

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.

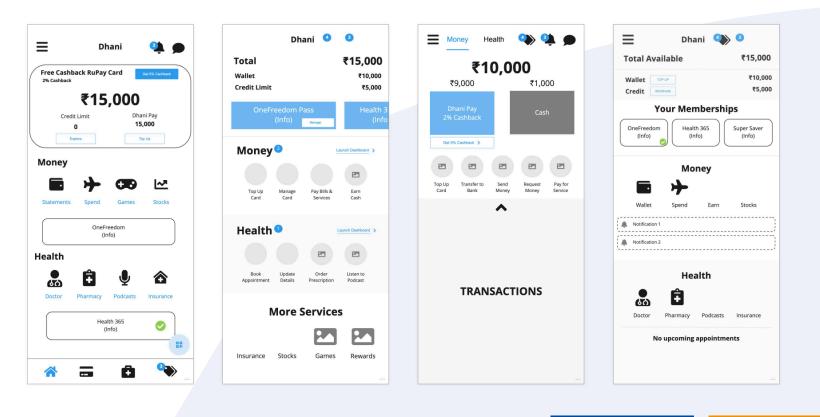
MAIN GOAL

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.

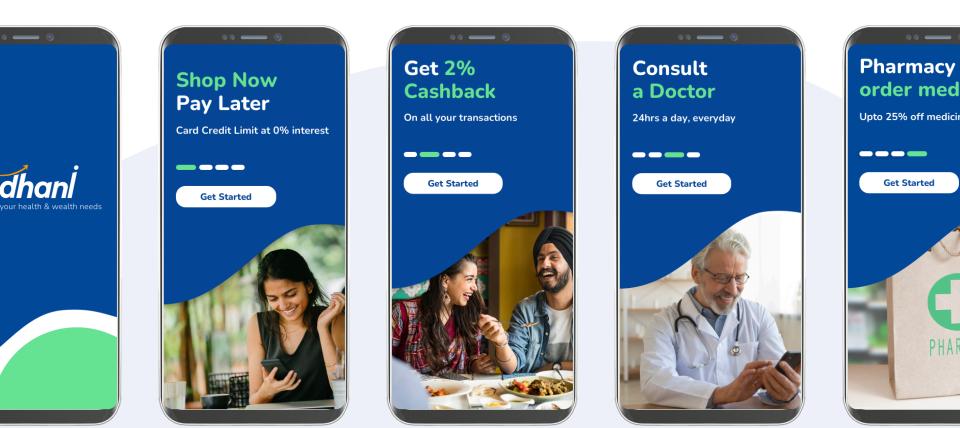
UX DESIGNS

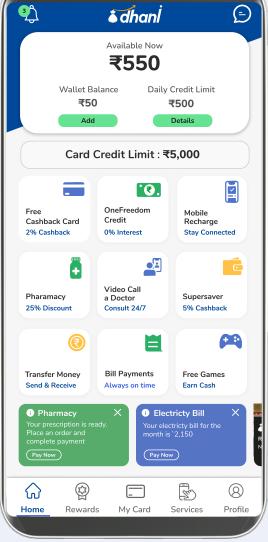


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			Show available promotions here					
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l already have an account					Dark	Light	Dark	
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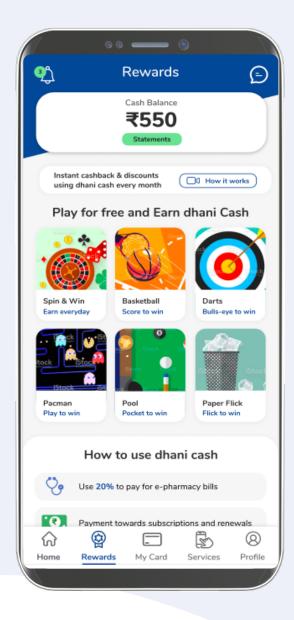
SOLUTION

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

