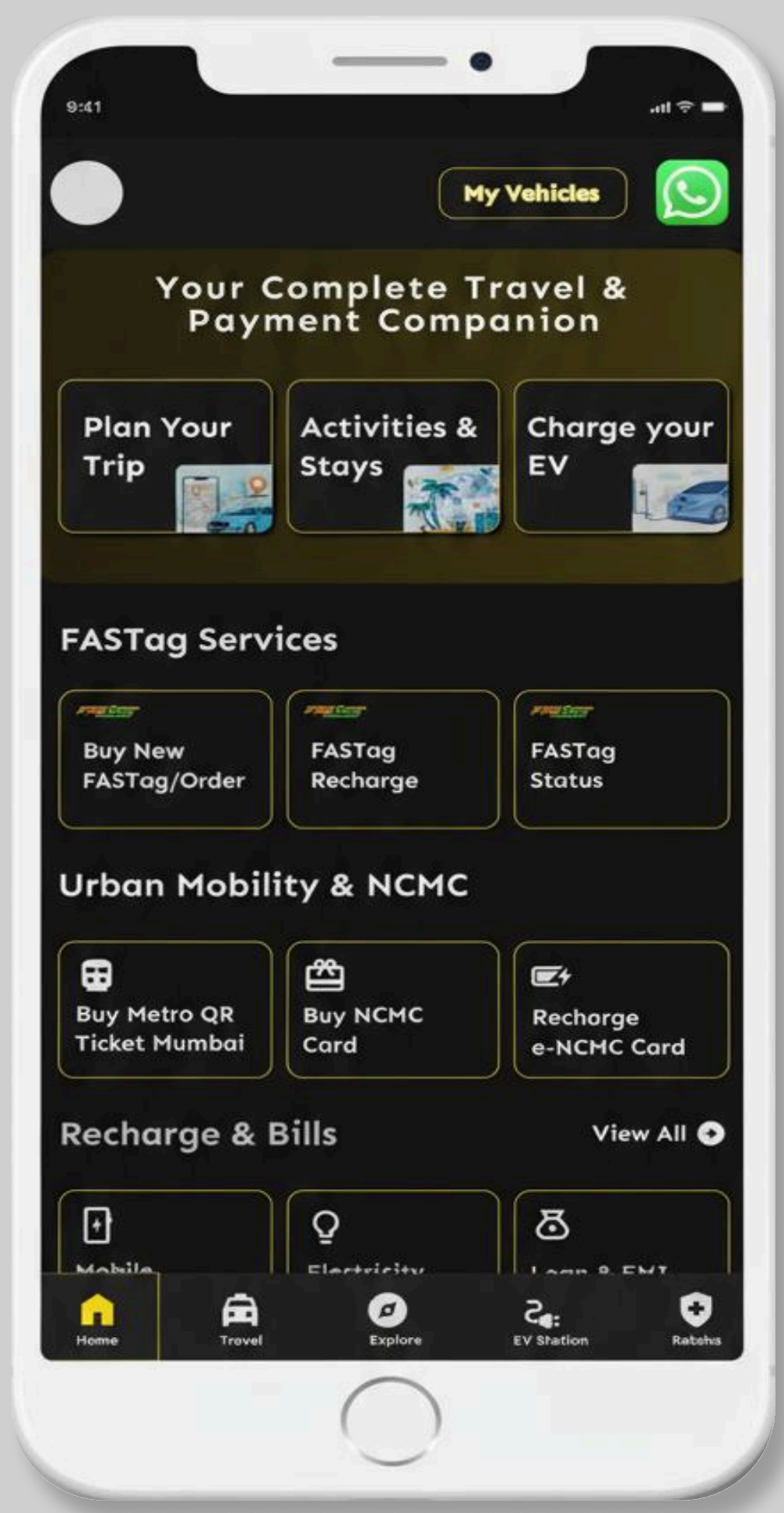


HighwayDelite Homepage Redesign

Goal: Improve usability and scannability of the homepage top section
Role: Product Designer



Highway Delite is a comprehensive mobility and travel companion app designed to enhance the road trip experience for travelers across India. It serves as a one-stop platform offering a wide range of services and information to ensure a safe, convenient, and enjoyable journey. However, the existing homepage feels visually crowded and lacks clarity in navigation, which prevents users from easily discovering key features.

Challenge

The homepage layout is overloaded with visuals and repetitive sections, causing users to scroll and search for essential services. The navigation is visually weak and fails to communicate hierarchy, leading to confusion about available features.

Task

Redesign the top half of the homepage (above the “What’s Trending” section) to:

- Reduce scroll time
- Improve scannability
- Enhance navigation visibility
- Communicate purpose and core services clearly

Research and Key Observations

A quick heuristic evaluation and app walkthrough revealed several usability issues:

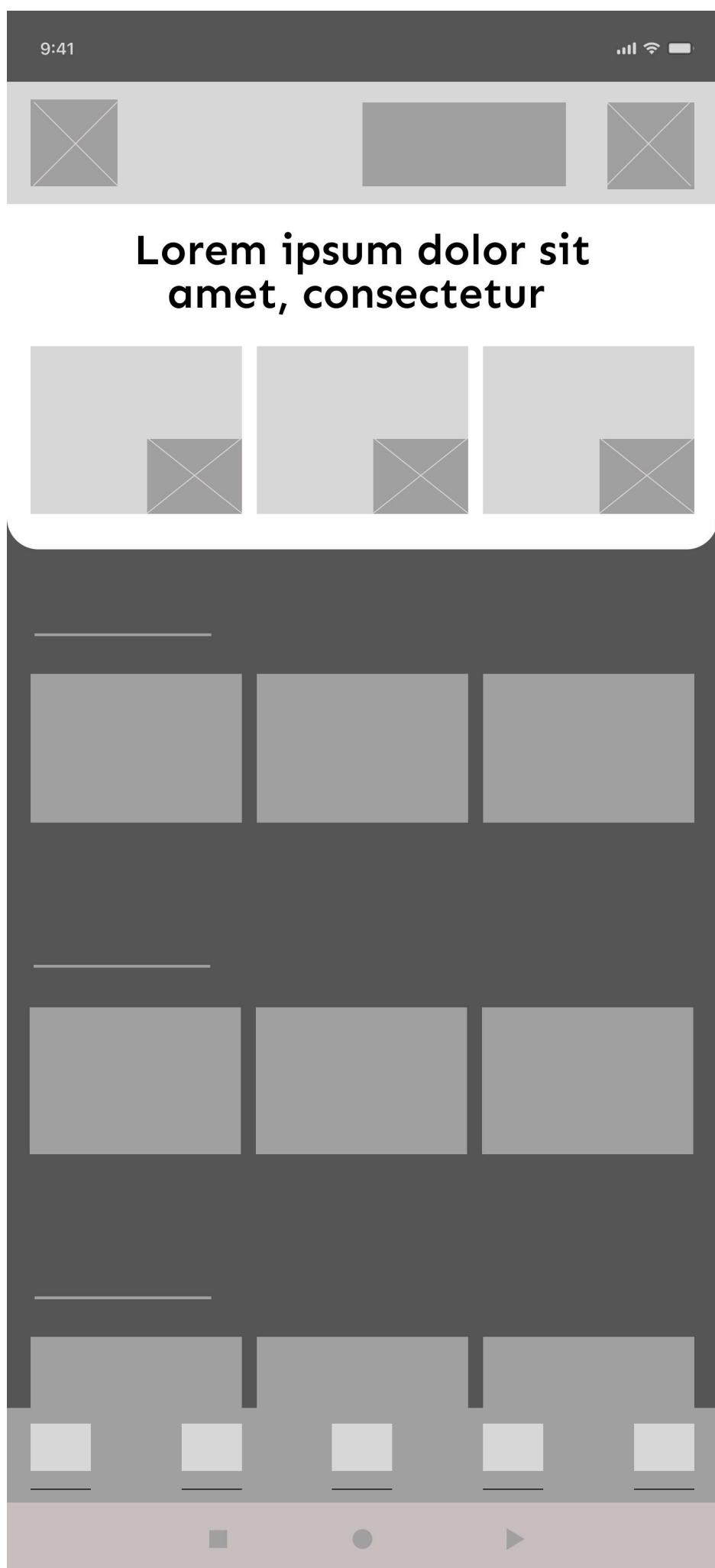
1. Overwhelming hero image — The top banner image occupies excessive space and draws attention away from the main actions.
2. Weak navigation visibility — The bottom navigation bar blends into the black background, making it hard to notice or identify the active page.
3. Lack of hierarchy — Elements like “Fast Tag Recharge” appear in multiple places with equal visual weight, causing confusion.
4. Poor communication of purpose — The homepage doesn’t immediately convey what users can do here.
5. Inconsistent mental model — Users expect a single, clear path to each service, but multiple redundant icons cause uncertainty

Ideation and Concept

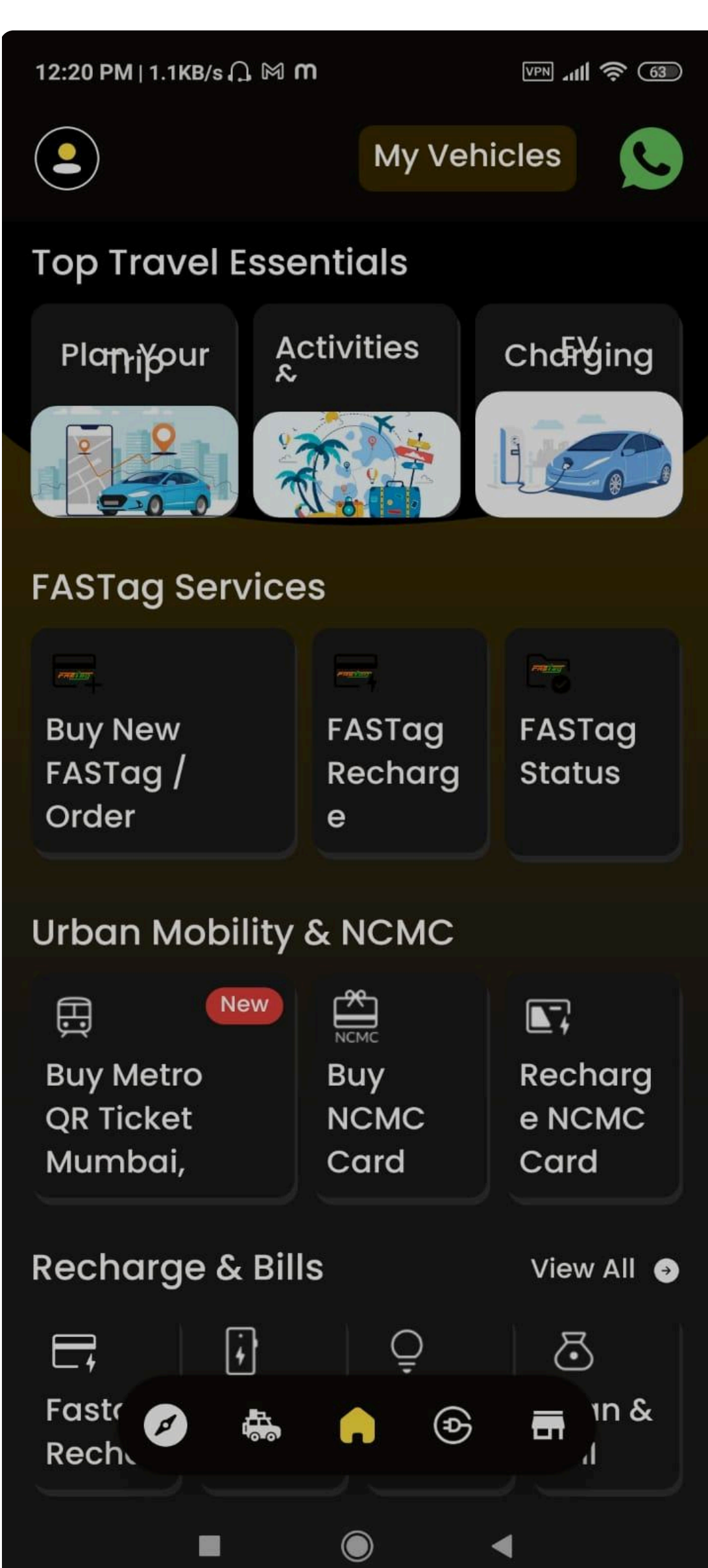
To solve these usability issues, the redesign focuses on:

1. Making navigation clear and visible
 - Moved navigation bar to the bottom and applied a lighter background for contrast.
 - Added icons and labels for clarity of purpose.
2. Establishing a clear visual hierarchy
 - Introduced a distinct hero section with a quote to give the page purpose and identity.
 - Highlighted key services at the top (primary actions).
 - Reduced brightness and contrast for less important sections.
3. Improving content grouping
 - Combined “Fast Tag Recharge” and “Recharge & Bills” to remove duplication.
 - Gave “My Vehicle” a darker, stronger color treatment to emphasize its importance.
4. Improving typography hierarchy
 - Clear differentiation between headings, subheadings, and supporting text.
 - Adjusted color and weight for readability and focus.

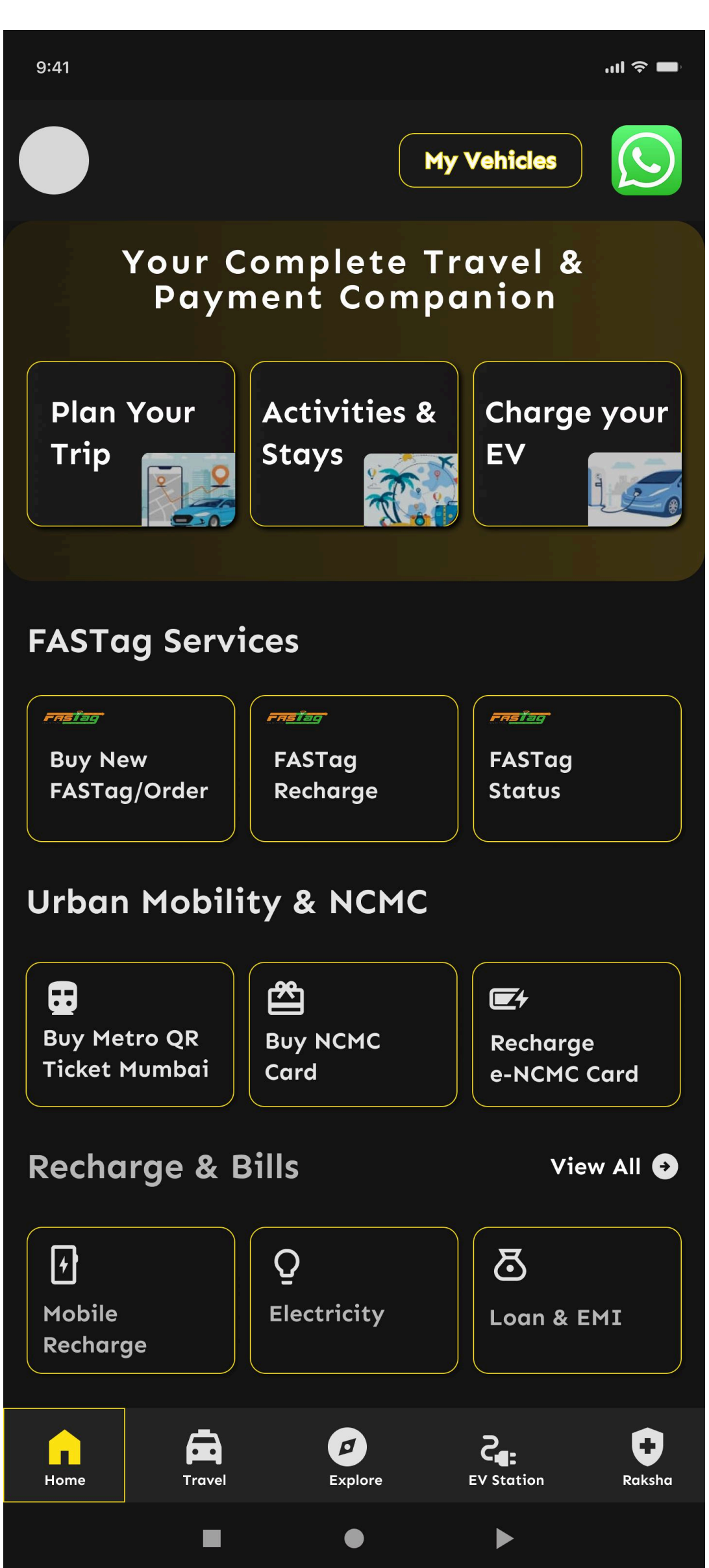
Wireframes



Ui Screen



Before



After

Outcome

The redesigned homepage reduces clutter and creates a more intuitive, goal-oriented experience.

Key Improvements:

- Navigation bar is visible and understandable
- Clear visual hierarchy focuses user attention on key actions
- Eliminated redundancy in “Recharge” sections
- Improved readability and aesthetic clarity
- Clearer communication of purpose through hero section