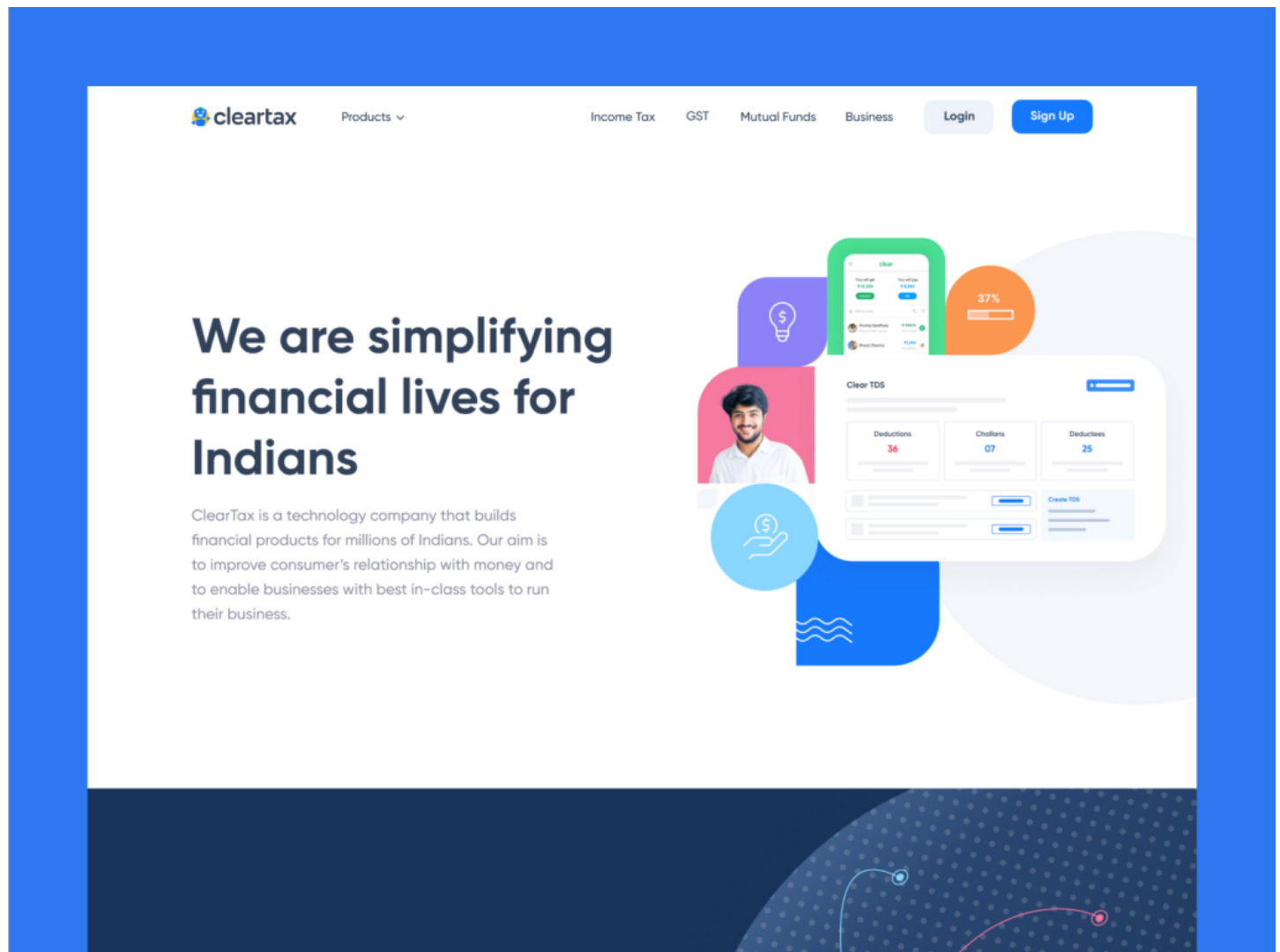


NetBramha Studios Redesigns Website for Cleartax India's largest Tax & Financial Services Provider



Karnataka, Bengaluru, Sep 28, 2021 ([Issuewire.com](https://www.issuewire.com)) - Bengaluru-based design studio, [NetBramha Studios](#), recently redesigned the website for Cleartax, simplifying the cumbersome tax filing process & optimizing it for their complete gamut of customers. With this [website redesign](#), Cleartax's users can now file their taxes in a swift & hassle-free manner & save more money without the need of a CA/tax expert.

ClearTax is India's largest tax and financial services software platform for individuals, tax experts, SMEs, and enterprises with income tax returns, GST, e-Invoicing, billing solutions and more, under a single roof. They partnered with NetBramha for redesigning their website for hassle-free IT returns filing with a strong focus on higher tax savings for their customers.

The tax filing system in India is constantly changing, subject to numerous policy changes by the government, & counted as 2nd most complex in Asia. For tax-paying individuals, filing taxes on time is a huge challenge. Most of them fail to grasp tax-saving instruments, put them on hold till the end, &, thus, end up making last-minute trips to the CA's office.

Design problem statement

Cleartax approached NetBramha Studios in tackling these major roadblocks for their customers through design. The key design challenges associated with this fintech website redesign were

- Streamlining the tax filing process so that any customer from any background could easily file their tax returns through the website, thus removing the need for 3rd party help such as CA's and making users more independent & empowered with their own finances.
- Personalizing the process for the complete gamut of their users -individuals, SMEs, tax experts, & even enterprise accounts
- Building uncomplicated flows that are focused on enabling users to save more

The [final website redesign](#) fulfilled by NetBramha Studios took into account the primary goals of the revamp, i.e, process streamlining & enhancing tax savings, through innovative & smooth workflows, easing the tax filing journey for more than 2.5 lakh Indian taxpayers.

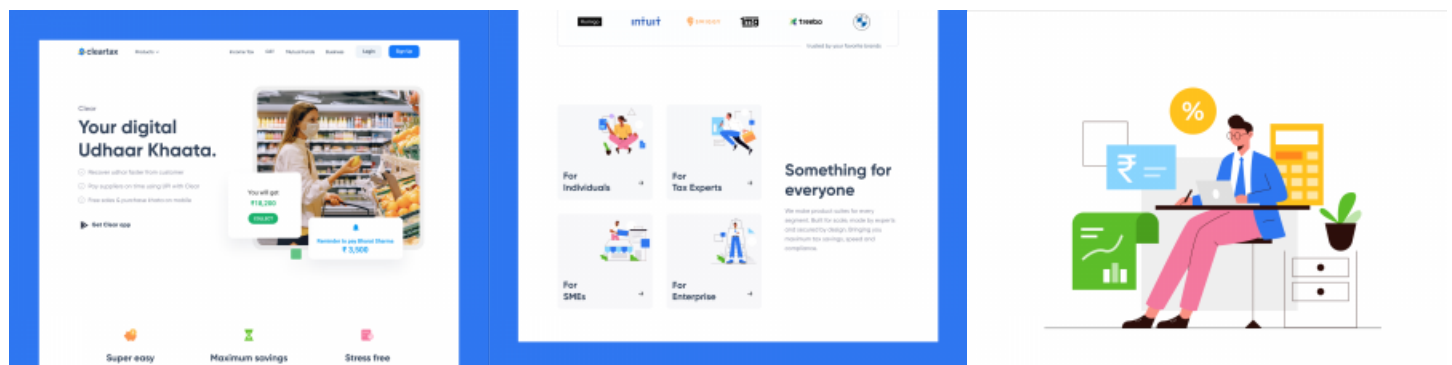
The main highlights of this website redesign included:

- Simplified website layout that doesn't overwhelm the users with information overload. Instead, a clear & smooth visual design language that shows only the necessary information for the user.
- A comprehensive digital platform that is personalized for every type of customer on the Cleartax website, i.e, salaried professionals, freelancers, businessmen, SMEs, companies, enterprises & more
- A tax filing platform that not only eases the elaborate tax filing journey but does so by enabling its users to save more taxes, in just 3 steps!
- Swift & seamless tax filing website with clear guidelines & automation to guide users complete the tax filing process fast.
- Customized recommendations & helpful information snippets throughout the user journey, the new Cleartax website completely removed the need for CAs or any other 3rd party help for users in filing their tax returns.

Through numerous stakeholders' interviews, an in-depth understanding of the complex tax workflows, & a data-driven strategy, NetBramha Studios drastically reduced the time taken for tax filing, from days to minutes! In addition to this, the new website has helped more than 2.5 lakh Indian taxpayers & 40,000 organizations file their tax returns with ease & more savings with the potential of helping the 140+ million taxpayers in the country for the same.

About NetBramha Studios:

NetBramha is an award-winning UI/UX design studio specializing in user research, strategy, and design thinking. It has been a trusted partner for companies across domains, verticals, and geographies. Being one of the oldest established design studios in India, NetBramha has been the [digital design partner](#) for global giants such as Google, Microsoft, Cisco, Mckinsey, & more. NetBramha Studios has worked with more than 250 clients (from startups to enterprises, including Fortune 500 companies), across 20 countries, & 25 major industries, impacting more than a billion people worldwide.



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