

nfura.com

Agency
profile 2024

NFiURA ©

about us

NFURA is an award-winning agency from India, shaping companies into distinct brands through elevated digital experiences, strategic brand design, and thoughtfully crafted identities.

about us

years of
experience

3+

people on
board

12+

located in
Delhi

IN 

awards



Webby

1× webby awards
2× webby nominee



Awwwards

2 × site of the day
5× honorable mention



Communication Arts

2 × site of the day
5× honorable mention



Apple

1 × new apps we love



FWA

1 × site of the day



Reddot

1 × reddot

clients



A leading provider of drone mapping and software solutions for aerial data collection and analysis.



An online platform connecting students with tutors for personalized learning in various subjects.



A well-known Indian brand offering traditional snacks, sweets, and ready-to-eat products.



A local government website offering essential services and updates to the Daurala community.



A brand focused on providing organic spices, herbs, and blends for healthy living.



A premier healthcare provider offering a range of medical services through its hospitals and platforms.

industries & geography

Experience in the industries

- SaaS and digital products
- Medtech and Healthcare
- Government Websites and Portals
- Advertising and marketing
- Travel and hospitality
- Food industry
- Fintech
- eCommerce
- Enterprise

and others

Client geography

India

Australia

Europe

USA

services

Branding

We craft distinctive brand identities that resonate with audiences and create lasting impressions across every touchpoint.

Brand Architecture

Content Strategy

Market Research

Visual Identity Creation

Rebranding

Market Differentiation

web design & development

We build visually captivating, user-centric websites with seamless functionality, tailored to engage and convert your audience.

Design Audit

UX/UI Design

API Integration

Headless CMS

Webflow Development

E-comm Integration

services

App design & development

Our app solutions combine intuitive design with robust development, creating smooth and powerful user experiences across all platforms

Design Thinking

Modular UI

CI/CD Pipelines

Cloud-First Approach

Microservices

Scale-Based Approach

product design

We design products that are not only functional but also impactful, ensuring they solve real problems while offering exceptional value.

Market Mapping

Rapid Prototyping

Usability Testing

User Behavior Analysis

Team Collaboration

Data-Driven Insights

services

graphics

From stunning visuals to captivating animations, we bring your brand's vision to life with creative graphic design and dynamic multimedia.

Promo Videos

Product Visualization

Illustrations

Motion Graphics

Animations

Packaging Design

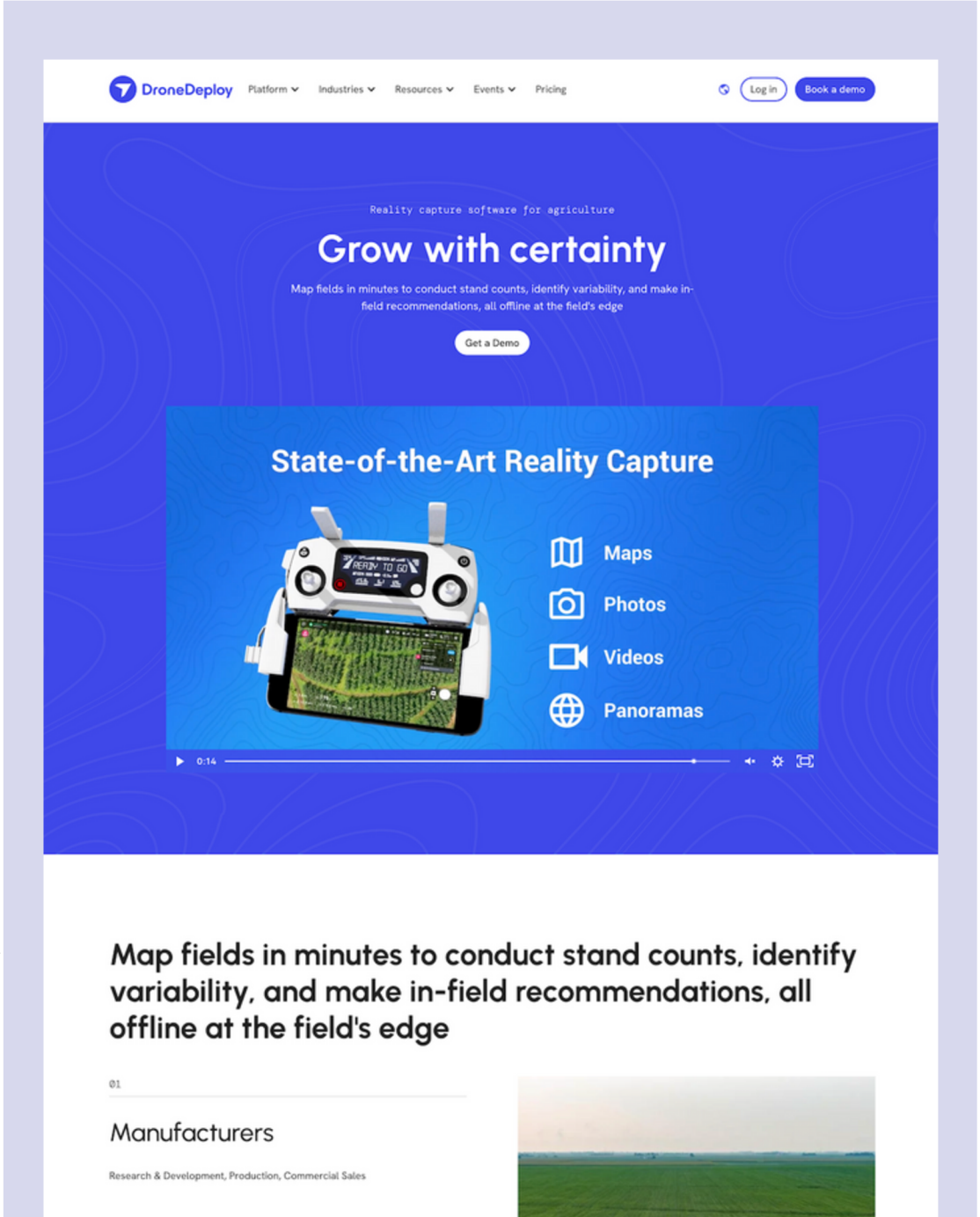
selected work

Dronedeploy

DroneDeploy is a cloud-based platform enabling drone mapping, 3D modeling, and data analytics across industries like agriculture and construction, allowing users to efficiently capture, analyze, and visualize aerial data for informed decision-making.

<https://www.dronedeploy.com/>

Services	Web Design API Integration Webflow Development Data Visualization
Industries	Aerial Analytics Geospatial Technology 3D Modelling
Challenge	Challenges include complex data visualization, ensuring user accessibility, integrating real-time data, maintaining performance, and providing seamless user interactions.
What we did	<ul style="list-style-type: none">Designed an intuitive user interfaceSimplified data visualization for clarityEnsured accessibility for all usersIntegrated real-time analyticsEnhanced user experience with seamless interactions



Preply

Preply connects students with global tutors for personalized, one-on-one learning across languages and subjects, offering flexible scheduling, tailored lessons, and a wide range of professional and academic topics.

<https://preply.com/>

Services

Web Design
UI/UX Design
User Journey Mapping

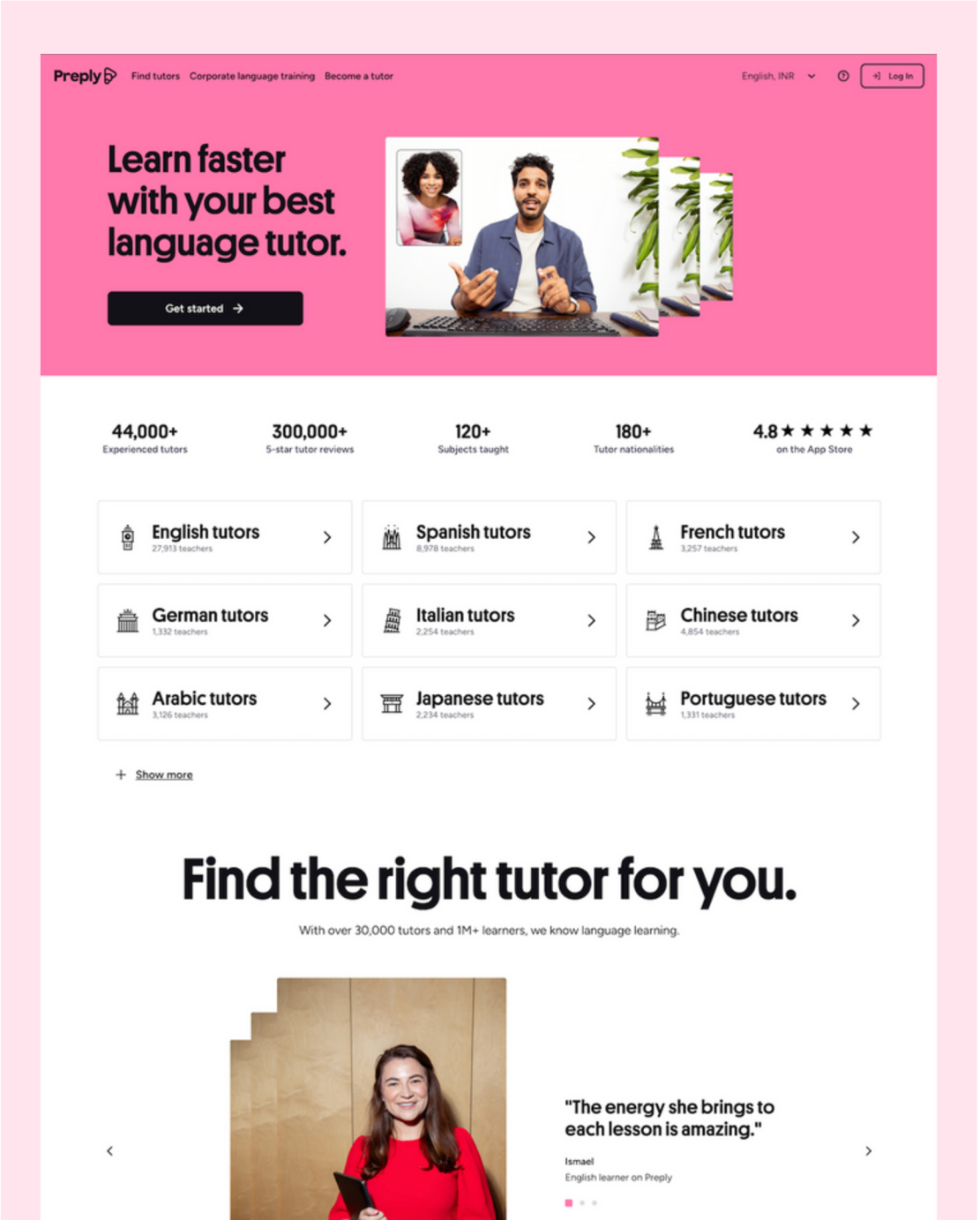
Industries

EdTech
Corporate Training

Challenge

The main challenges included simplifying complex navigation and interface elements to improve user engagement, creating a visually cohesive design, and optimizing the user experience for mobile devices.

- What we did
- Interactive Design
 - Simplified data visualization for clarity
 - Visually cohesive layouts
 - Intuitive navigation



Haldiram's

Haldiram's is a renowned Indian brand celebrated for its traditional snacks, sweets, and packaged foods. Starting in the 1930s as a small shop in Bikaner, Haldiram's has grown into a global name known for quality and authentic flavors.

<https://www.haldiram.com/>

Services Packaging Design
Branding Overhaul
Product Aesthetic Refinement

Industries Sweets Packaging
Food and Beverage
Traditional Indian snacks

Challenge Balancing traditional aesthetics with modern appeal, ensuring brand consistency across diverse product lines, enhancing shelf appeal

- What we did
- Created visually engaging packaging
 - Refreshed sweets box designs
 - Strengthened Brand identity
 - Enhanced user experience with seamless interactions



Simply organic

Simply Organic is a leading brand in the organic food industry, specializing in high-quality spices, seasonings, and baking mixes. Committed to promoting health and sustainability, Simply Organic sources its products from organic farms and emphasizes ethical farming practices.

<http://simplyorganic.com>

Services

Website redesign
UI/UX refresh
Product aesthetic refinement
Packaging design for spices and mixes

Industries

Organic food products
Health and wellness

Challenge

Revitalizing brand presence with modern aesthetics, maintaining consistency across digital and physical touchpoints, enhancing appeal to health-conscious consumers

- What we did
- Created a clean, vibrant website layout
 - Developed engaging UI elements
 - Designed eye-catching, eco-conscious packaging



UP Government

The website npdaurala.com is designed to enhance communication between the local government and the residents of Daurala. It provides essential information and resources, making it easy for users to access public services, announcements, and civic resources.

<https://www.npdaurala.com>

Services	Web Design User Interface Creation Web Development Content management integration
Industries	Government services Municipal website solutions
Challenge	The challenges included ensuring user-friendly navigation for diverse users, meeting accessibility standards, and designing an effective layout to communicate essential information clearly.
What we did	<ul style="list-style-type: none">Designed a responsive website layoutDeveloped a streamlined user experienceIntegrated content management for easy updates



Famphy

Famphy is a healthcare platform that connects patients with doctors for home consultations and telemedicine services. The website offers an easy-to-use appointment booking system, allowing users to schedule visits with medical professionals conveniently.

<https://www.famphy.com/>

Services

Web Design
Web Development
Compliance features

Industries

Healthcare
Medical Technology

Challenge

The main challenges included ensuring HIPAA compliance for secure patient data handling, integrating effective data management systems, and designing a user-friendly interface to navigate complex medical information.

- What we did
- Built a responsive website layout
 - Implemented necessary integrations for healthcare services
 - Designed an intuitive UI for better user experience.



Max Healthcare

The Max Healthcare app is designed to enhance patient experience by providing seamless access to healthcare services. With a user-friendly interface and intuitive navigation, the app focuses on making healthcare more accessible.

<https://www.maxhealthcare.in/>

Services	Web Design App Design UI/UX design Interface optimization for booking services.
Industries	Healthcare Telemedicine
Challenge	The main challenges included creating an intuitive interface for seamless navigation, ensuring accessibility for diverse users, and aligning the design with healthcare compliance standards.
What we did	<ul style="list-style-type: none">Designed an intuitive user interfaceDesigned the user experience for online consultations and lab test bookingsFocused on optimizing interactions enhanced usability.



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