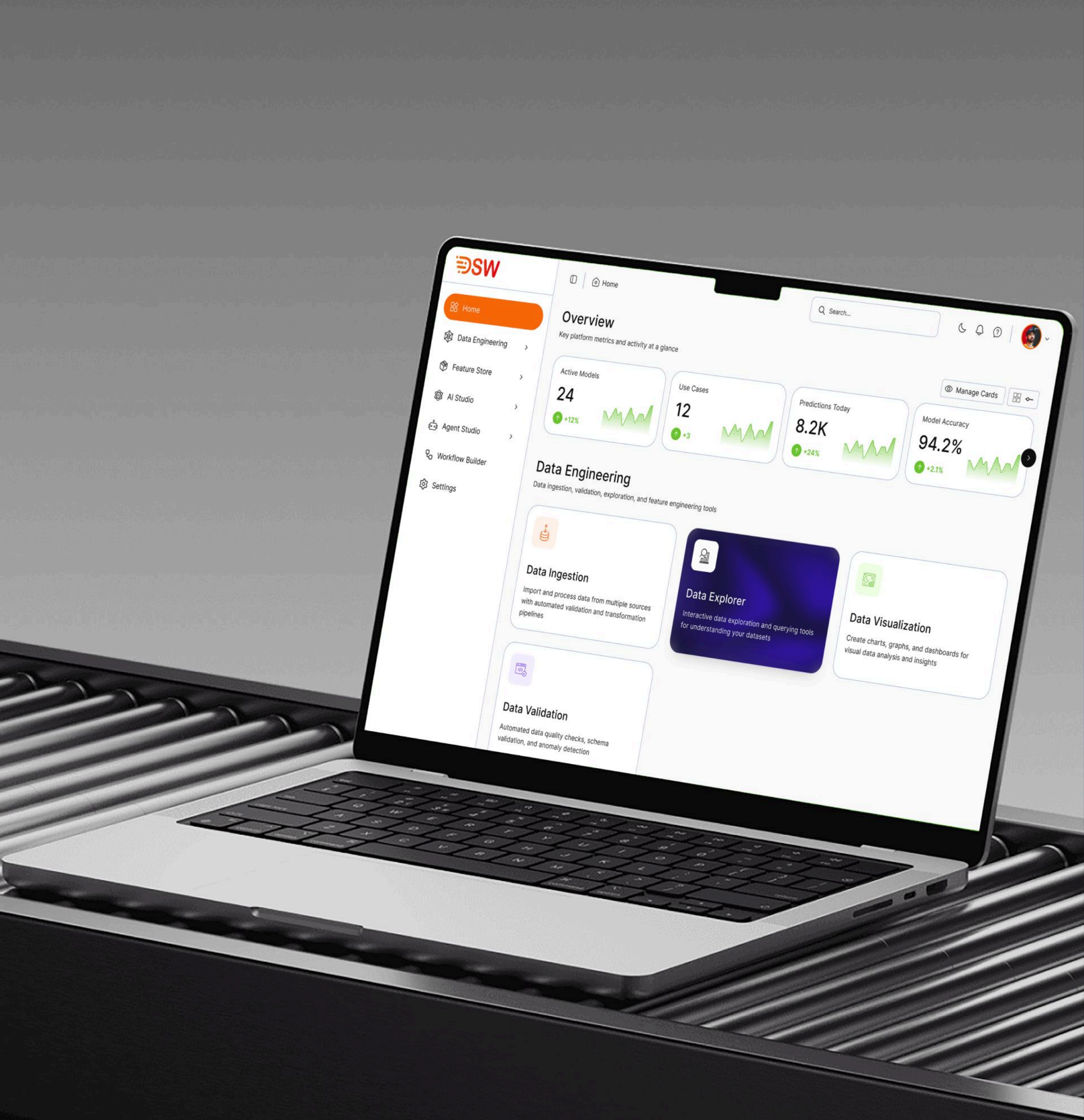
- WHAT CHANGED

Created UnifyAI from scratch, shaped the product experience, and built a website that communicated its enterprise value clearly.

Service	Year	Website
Dashboard Design	2024	View Live







START WHERE THE REVENUE IS LEAKING



Four packaged entry points – each one starts with evidence, never with a format we sell by default.

01

Experience Leakage Audit

1-2 WEEKS

For teams that know something is underperforming but need evidence first.

Friction Map • Priority Findings • Roadmap

02

Conversion Website Sprint

4-8 WEEKS

For teams turning traffic into demos, sign-ups and sales conversations.

Messaging • UX/UI • Build • On Page SEO Foundation

03

Product Experience Sprint

6-12 WEEKS

For SaaS, fintech and app teams improving onboarding or core journeys.

Journey Diagnosis • Prototypes • UI System

04

Growth Experience Retainer

MONTHLY

For teams that need continuous UX, content, SEO and build momentum.

Backlog • Content & SEO • Experiments • Analytics

Each engagement starts with the leak - never with a format we sell by default.



HIRING AN AGENCY SHOULD REMOVE RISK. MOST ADD A NEW KIND

Hyperix is built to keep judgment close to delivery, so the work is easier to govern - not harder.

01 Senior judgment stays close

The people shaping the strategy remain involved through design, build, launch and measurement.

02 Scope is clear before production

Priorities, deliverables, timelines and success measures are agreed before heavy execution begins.

03 Build is considered from day one

Design decisions account for responsiveness, accessibility, performance and engineering reality.

04 Measurement continues after launch

The work is judged by what users do next - not by internal approval alone.

RISK THIS ADDRESSES

Missed Deadlines • Unclear ROI • Broken Handoff • Weak Communication • Poor Build Quality • Subjective Decisions



THE PEOPLE WHO DIAGNOSE THE LEAK ARE THE PEOPLE WHO FIX IT

Premium buyers don't only buy execution.
They buy judgment, continuity, and
accountability.



Bhaskar Varshney
Founder & CEO

- Strategy
- Positioning
- Sales
- Client Relationships
- GTM
- Partnerships



Hitesh Bhardwaj
Frontend & Product Experience Lead

- Frontend Architecture
- Interactive Web Execution
- Product Experience Implementation
- Performance-Focused Builds
- Technical Delivery Quality



Asim Fazli
Design Strategist

- UX Strategy
- Interface Direction
- Design Systems
- Experience Clarity
- Visual Design Quality



Vidushi Saxena
Frontend Developer

- Frontend Execution
- Component Development
- Interface Implementation
- QA Support
- Delivery Velocity

No unnecessary layers. No handoff maze. No gap between the people making the promise and the people delivering the work.

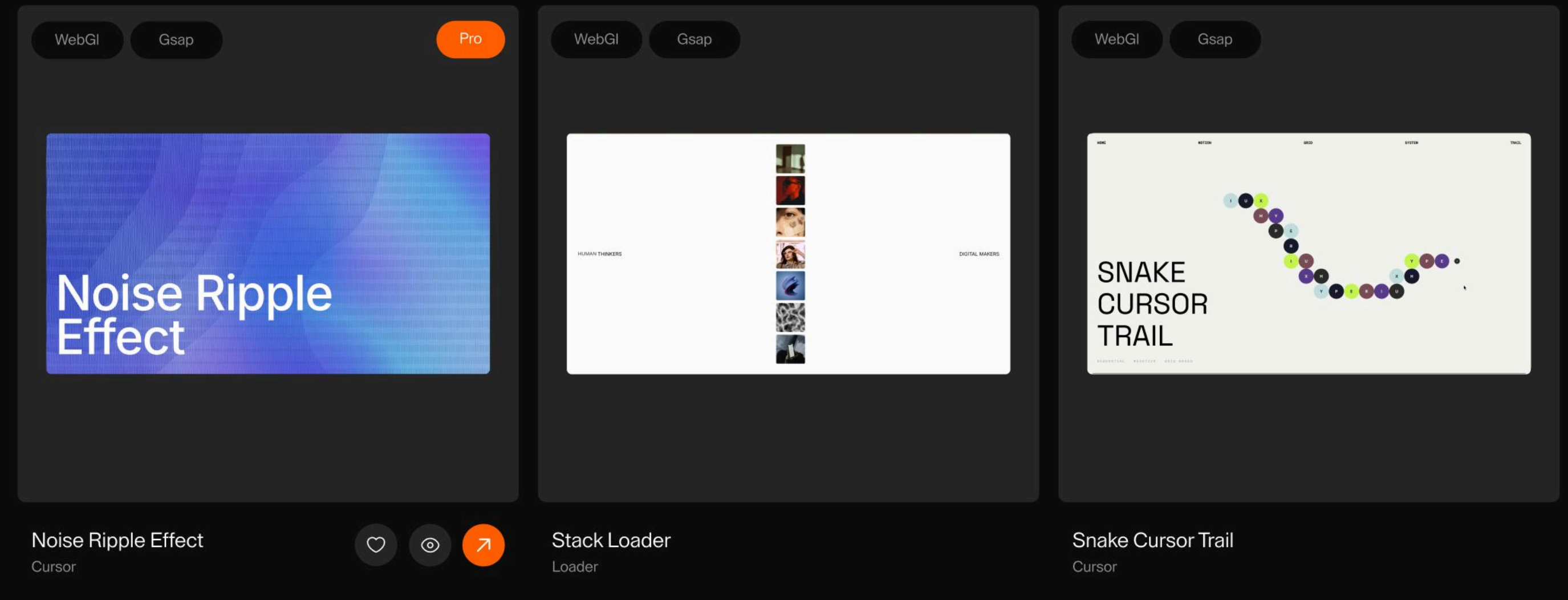


ANYONE CAN SHOW YOU A POLISHED SCREEN. WE SHOW **THE SYSTEM UNDERNEATH IT**

Hyperiux Vault is the part of our work a prospect can verify – without taking our word for it.

Vault proves how we think: in reusable systems, with developers in mind, for production rather than presentation.

- Reusable UI Components
- Product Interface Patterns
- Responsive Layouts And States
- Production-Minded Decisions
- Developer-Facing Documentation



Live URL
vault.hyperiux.com

Components
110+

Free Components
30+



WE'RE BUILT FOR ONE KIND OF PROBLEM. **WE'RE HONEST ABOUT WHICH ONE**

Good partnerships start with the right problem - not the right budget.



Strong Fit When

- Your site looks polished but doesn't convert enough traffic.
- Your product is powerful but users don't reach value fast enough.
- Your buyers need more trust before they enquire.
- Your team needs specialist UX/UI or SEO support without adding headcount.



Not the Right Fit When

- You only need a logo or decorative visuals.
- You want a redesign with no commercial objective.
- You need low-cost execution without strategic involvement.
- You're not willing to measure whether the work changed behaviour.

The right fit starts with the leak - not the format of the deliverable.



YOU CAN FUND A REDESIGN ON A HUNCH. OR FIND OUT WHAT'S ACTUALLY **BROKEN FIRST**

Book a 30-Minute Consultation

- Where users may be hesitating, dropping off or losing trust.
- Which UX, speed, content, message or journey issues are likely hurting conversion.
- What should be fixed first for the highest commercial impact.
- Whether Hyperium is the right partner to help.



Your Users Deserve Better. So Does Your Business.

Because the future belongs to brands who obsess over experience.

Let's Talk