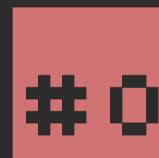


# INSTA HELP

## CASE STUDY + REBRANDING

JUNESFORGE.COM





# CONTENTS

#0

THE PATH WE'LL TAKE

- |                       |                       |
|-----------------------|-----------------------|
| 1. Why The Rebranding | (Objective)           |
| 2. What Works Now     | (Research + Analysis) |
| 3. Improvement Areas  | (Strategy)            |
| 4. UX/UI + Design     | (Execution)           |
| 5. Final Thoughts     | (Conclusion)          |

# #1 WHY THE REBRANDING AND MY PERSONAL TOUCH

My personal opinion: the service is great!

Accessible, quick, efficient, and cheap for the problems it solves.

The service is already burgeoning, and there's (probably) no need for this rebrand xD

Yet, as a part of my portfolio, I wanna rebrand the Insta Help Service from Urban Company. There are still some areas that can be improved.

My personal touch will be a pixel art style in the illustrations. (I really like that style; nothing too deep. Besides, we'll discuss how this pixel art style might be an advantage later on).

# #1 WHY THE REBRANDING

## CONTINUED

**Objective:** How do you get more people to use this service, using only design, and UX/UI?

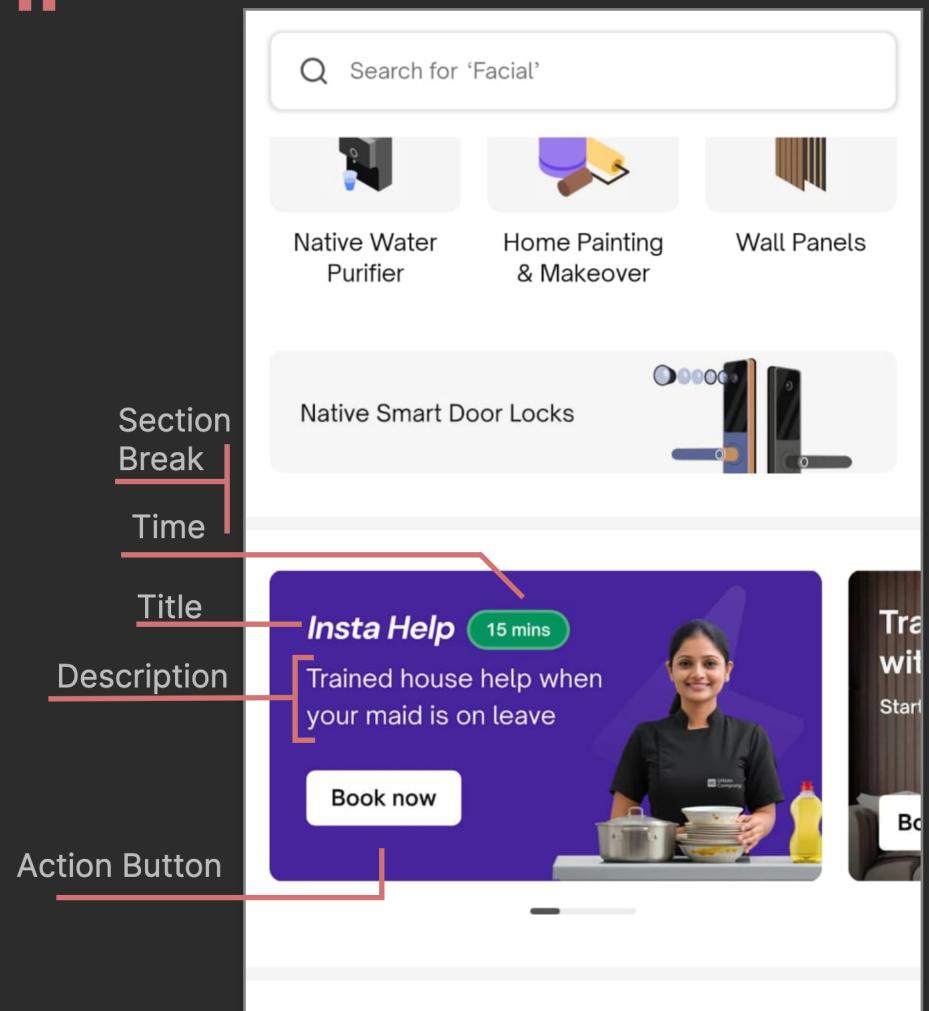
- Analyse the home page.  
Where and how frequently the Insta Help banner shows up.
- Analyse the service page.  
Texts, images, descriptions, the "what's covered" section.
- Possible Ads for other apps  
Banners / Stories / Posts

# WHAT WORKS NOW

## #2 FIRST THOUGHTS

Let's look at the home page. The first Insta Help banner that greets us.

- [1] Time: Highlighted. Emphasises one of the merits of the service.
- [2] Button: Grabs attention, forces action.
- [3] Description: Straightforward; highly effective.
- [4] Illustration: Friendly, professional. But we can do a bit better.



#3

## IMPROVEMENT AREA

### ART STYLE + UNIQUE PERSONA

[1] **Section Break:** The section right before the banner carousel doesn't have a distinct break. The two sections on either side is not heavily colour separated. The art style (photorealistic) carries through. We can make this section break more prominent, so that attention is renewed, and intensified with the banner (carousel).

**My Idea:** Have a different art style for the banner. We'll pick a **retro pixel style artwork**; one that's largely different from the rest of the app, makes this service distinct. Gives it its own character. Keeping everything associated with Insta Service to pixel art will develop long term brand awareness.

# INSTA HELP

HOUSEHOLD CHORES  
SORTED

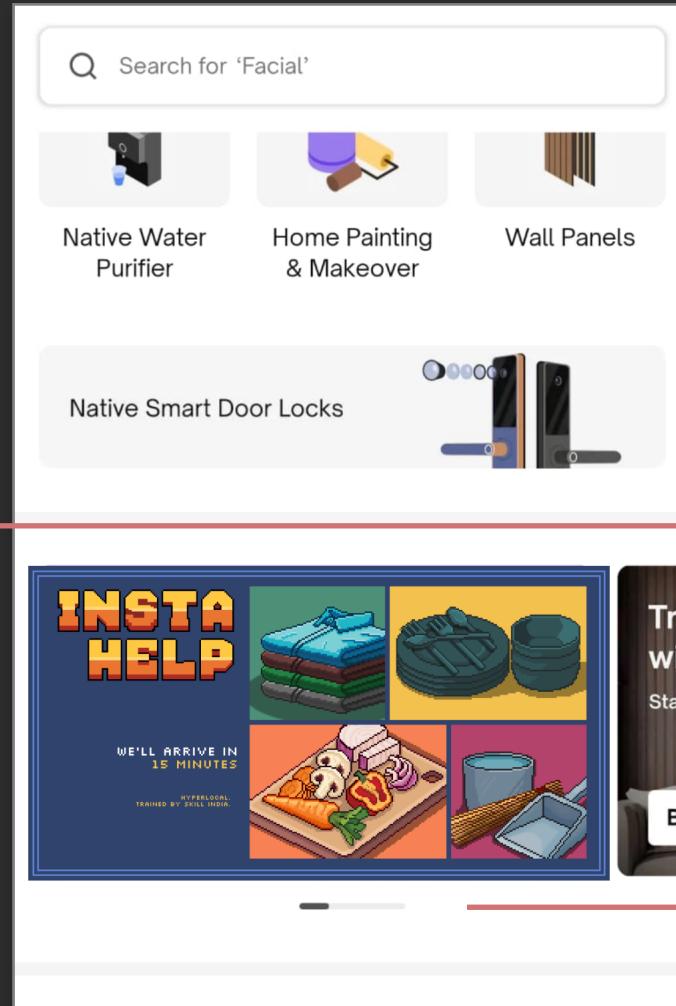
WE'LL ARRIVE IN  
15 MINUTES

HYPERLOCAL.  
TRAINED BY SKILL INDIA.

A SERVICE BY:



Bright and colourful  
(I hope!)



See any difference?

3D / Semi-Realistic Icons

Refresh attention here!

Fixed carousel  
(works great for us)

#3

## IMPROVEMENT AREA

### KEEPING THINGS THAT WORK

[2] **Time:** Highlights one of the most salient features of the service: that it's quick.

This emphasis on expediency in booking and the service starting can **counter** the very common feelings of:

"Yaar khud kar lunga"

"Might as well do it myself"

"Ugh I don't wanna wait an HOUR"

[3] **Description:** Short, sweet. We can keep it as it is. I don't have to add my spice to everything :P

#3

## IMPROVEMENT AREA

### A COUPLE OF MORE TWEAKS

[4] Illustration: I like the display of dishes, along with the dish cleaner soap. Focuses on the outcome.

We could however do without the mismatch of what a model looks like vs what the true working class person in India looks like. Plus, the service is hyperlocal, and the model isn't. So I'm going to avoid it entirely.

[5] The Title: I'm going to give an increased emphasis on the title so that the service name "Insta Help", sticks in people's minds a little more. Remember: "Xerox" being synonymous to "photocopy" is the brand name goal.

So the title would be bigger, bright, warm.



## UX/UI + DESIGN

### LET'S MAKE SOME ARTWORK

Sticking to the style, I want artworks that focus on the outcomes: clean floors, dishes, folded laundry, chopped veggies. The idea was always to remind the audience that our professionals can do the same level, and extent of chores as their regular maids.

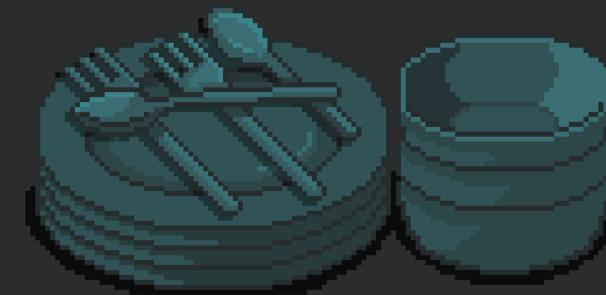
#### Art Style [Defined]

Pixel art. Low clusters; 3-4 clusters for shading. Isometric view. Dark outlines. 128×64 pixel base canvas, then scaled up as vector.

BTW, this is also the prompt you can use for Midjourney or Gemini to "recreate" my art style.

# #4 UX/UI + DESIGN

## THE DRAWINGS





Maid on leave?  
**We'll arrive  
in 15 mins**



**Insta Help**  
★ 4.70 (80K reviews)

<b>1 hour</b> ★ 4.70 (38K reviews) ₹98 ₹245 <a href="#">Add</a>	<b>1.5 hours</b> ★ 4.70 (18K reviews) ₹148 ₹370 <a href="#">- 1 +</a>	<b>2 hours</b> ★ 4.71 (24 ₹198 ₹49 <a href="#">Add</a>
--	--	---

**One help who can do it all**





[Proceed](#)

Old View

# INSTA HELP



Kitchen & Utensil Cleaning  
Meal Prep & Serving  
Mopping, Dusting & Wiping

Bathroom Cleaning  
Laundry & Ironing  
Packing / Unpacking



**1 HOUR**  
★4.7 / 38K Reviews  
Highly booked in your city  
[+ Add](#)

**1.5 HOUR**  
★4.7 / 38K Reviews  
Highly booked in your city  
[+ Add](#)

**2 HOURS**  
★4.7 / 38K Reviews  
Highly booked in your city  
[+ Add](#)

**Book Now!**

 Please provide cleaning equipment & supplies to the help.

[Terms of Conditions](#) [Reviews](#)

New View

Another variation, keeping to the original style strictly.

Maid on leave?  
We'll arrive in  
**15 minutes**

Kitchen & Utensil Cleaning  
Meal Prep & Serving  
Mopping, Dusting & Wiping

Bathroom Cleaning  
Laundry & Ironing  
Packing / Unpacking

**1 HOUR**  
★4.7 / 38K Reviews  
Highly booked in your city  
+ Add

**1.5 HOUR**  
★4.7 / 38K Reviews  
Highly booked in your city  
+ Add

**2 HOURS**  
★4.7 / 38K Reviews  
Highly booked in your city  
+ Add

**Book Now!**

Please provide cleaning equipment & supplies to the help.

Terms of Conditions  
Reviews

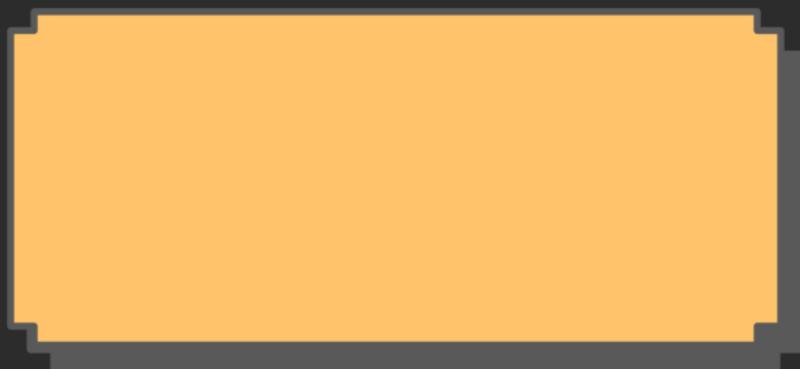
New View

Bright Green  
to call for action  
(optional)

#4

# UX/UI + DESIGN

## THE HEXES / COLOURS



#FFC46B / "Brand Yellow"

#595959 / Accent Grey



#9BF086  
Positive Green



#D46767  
Negative Red

# #4 UX/UI + DESIGN

## THE HEXES / COLOURS



#8A70E0  
Secondary Purple

#8A70E0  
"#fff is mainstream"

#ABA0C8  
Secondary Light

# #4 UX/UI + DESIGN

## THE GLYPHS / FONTS

INSTA  
HELP

<sup>^</sup>Custom Lettering

All other mentioned fonts  
are available on [dafont.com](http://dafont.com)

PIXEL6X10 REGULAR 30PT

DePixel Klein 14pt

+ Dogica Pixel 16pt



DePixel Bold 12pt  
(Emphasised Text Box)

DePixel Klein 14pt  
for all text paragraphs or lists  
(Plain Text)

DePixel Bold 16pt

DePixel Bold 18pt

**DePixel Bold 25pt**

**DePixel Bold 28pt**

# PRESENTATION BY

## AGNIHOTRA BHATTACHARYA

JUNESFORGE.COM

