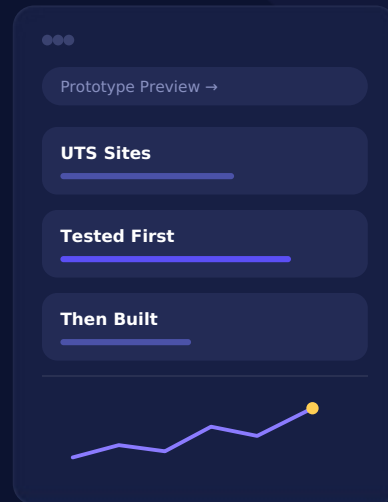


The Complete Guide to Design That's Tested Before It's Built

A clear, honest look at how we design websites that are proven to work before a single line of production code gets written.



11

YEARS IN BUSINESS

6

SERVICES COVERED

100%

FILES ARE YOURS

No

LONG-TERM LOCK-IN

You Have About 50 Milliseconds. Then the Opinion Is Formed.

Research on first impressions has found that people judge a website's visual appeal in roughly 50 milliseconds, and that snap judgment tends to stick for the rest of the visit. A website isn't really a place to be creative for its own sake. It's the fastest first impression your business gets to make.

Design either earns trust in that instant or spends the rest of the visit trying to win it back. We design around that reality, and we test whether a design actually works before a single line of it gets built. This brochure explains, plainly, what that process actually looks like.

1

First Impressions Form in Milliseconds

Visual appeal gets judged almost instantly, and that snap judgment shapes how someone reads everything else on the page.

2

Most Traffic Is Mobile Now

A site designed for desktop and shrunk down usually shows it, in cramped menus, tiny tap targets, and text nobody wants to read.

3

Speed and Stability Are Design Decisions

Oversized hero images and layouts that jump around as they load are choices made at the design stage, not just a developer's problem.

4

AI Tools Make Generic Easier, Not Better

Anyone can generate a competent-looking layout now. The gap that's left is judgment: knowing why a decision is right for your specific business.

50ms

TO FORM A FIRST IMPRESSION OF A WEBSITE

11

YEARS DESIGNING FOR BUSINESSES

100%

OF FILES HANDED OVER, NO LOCK-IN

None of this works without a design that's actually tested against a real goal before it goes live. That's exactly what the rest of this guide walks through.

Everything Your Website's Design Needs

A lot of agencies pick a template and swap in your logo. We don't work that way. Every project we run stands on all six pillars below, because skipping even one leaves the rest resting on a guess.



Research & User Journey Mapping

We find out who's actually visiting, what they came to do, and where they currently give up.



Information Architecture & Wireframing

The structure gets worked out before the visuals do, so the site makes sense before it looks like anything.



Visual & UI Design

Your actual brand applied to the interface, not a generic AI layout or a templated theme with your logo dropped in.



Interactive Prototyping & Usability Testing

Tested as a clickable prototype before a single line of production code gets written.



Design Systems & Component Libraries

A documented set of reusable components, so every new page belongs to the same website.



Accessibility & Performance-Ready Design

Built to meet WCAG 2.2 AA standards and Google's own loading benchmarks, by design, not patched in later.

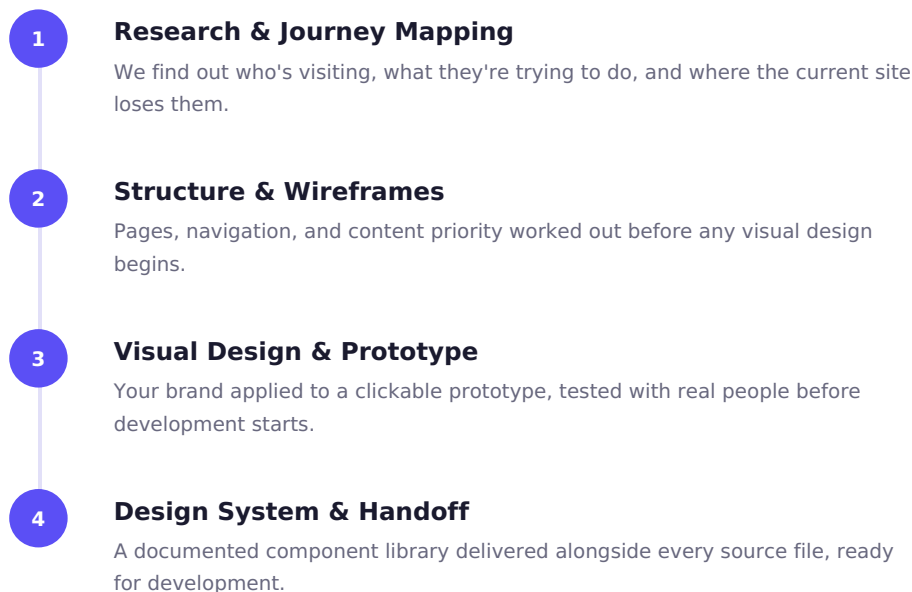
ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

Honest advice when a redesign isn't actually the fix your business needs, and every source file handed over at the end, with nothing held back.

Our Process, Start to Finish

No guesswork, no design decisions made on taste alone, and no surprises at handoff.

Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For businesses redesigning a single, focused website for the first time.

- Research & wireframes
- Visual design
- Basic prototype testing

Growth

For businesses that need a full design system across a growing site.

- Everything in Starter
- Full design system
- Accessibility & performance design

Enterprise

For larger sites or multi-brand design needs.

- Everything in Growth
- Dedicated design lead
- Ongoing design support

Why Businesses Trust Us With Their Design

Anyone can promise a beautiful website. Here's what that promise actually needs to include.

11 YRS

Eleven Years Doing This

Long enough to know the difference between a website that looks good in a pitch deck and one that actually works.

NO LOCK-IN

No Long-Term Lock-In

A design partnership should keep earning its place, not rely on a contract to keep you.

YOURS

Every File Is Yours When We're Done

Source files and assets handed over at project end, no proprietary format holding your brand hostage.

HONEST

Honest When Design Isn't the Problem

If the real issue is traffic, offer, or pricing, we'll say so instead of selling a redesign as a cure-all.

HOW WE DEFINE SUCCESS

We don't measure a design by how it looks in a first meeting. Every project is built around three things that actually matter: whether the design was tested before it was built, whether it holds up on the devices your customers actually use, and whether it's genuinely yours to keep. All three get handled the same way, every time.

Tested

BEFORE A LINE OF CODE IS WRITTEN

Consistent

ACROSS EVERY DEVICE AND PAGE

Yours

EVERY FILE, NO EXCEPTIONS

Built By People Who Actually Do The Work



UTS Sites started as a web design shop eleven years ago, and the same belief still runs the studio today: a website should be tested against a real goal before anyone spends money building it.

We design websites, build them, and run the marketing that drives people to them, for businesses across India, and we design every project the way we'd want our own designed: researched first, tested before launch, and handed over completely, with nothing held back.

"A website isn't a place to be creative for its own sake. It's the fastest first impression your business gets to make."

That philosophy runs through everything on the previous pages: the research-first approach, the prototype testing, the refusal to sell a redesign when design isn't actually the problem. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

COMMON QUESTIONS

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

What's the difference between web design and web development?

Design decides what the experience should be and proves it works. Development builds that approved design into a real, working website.

?

How do you know a design will actually work before it's built?

We test it as a clickable prototype with real people first. Problems found there cost almost nothing to fix.

?

Do you design for mobile first or desktop first?

Mobile first, as the primary experience, since most traffic now comes from mobile devices.

?

Will our website meet accessibility standards?

We design against WCAG guidelines from the start, not as a patch added on afterward.

?

How long does a web design project take?

It depends on the size of the site, but a properly run process takes longer than a template swap and far less time than redoing a design that didn't work.

?

Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up as their site grows.

?

What if we already have a brand but no real design system?

We build the system around your existing brand rather than starting over from scratch.



READY TO TAKE THE NEXT STEP?

See What Your Website Could Actually Be Doing

Get a free design audit and a clear, honest picture of what's working and what isn't. No guesswork, and no pressure to sign anything.

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WEBSITE

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ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Digital Marketing

Content Marketing

Online Reputation Management

Website Development

Logo Design