

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.

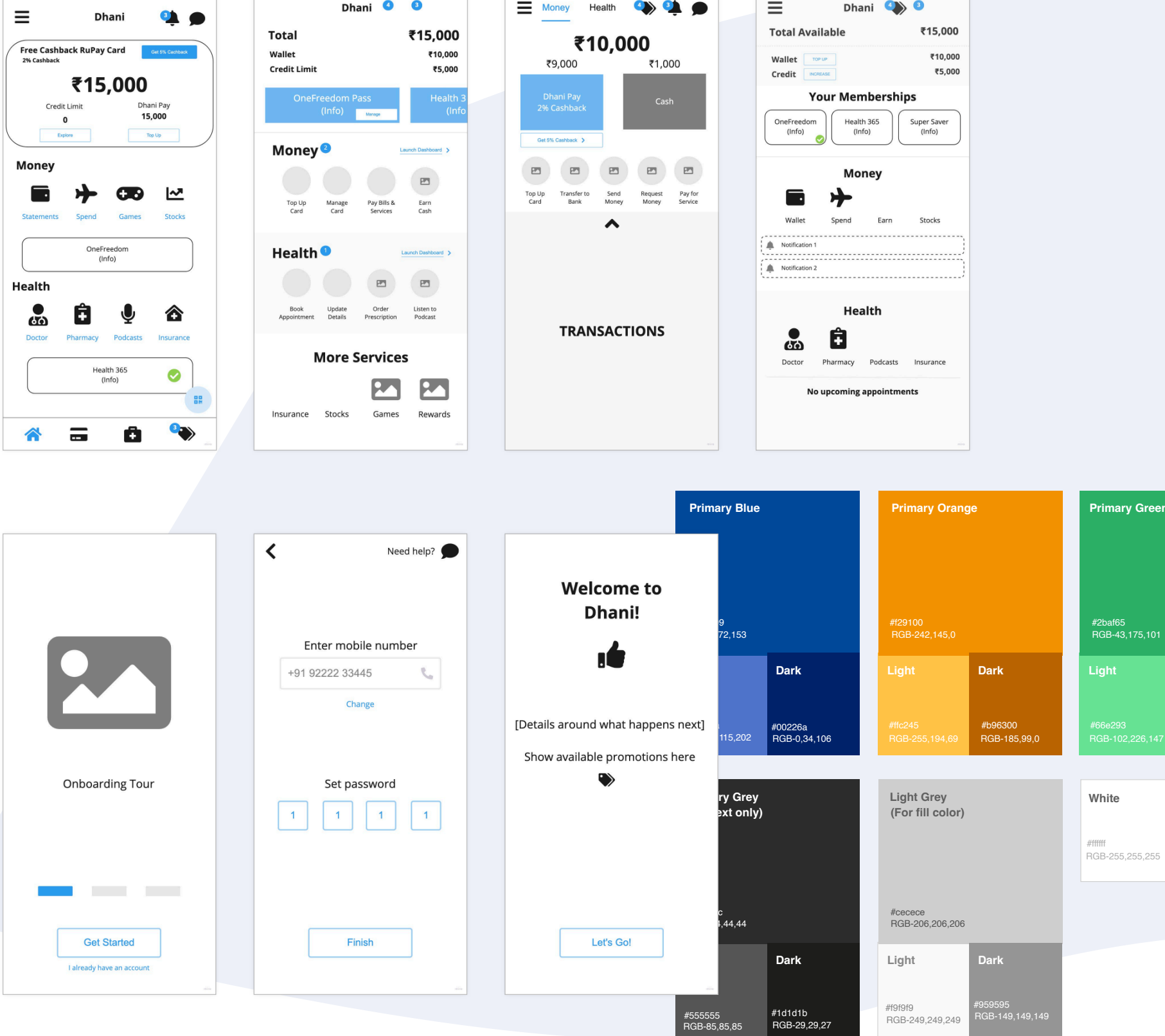
MAIN GOAL

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

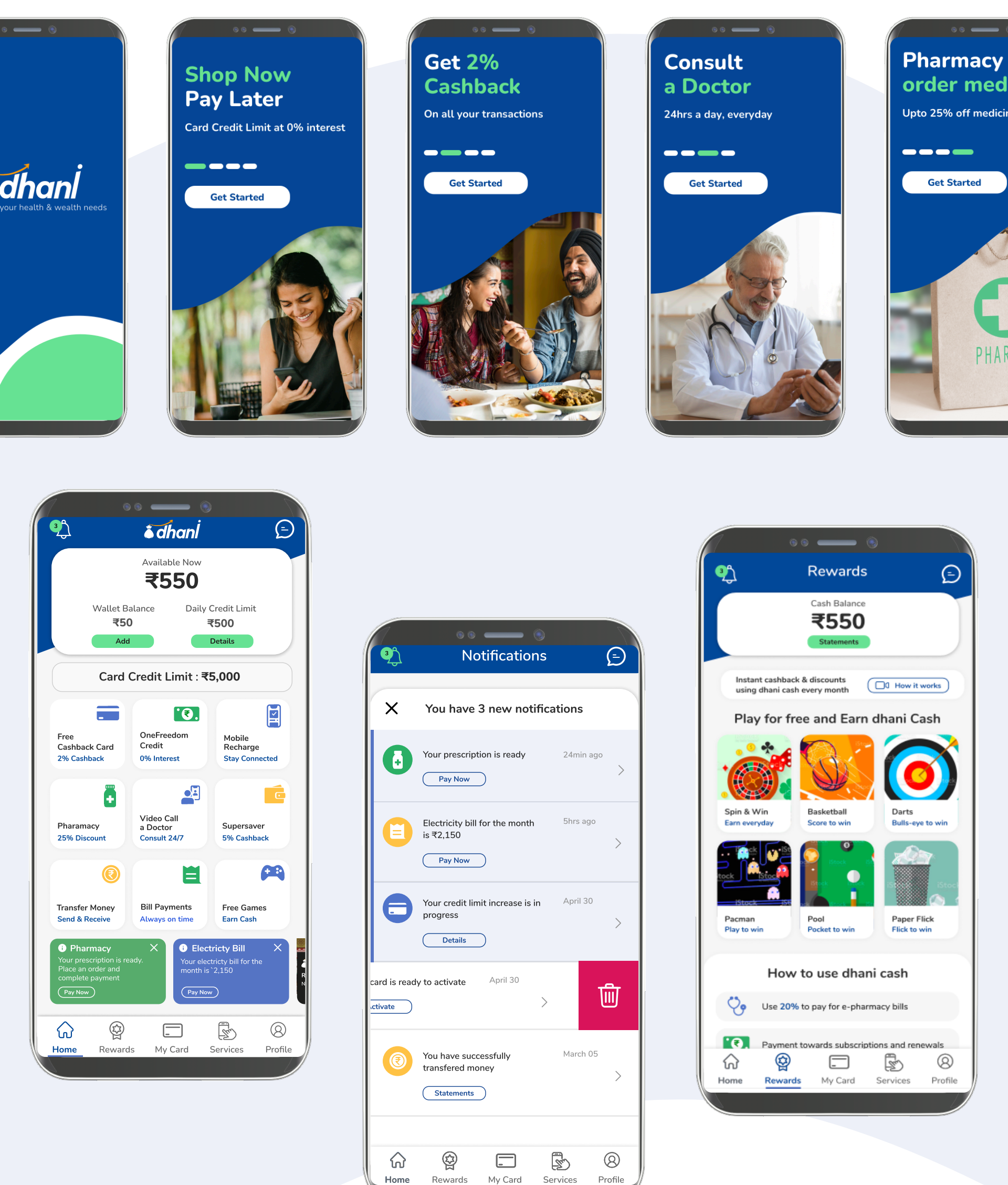
My roles as Senior Product Designer was to deliver high quality, user-centred, engaging and usable solutions in an agile environment. To provide design leadership to the team and help lead the digital transformation. My role also involved create a digital style guide for the new brand.

UX DESIGNS



SOLUTION

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



CONCEPT IDEAS

