

### **BRANDING MOBILE APP**

### FEBRUARY 2021 - APRIL 2021 (CONTRACT)

#### **DESIGN SERVICES**

UX / UI / Brand Identity / Style Guides / Team Lead

#### ABOUT

Dhani is an online marketplace where customers can get their hands on daily need products, including personal care, household products, medicines and a lot more at discounted prices. Dhani also boasts of a pharmacy that works as an extension to Dhani Doctor - a holistic healthcare platform that provides patients with 24x7 access to doctors across multiple specialities.

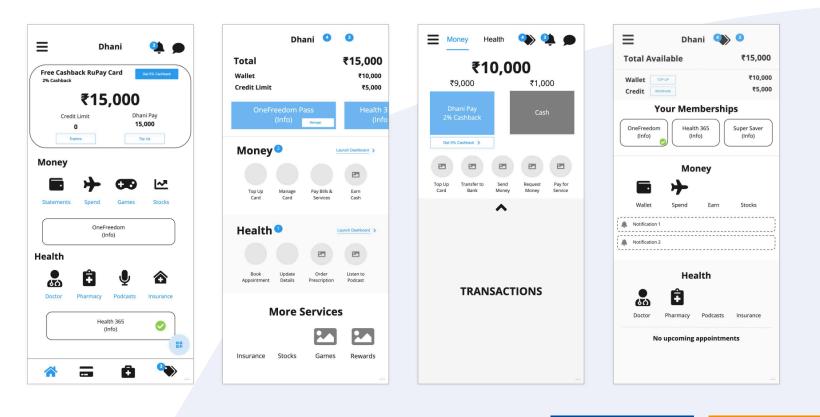
#### MAIN GOAL

The main goal was to rebrand and reposition Dhani, helping to deliver the best customer experience via their mobile app. Their key services are both health and finance.

#### **DESIGN APPROACH**

My roles as Senior Product Designer was to deliver high quality, user-centred, engaging and usable solutions in an agile environment. To provide design leadership to the team and help lead the digital transformation. My role also involved create a digital style guide for the new brand.

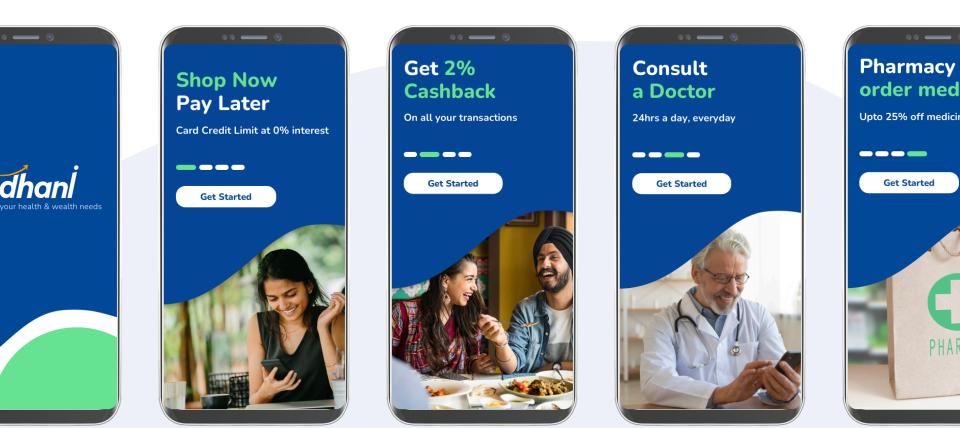
## **UX DESIGNS**

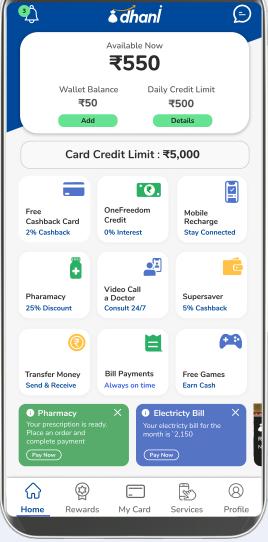


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	+91 92222 33445		Ŀ		Dark	Light	Dark	Light
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			Show available promotions here					
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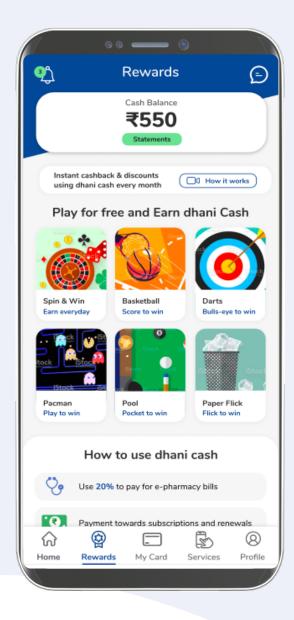
# SOLUTION

A fresh rebranded Dhani, with a consistent visual design and excellent experience for it's customers. Also providing more relevant and informative infromation which is quick and easy to access.





3	Notifications	Ð							
X You have 3 new notifications									
0	Your prescription is ready	24min ago							
•	Electricity bill for the month is ₹2,150 Pay Now	5hrs ago							
0	Your credit limit increase is in progress	April 30							
card is read	y to activate April 30	〕							
(3)	You have successfully transfered money Statements	March 05							
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## **CONCEPT IDEAS**

