

CREATED BY

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Web Application



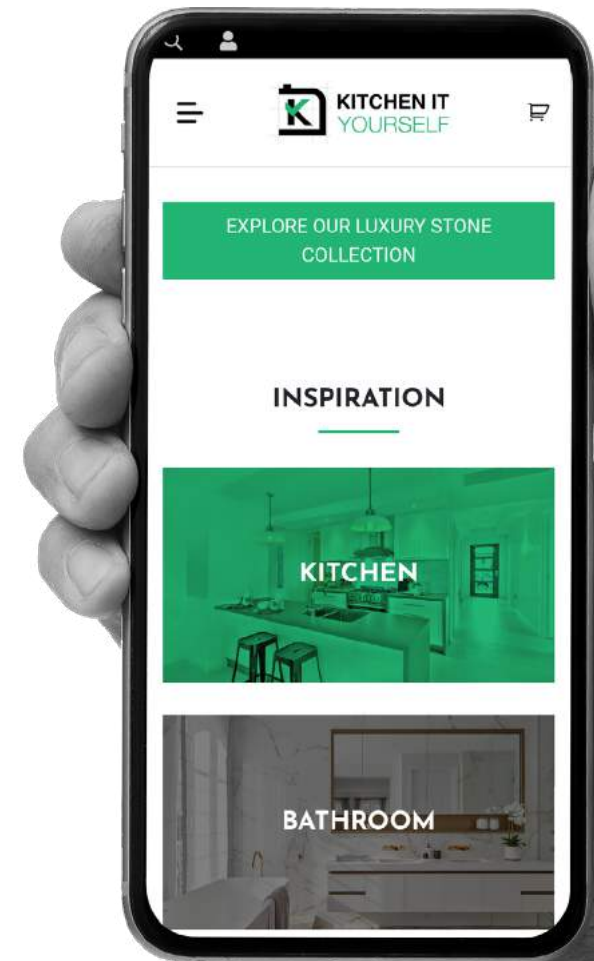
A web app with eCommerce capabilities, allowing customers to visualise and price their dream kitchens.

What is Kitchen It Yourself

The 'Kitchen It Yourself' web application - designed by the team at AWD Digital - allows customers to visualise and price their kitchen benchtops, giving them more visual control over their interior design purchases in a simple, centralised environment.

Our Role

- Competitor Analysis.
- Design Workshop.
- Logo Design.
- Style & Typography Guide.
- Brand Startegy.
- Web Application Development with Responsive UI.
- Custom software.
- Responsive renders.
- E-commerce integration.



Crafting a brand you won't forget.

The first step in creating Kitchen It Yourself was crafting a brand that customers would remember. After a few creative workshops and in-depth customer research, we came up with a strong design guide.

We created a logo, style guide and typography that illustrated Kitchen It Yourself's DIY aspect without losing their special touch of luxury.



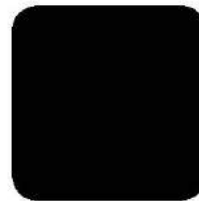
Colour Pallete

PRIMARY COLOUR



MEDIUM AQUA

SECONDARY COLOURS



PURE BLACK



SILVER

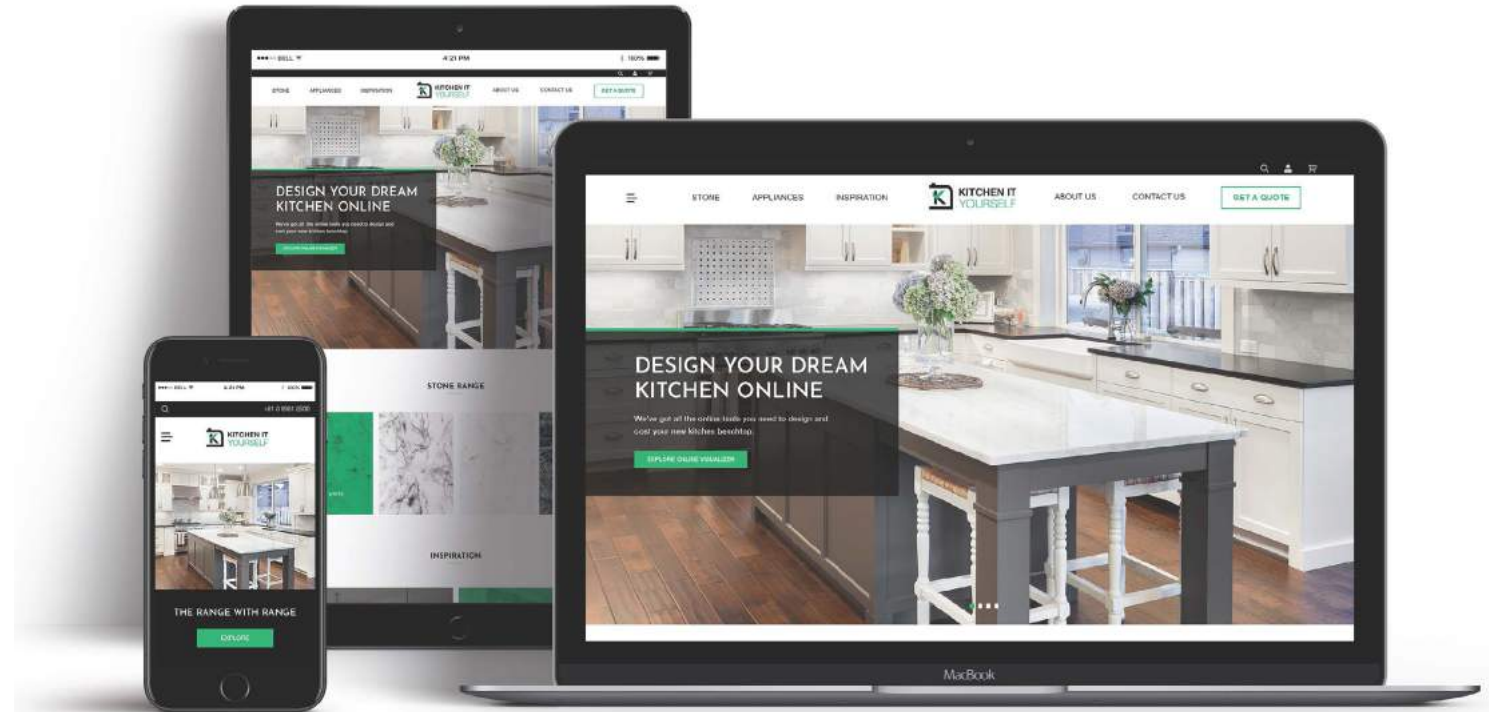


LIGHT GREY

Client collaboration from start to finish.

We worked with the founders of Kitchen It Yourself at every step of the way to ensure a polished finished product.

From the initial workshop where we discussed persona mapping and the customer journey, to designing the look and feel of the website.

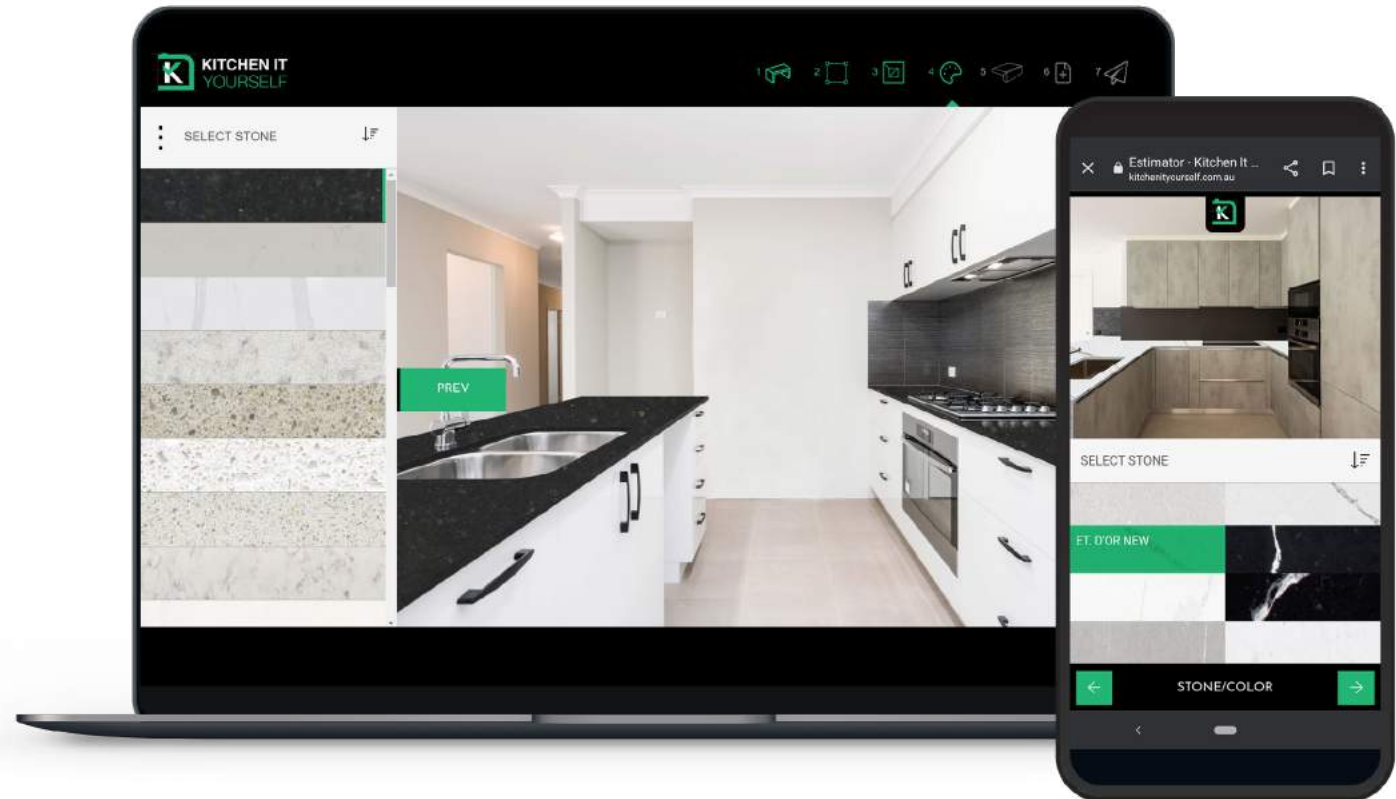


Estimator - places users in total control of their kitchen design

We built a few custom features for the Kitchen it Yourself web application.

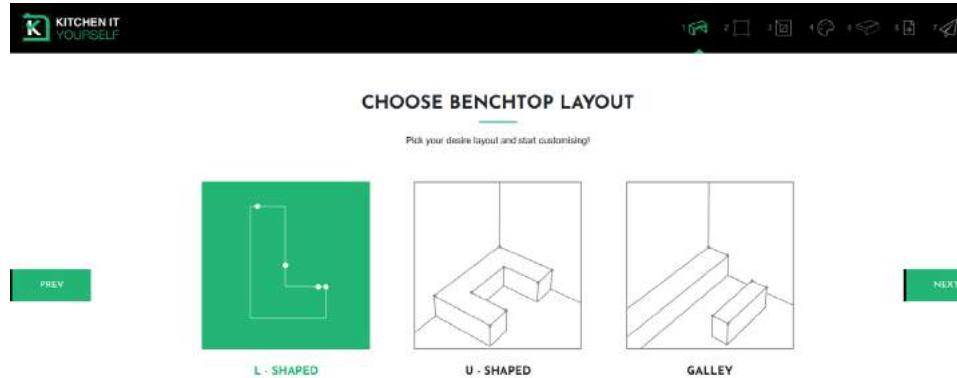
Incorporated photo imaging allows customers to visualise customised benchtops and kitchen designs, that update live as the user selects various options.

The final stage of the web app has an e-commerce plugin with payment gateways linked to PayPal and major banks. This allows customers to get accurate quotes for materials of choice.

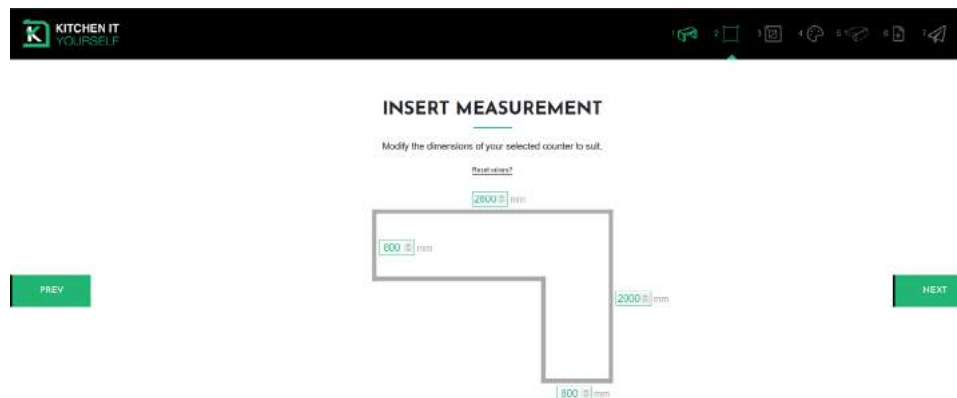


Custom Web App

The 'Kitchen It Yourself' web application has all the benefits of a CMS WordPress website, custom-built from the ground up by our team at AWD Digital.



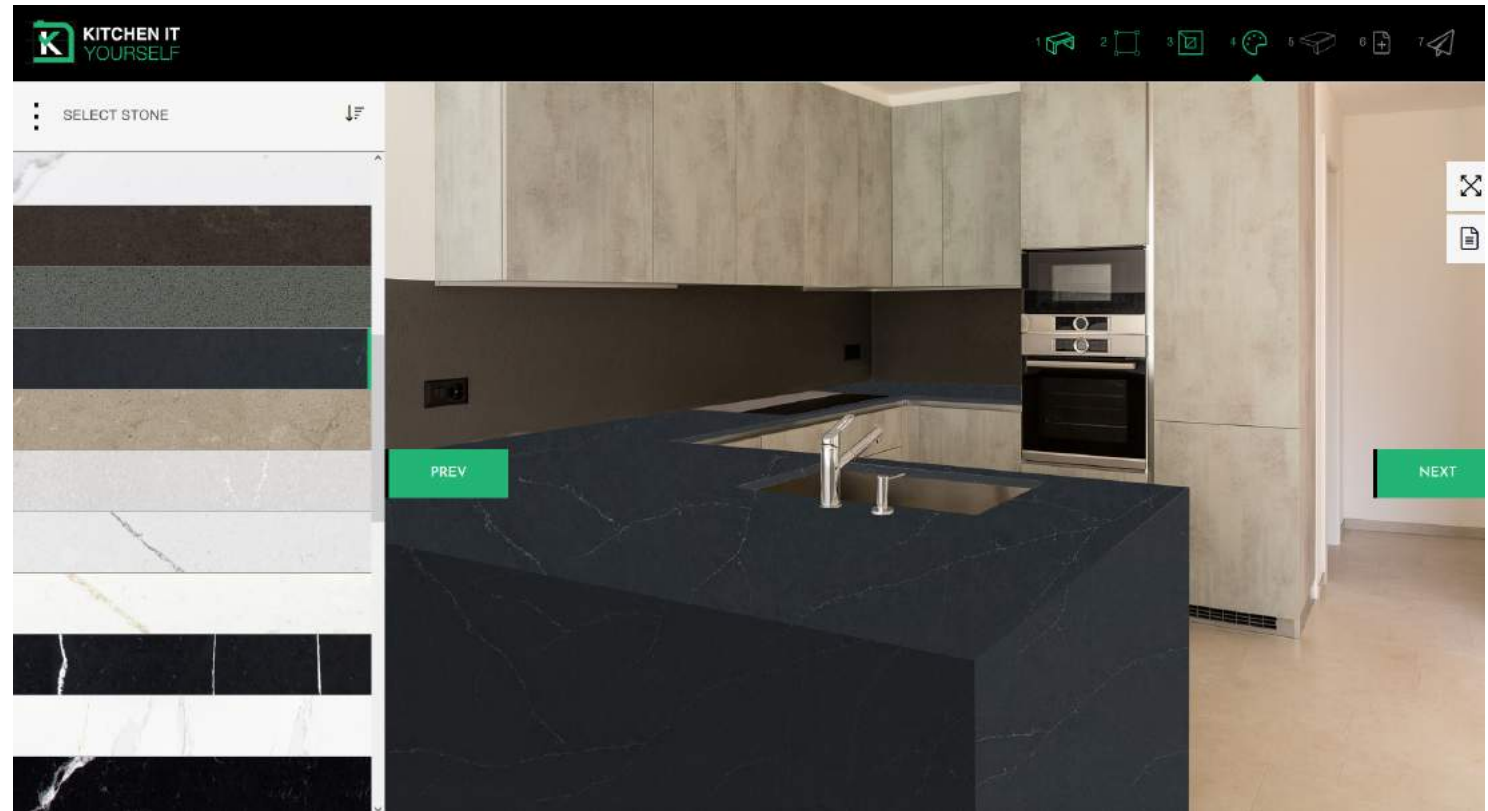
Estimator - Layout selector



Estimator - Measurement Tool

Custom Web App

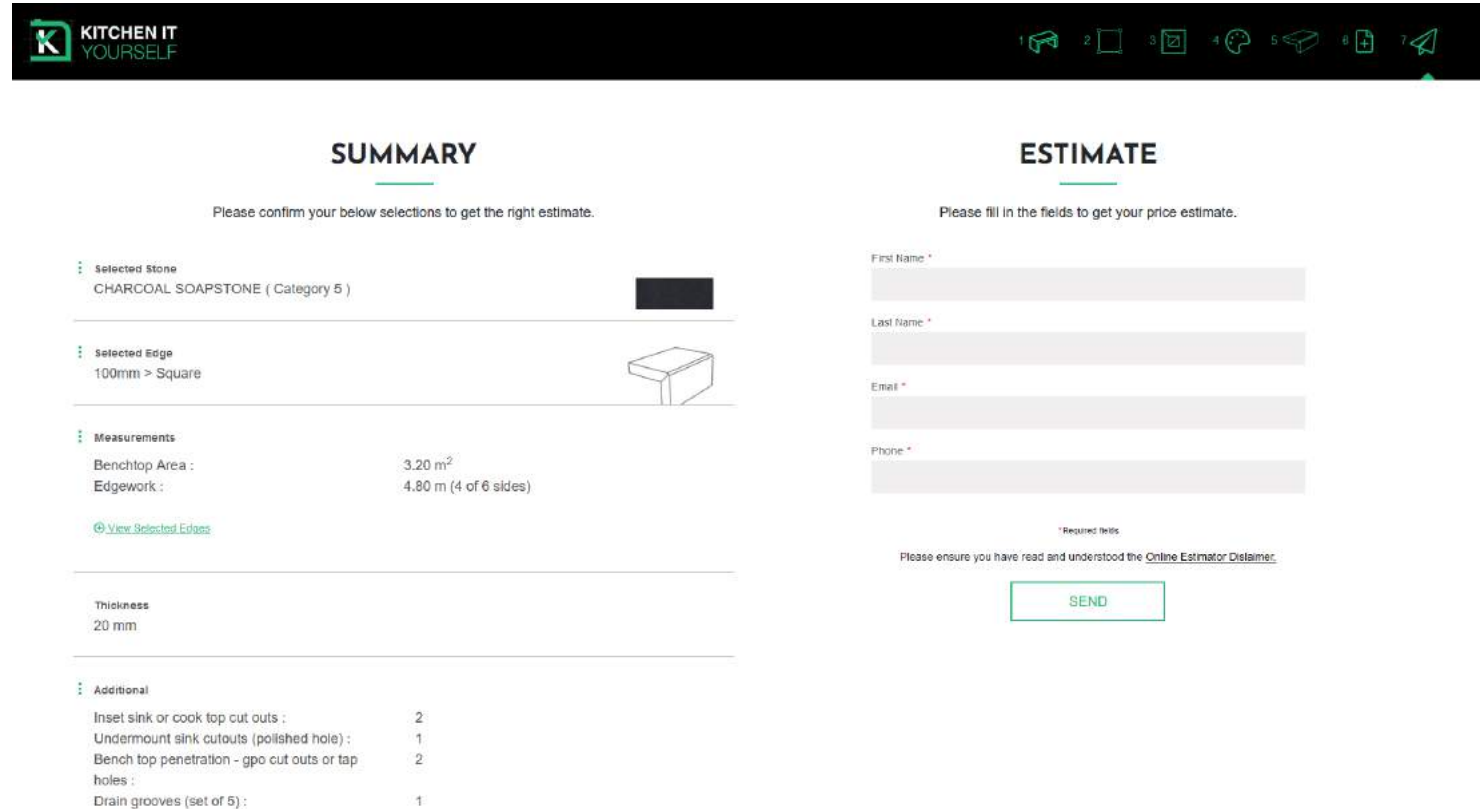
The live render option allows app users to select materials for the kitchen bench with a customisable photographic reference.



Estimator - Rendering Tool

Custom Web App

The application is integrated with the WooCommerce WordPress plugin, allowing customers to book a measurement assessment through the web application.



Estimator - Price Summary

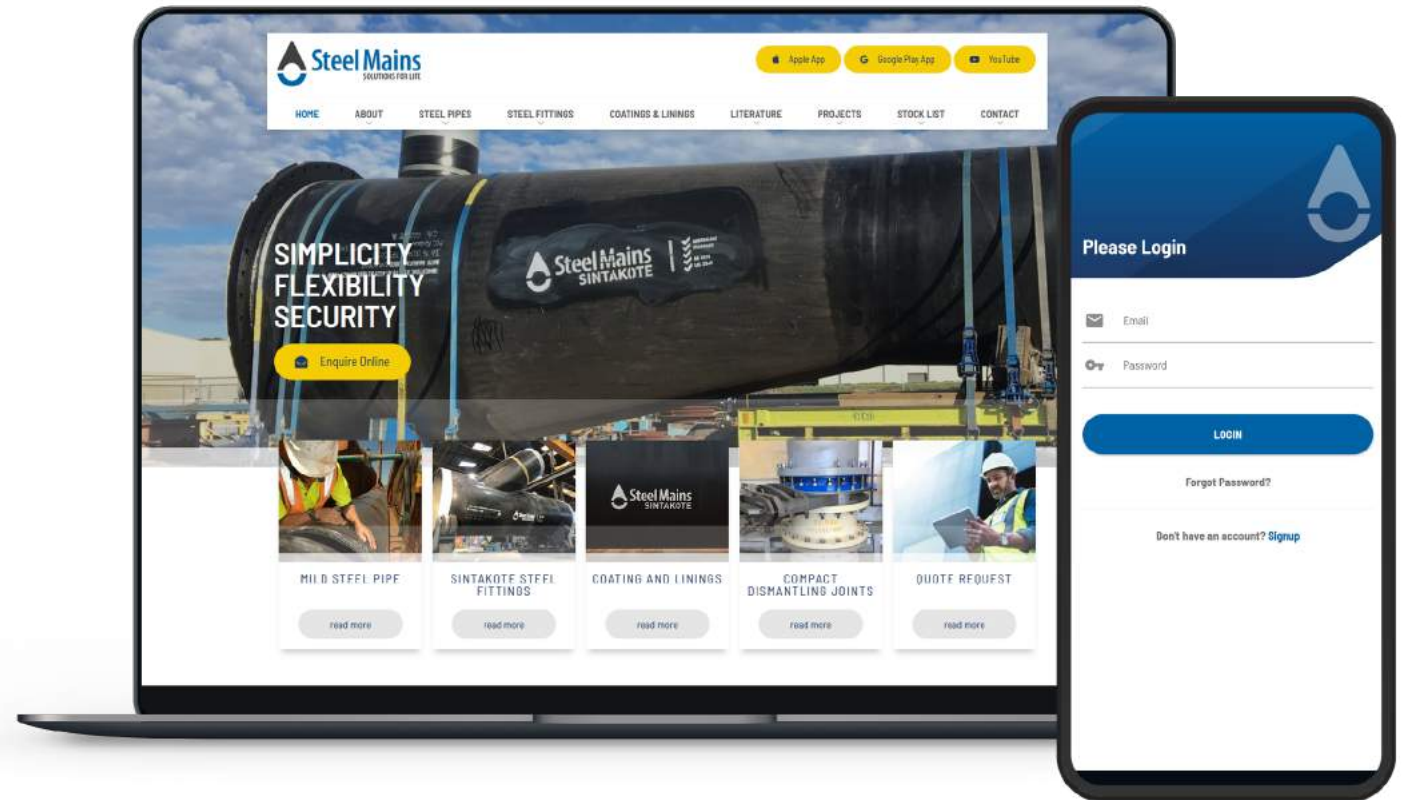
Mobile App



A mobile app that acts as a pocket encyclopedia for piping infrastructure - with inbuilt calculator and search functions.

What is Steel Mains

Steel Mains is a manufacturer and supplier of steel pipes for water management. The company was looking for a custom-built mobile app to increase worksite functionality and integrate with modern methodology.



The Application

The 'Steel Mains' mobile applications - designed by the team at AWD Digital - aims to be the 'ultimate pipe encyclopedia'

Users can search for exact piping products they require - pipes, joints, fittings, coatings, linings or pipe accessories and access a wealth of knowledge and resources.

This accessible pocket encyclopedia is secured with two-factor SMS authentication and is available now on Android and Apple mobile devices and is even optimised for use on iPads.

Our Role

- UX/UI Design.
- Custom Mobile Application Development.
- API Programming.
- Hosting & Data Management.
- Integrate extensive search library.
- Calculator features.



App Features - in a nutshell

Unique Calculators -

Five unique calculators with intricate, purpose-built formulas to produce precise results.

← PIPE DATA

Enter your material specifications.

Note: If selected options are not within the scope, please contact Steel Mains for further options available.

Outside Diameter (mm)
273

Wall Thickness (mm)
5

Coating
Sintakote

Lining
Select a parameter

Joint
Select a parameter


Results

Steel Mains Products -

Access to the full and extensive range of Steel Mains products from pipes to accessories.


← LININGS

Cement Mortar Linings General Purpose (GP)



Cement mortar linings provide the required standards of corrosion protection performance, at low cost, over long periods of service in potable water applications. [...read more](#)

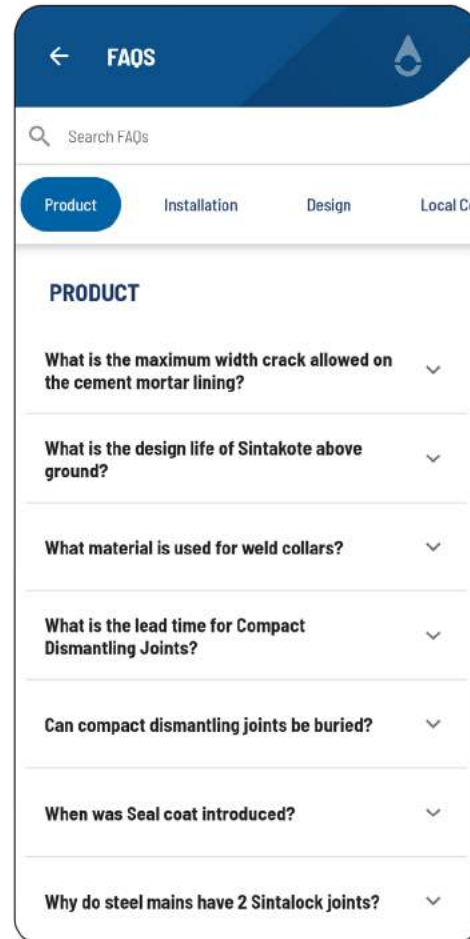
Calcium Aluminate Cement (CAC)



App Features - in a nutshell

Universal Search Bar -

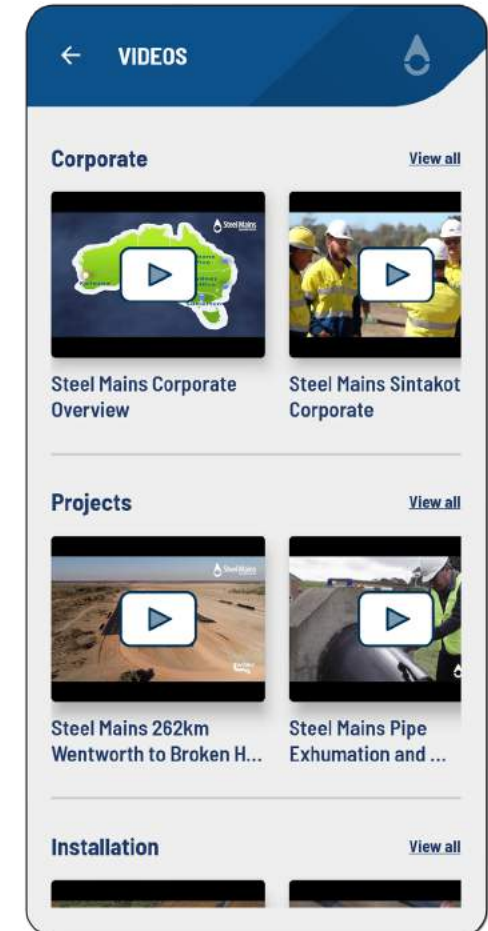
Making access to all product specifications and information easy.



Videos and FAQs -

Designed to educate and expand product and installation knowledge.

Option for fullscreen, rotated view for an optimal visual experience.



The Calculator

The precise nature and complex detailed formulas integrated into the application's calculator underwent consistent review to match the client's specifications. Compacting key data into the palm of the hand.

← PIPE DATA

Joint

PE

Results

Bore

245.00 mm

Rated Pressure

6.80 MPa

Manufacturing Test Pressure

8.50 MPa

D/T

54.60

Joint Deflection Angle

0.00 degrees



← PIPE DATA

Enter your material specifications.

Note: If selected options are not within the scope, please contact Steel Mains for further options available.

Outside Diameter (mm)

273

Wall Thickness (mm)

5

Coating

Sintakote

Lining

Cement lining with Sealcoat

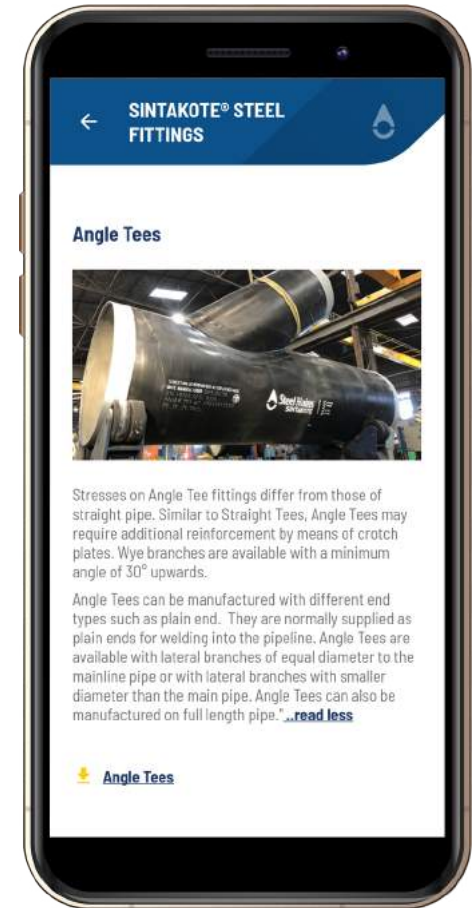
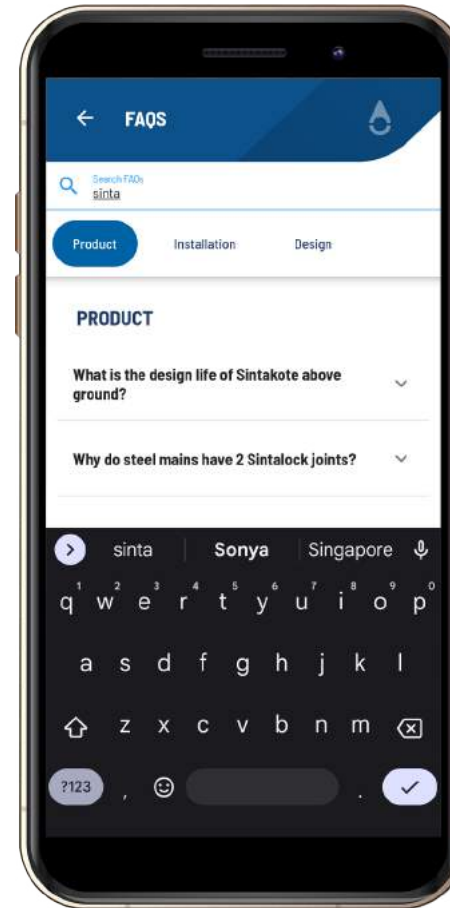
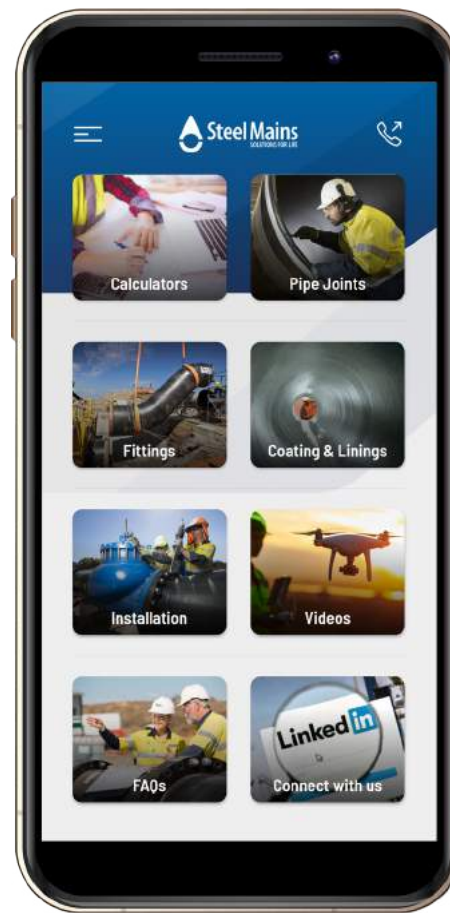
Joint

PE

Results

App Features

- Two factor authentication for a more secure personal verification experience.
- Link and integration of website, with responsive UI to cater for phone users.
- Social media integration - LinkedIn.
- Dynamic user experience.
- Downloadable .pdf file integration.
- Online enquiry form.



Services

At AWD Digital, we believe in a holistic and centralised approach to digital marketing and development of business.

We can support your business through every stage of growth, from developing custom-built web applications and websites from the ground up - to growing your customer base with google advertisement and SEO strategising.

- Website Design
- eCommerce Website
- Web Applications
- Mobile Applications

Do you have a web or mobile application idea?

Book your **free 30-minute** strategy session today?

In your **30-minute strategy** session, you'll receive -

- A highly personalised research workshop based on your current market strategy.
- Actionable advice and options for commercialisation of your application
- Exclusive insights into the web and mobile application development process

AWD DIGITAL