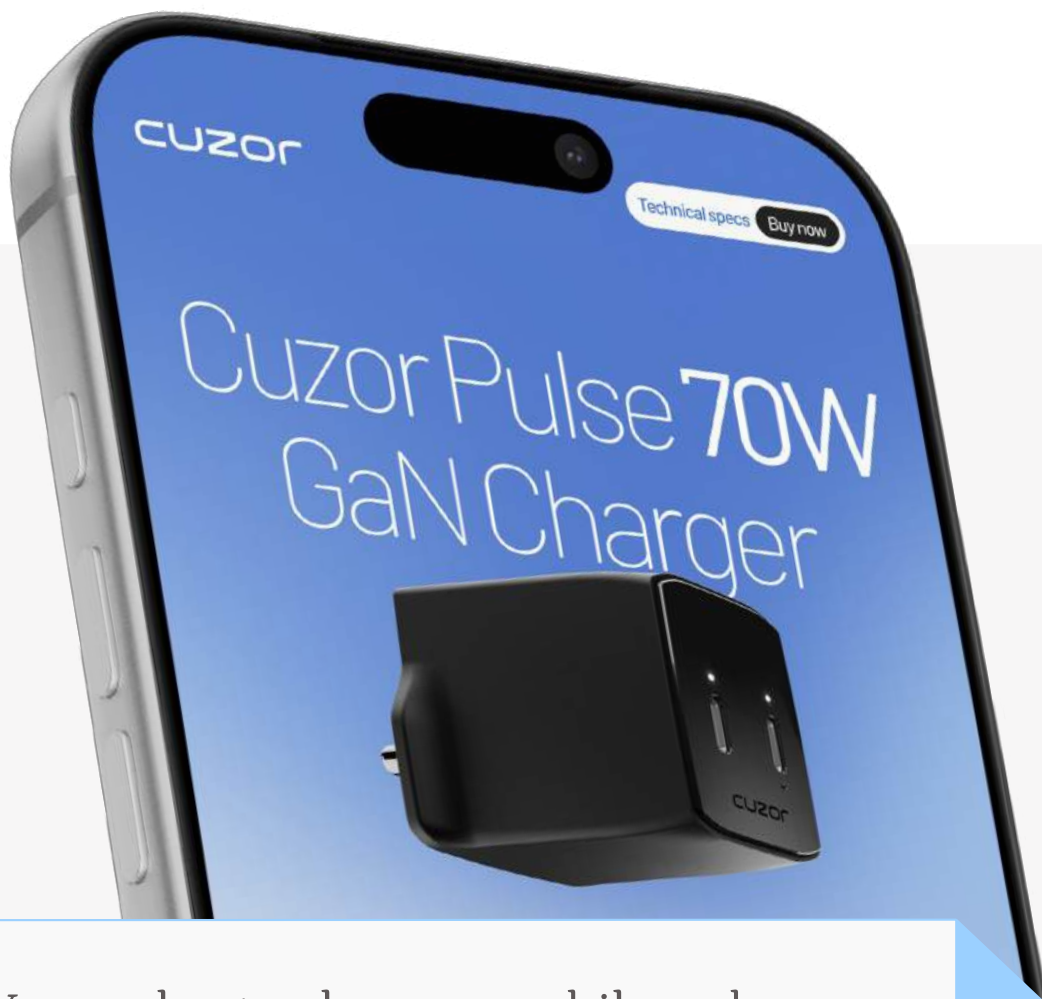


Redesigning the digital pulse of a consumer electronics brand.



“You understood our core philosophy, captured the technical nuances and communicated it to the users”



Sachin Naik
CO-FOUNDER, CUZOR LABS



WATCH TESTIMONIAL

ABOUT

Cuzor Labs is a consumer electronics brand, founded in 2019 that designs, engineers and fully manufactures in-house products.

INDUSTRY

Computers and Electronics Manufacturing

HEADQUARTERS

Bangalore, India

PROJECT BRIEF

With Cuzor Labs GaN Charger, we set out to change the reliance on imported electronics by building world-class hardware locally.

To shift that perception, we needed the right communication and digital presence that built trust, showcased our engineering depth, and proved Indian-made tech can compete globally.



SACHIN NAIK
FOUNDER & CEO

SERVICES PROVIDED

- Website strategy
- Messaging and Copywriting
- Landing page design
- 3D direction
- Landing page development

PROJECT TIMELINE

2.5 months

KEY STRATEGIC SOLUTIONS

Communication-first

Benefit-focused over features, with every claim backed by renders, copy, or visuals for clear, trustworthy messaging.

Defining the feel

We created an ambient look that evokes trust, and a welcoming atmosphere.

Immersive user experience

We built the design to let users engage with and experience the product firsthand, even before purchase.

USER FIRST APPROACH

We focused on building a connection with the user by translating technical nuances into clear benefits, placing them at the heart of the product experience.



DEFINING THE FEEL

An ambient look with soft, diffused gradients designed to appeal to a premium audience.

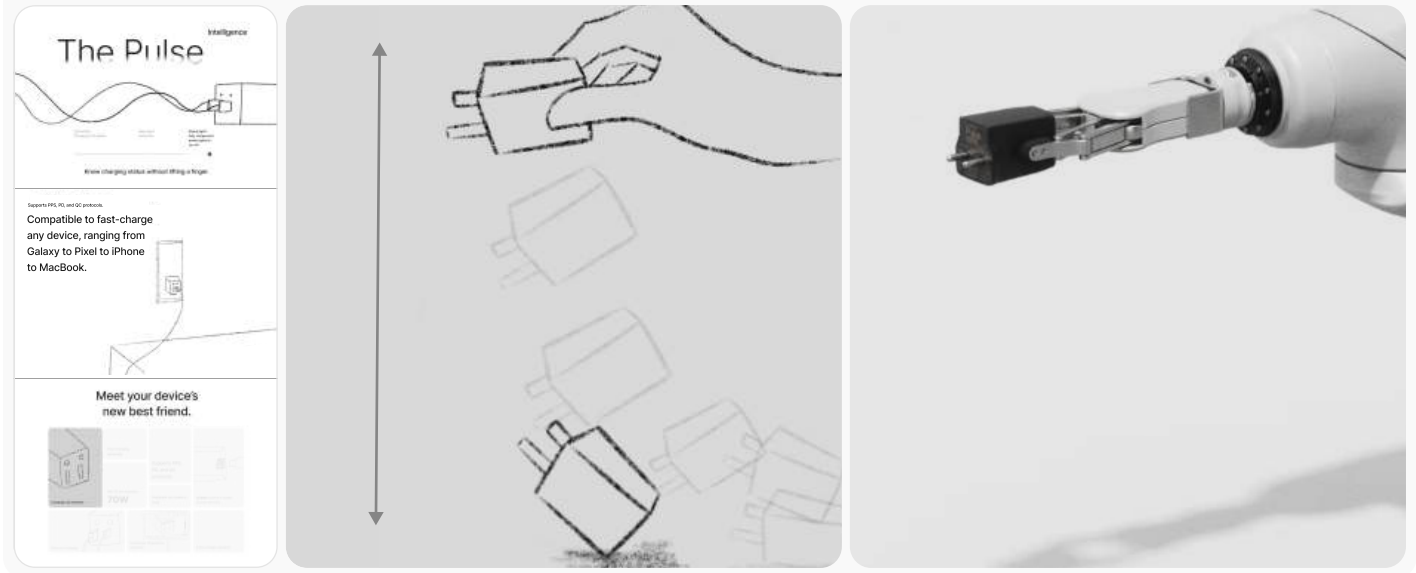
SETTING THE MOOD

Imagery reflected real workspaces with natural light, giving the product a human touch and showcasing its fit in daily life. Although the brand had a dark theme, we wanted to go against the grain and define a personable, humansized visual look with a light theme.



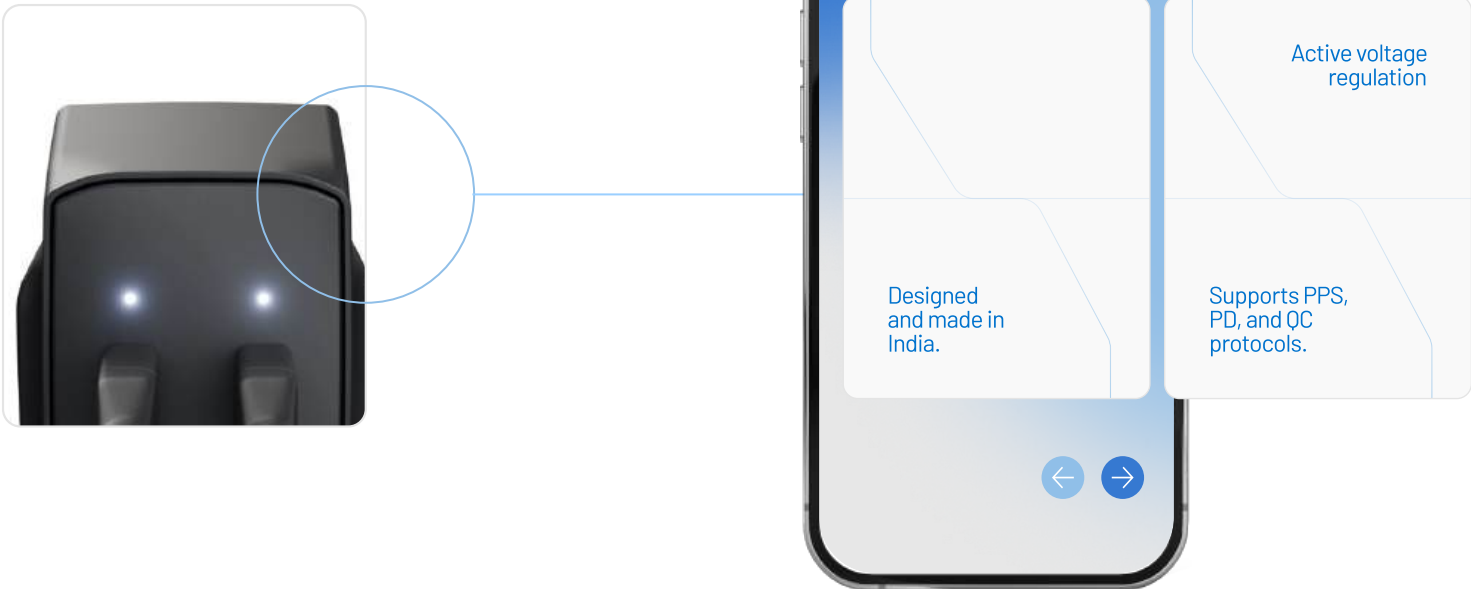
STORYBOARD

Storyboard was used as a tool to define what we wanted to communicate and how. It was key, not just for animation, but for our landing page design.



FORM-LED DESIGN LANGUAGE

We used the product’s own form as a key design element, letting its shape and details guide the visual language.



CONTENT THAT CONNECTS

Engineering brilliance so good that we offer 2 years of door-step warranty that we know you'll never use.

Positioning Cuzor Labs as a reliable and credible brand was central to our content strategy.

CUZOR

Technical specs

Buy now

Cuzor Pulse 70W GaN Charger



From the makers of amazon's highest rated Router UPS



PPS, PD, and QC protocol support



Dual port

Built using the same Navitas GaNFast IC used by the likes of Apple, Samsung and Anker.

One charger for everything.

From iOS to Samsung and other Android devices. From MacBook Pro to any USB-C laptop. From iWatch to earbuds and speakers. Power anything that could use charging.

For all major brands

 **SAMSUNG** Google



• ONE FOR ALL • DUAL PORT • POWER DELIVERY

CUZOR

Technical specs

Buy now

The Pulse

Intelligent

Cuzor Pulse 70W GaN Charger



From the makers of amazon's highest rated Router UPS



CUZOR

Technical specs

Buy now

Cuzor Pulse 70W GaN Charger



From the makers of amazon's highest rated Router UPS



PPS, PD, and QC protocol support



Dual port

Built using the same Navitas GaNFast IC used by the likes of Apple, Samsung and Anker.

One charger for everything.

From iOS to Samsung and other Android devices. From MacBook Pro to any USB-C laptop. From iWatch to earbuds and speakers. Power anything that could use charging.

For all major brands

 **SAMSUNG** Google



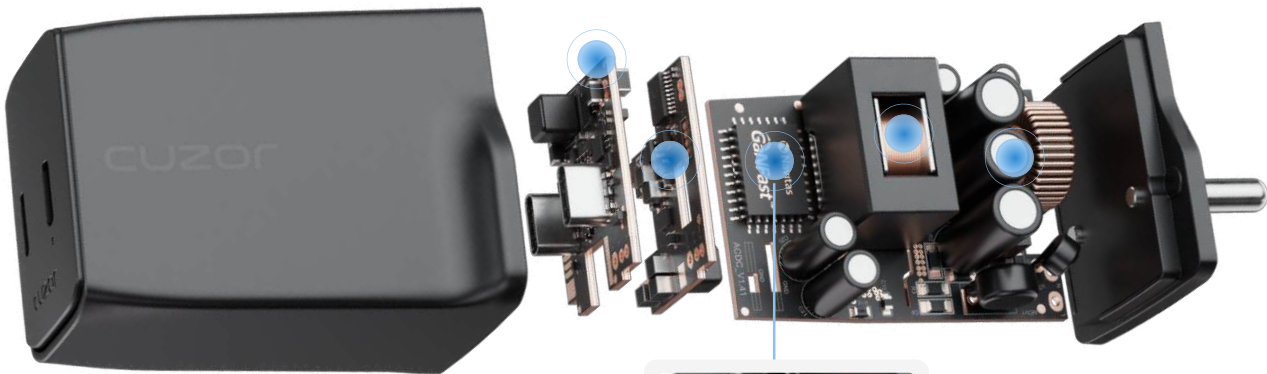
VISIT WEBSITE



COMMUNICATING RELIABILITY

Crafted a narrative-led, user-centric approach that simplified complex offerings into clear, benefit-driven messaging for the larger audience while also catering to the tech-enthusiasts.

Take a peek.
There's nothing to hide.



Navitas GaNFast operating @225kHz, providing compact and cooler power delivery

CONTENT STRATEGY

We showcased the charger's engineering through a dedicated technical section, highlighting components, rigorous testing, and R&D to build credibility in product.

FOCUS ON PRODUCT BUILD AND ENGINEERING

 Pulsating LED indicator.	Fast charging, obviously.	Supports PPS, PD, and QC protocols.	10,000 insertions Tested for and removals. 
 Dual-port charging	Not 65 but massive 70W	Active voltage regulation	
		Designed and made in India.	Continuous temperature regulation

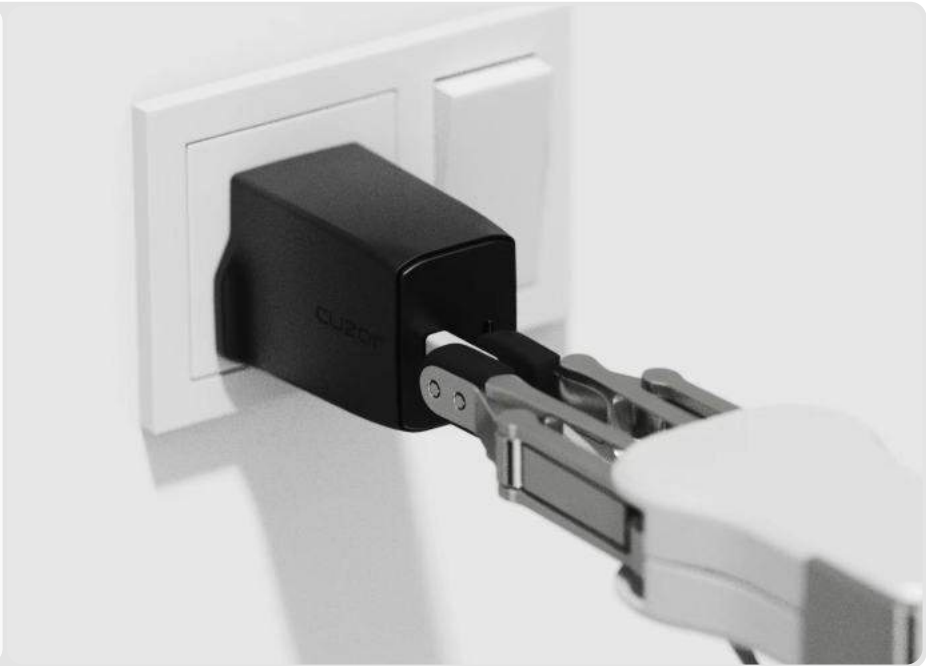
LAYOUT

We catered maximum real estate to product animations and renders, letting users feel and engage with the product before purchase.

- 1. DURABILITY TEST
- 2. INSERTION FORCE VALIDATION
- 3. MATING DURABILITY TEST

Use without worrying about the wear.

Tested for 10,000 plug-ins to mimic years of everyday use. Fully potted to block-out moisture, dust, wear and corrosion, even in humid conditions.



PROJECT TEAM

Lakshmi Akula Project Owner & Designer	Swathi Mohan Content Writer	Arpan Sen Chief of Staff and Project Manager
Ekta Manchanda Principal Designer and Partner	Rajashri Brahma Webflow Developer	Sijeesh VB Lead Strategist
Mejo Kuriachan Strategist and Partner	Vignesh N 3D Generalist and Animator	Saurabh Chakradhari Lead Webflow Developer

BRINGING CUZOR LABS TO LIFE





Power your world.

CLIENTS WE HAVE WORKED WITH

BCG
BOSTON
CONSULTING
GROUP

sevenloop

stellaris
VENTURE PARTNERS

zuora

TREDENCE
Beyond Possible

ماجد الفطيم
MAJID AL FUTTAIM

BOEING

Botim

exotel

Razorpay

hello@everything.design

+91 8547807934

everything
design

everything
motion

everything
flow

everything
film