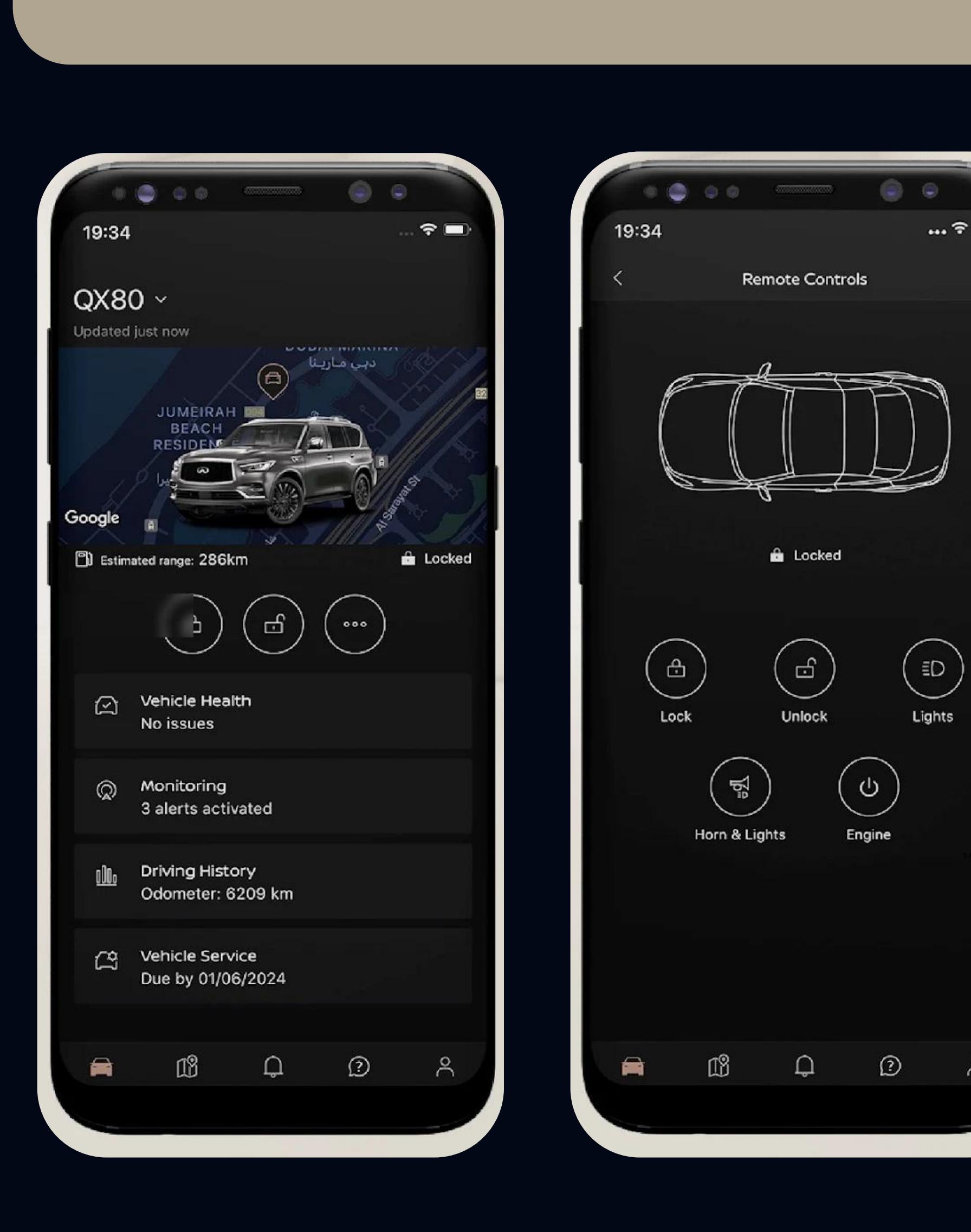


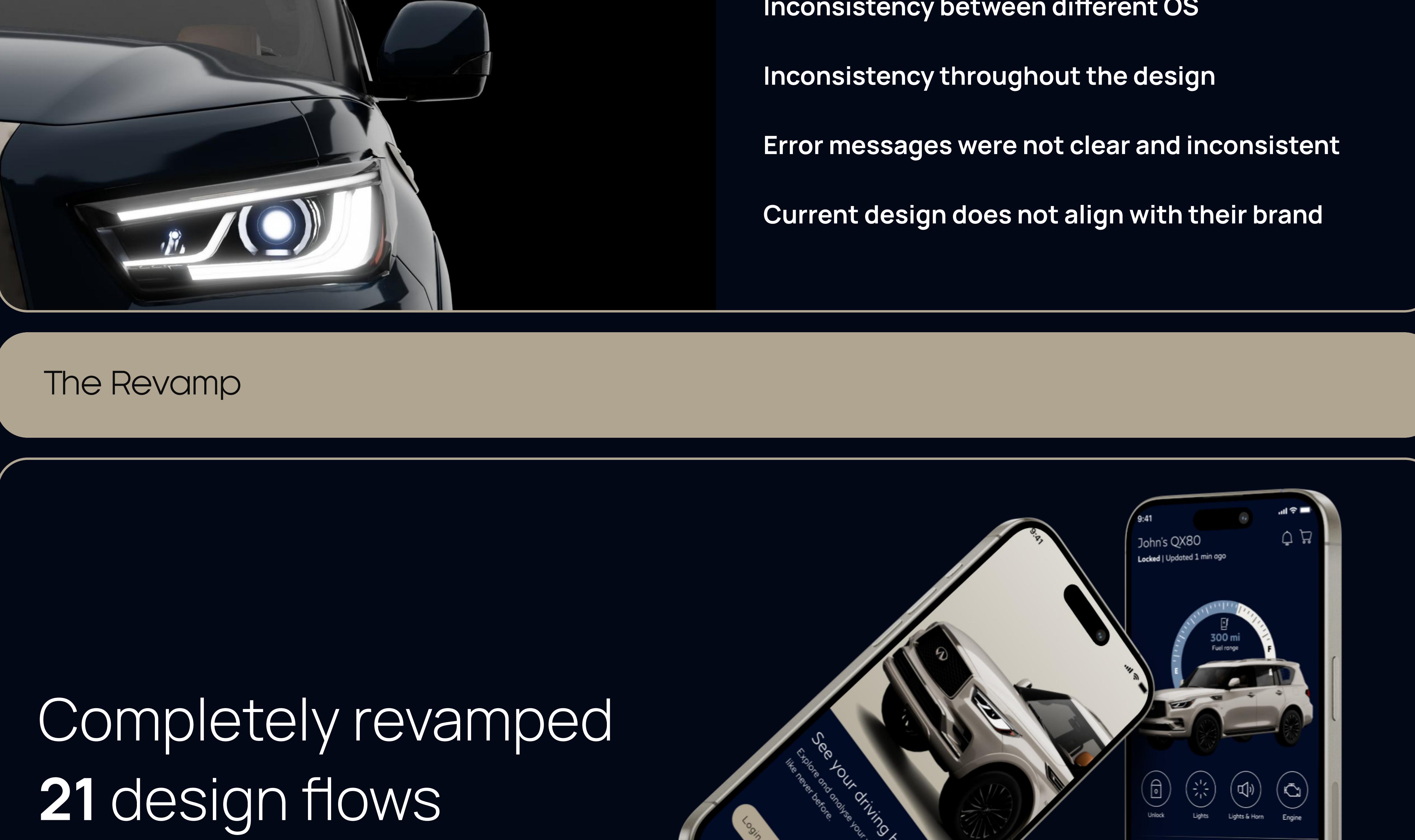
Luxury Automobile App Redesign

Role - UX Designer, Interaction design and 3d designer

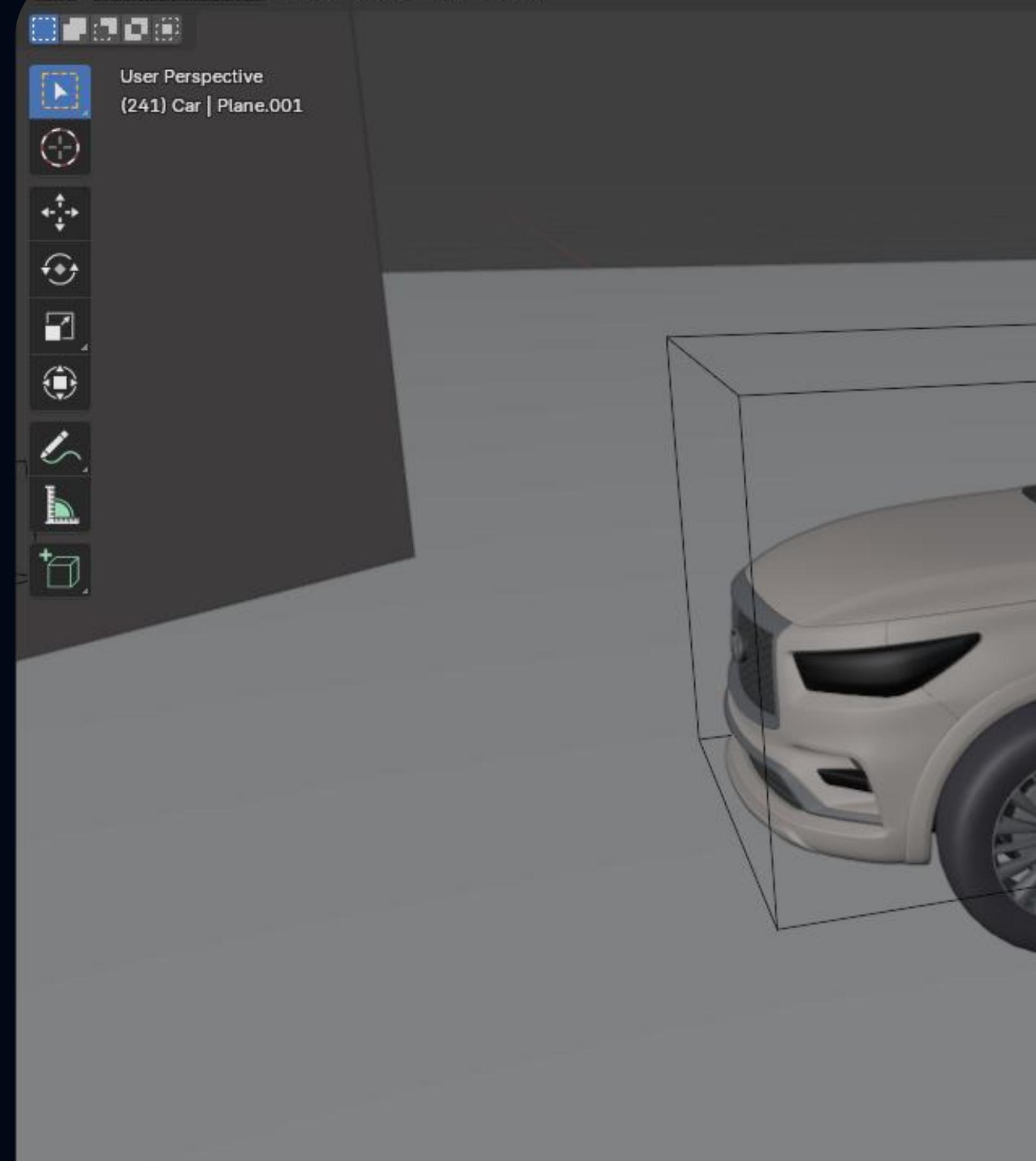


In this project, I undertook the redesign of a luxury automobile connect app, aimed at elevating the digital experience for high-end vehicle owners. The goal was to craft a sleek, intuitive interface that reflected the sophistication of the brand while ensuring ease of use for a tech-savvy audience. Through this redesign, I focused on improving key interactions, making the app more responsive, visually appealing, and aligned with the luxury automotive experience.

Old App designs



Why the Revamp?



They were unsatisfied with the User experience

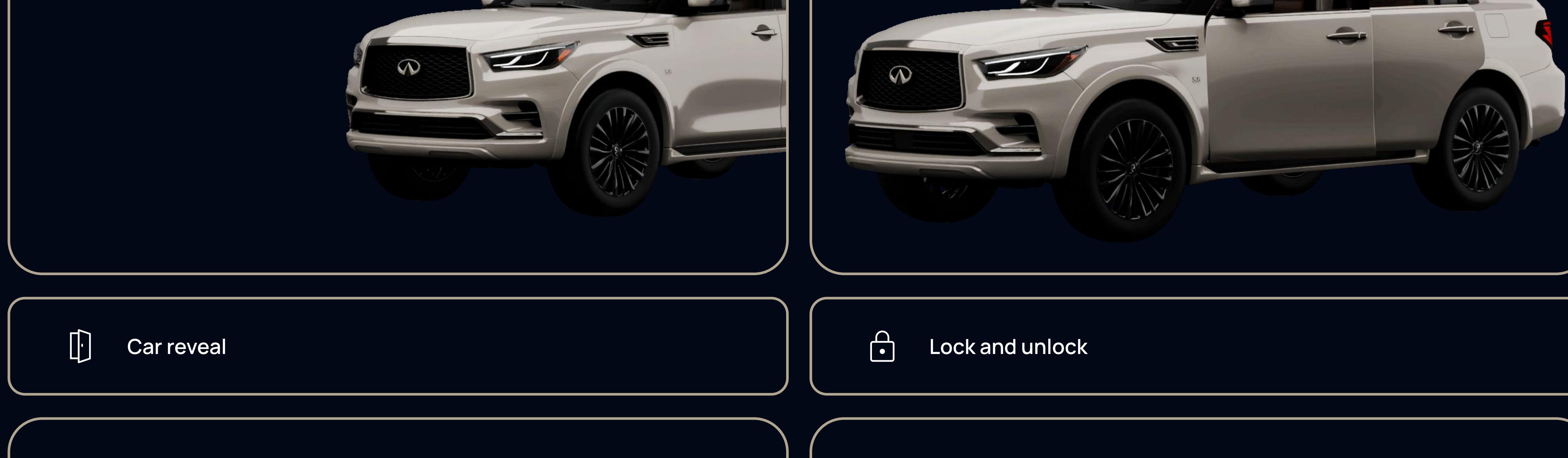
Inconsistency between different OS

Inconsistency throughout the design

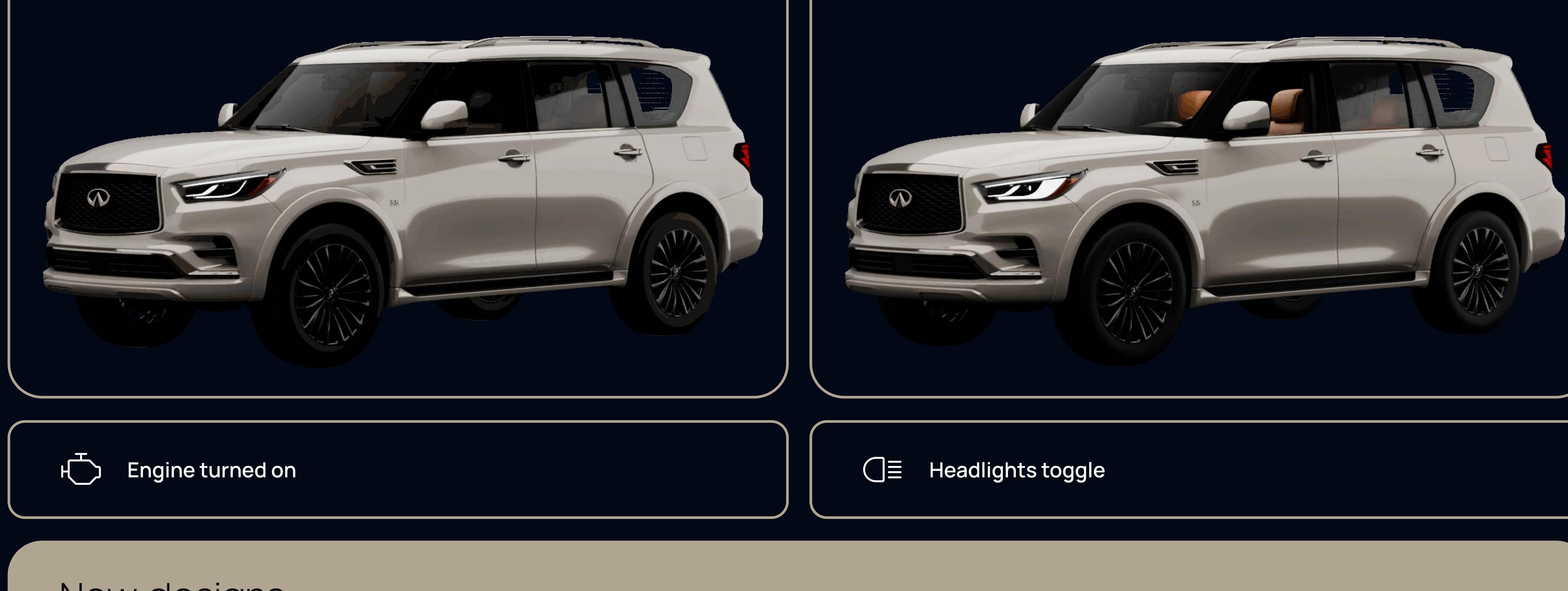
Error messages were not clear and inconsistent

Current design does not align with their brand

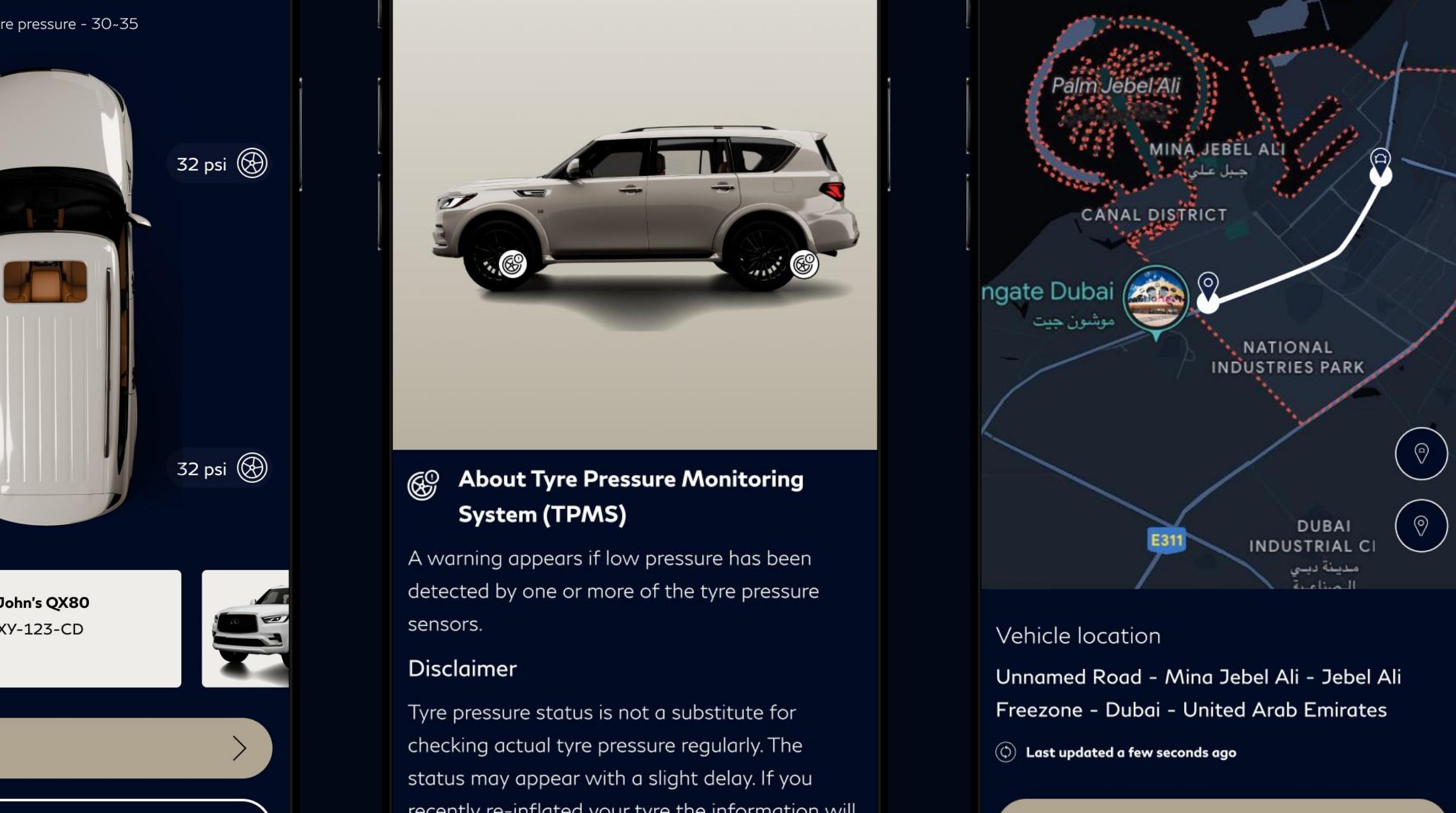
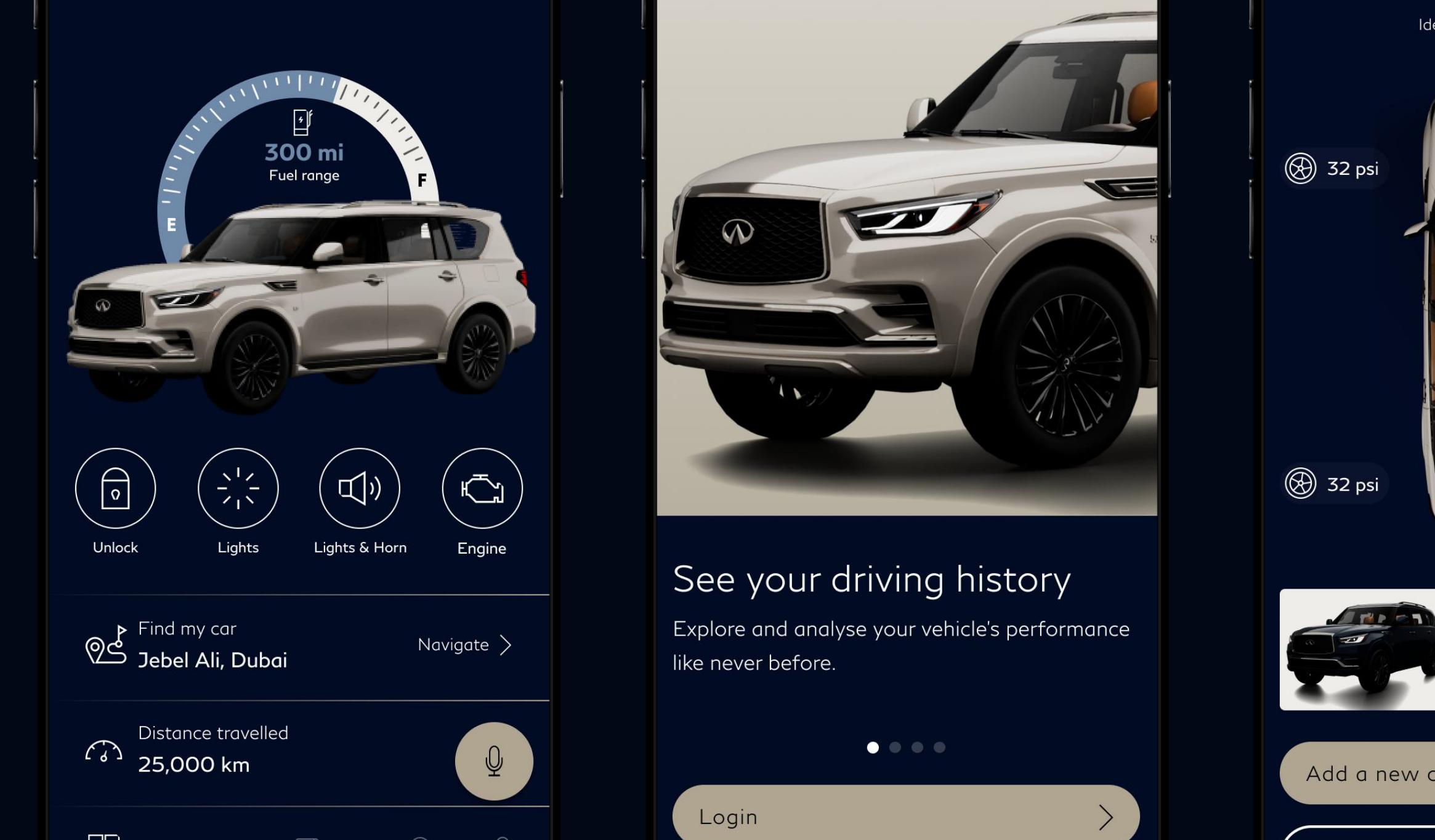
The Revamp



3D car creation



Interactions



Car reveal

Lock and unlock



Engine turned on

Headlights toggle

New designs

Let's Create Some Masterpieces Together

Thank You

Hrishi Murali K

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