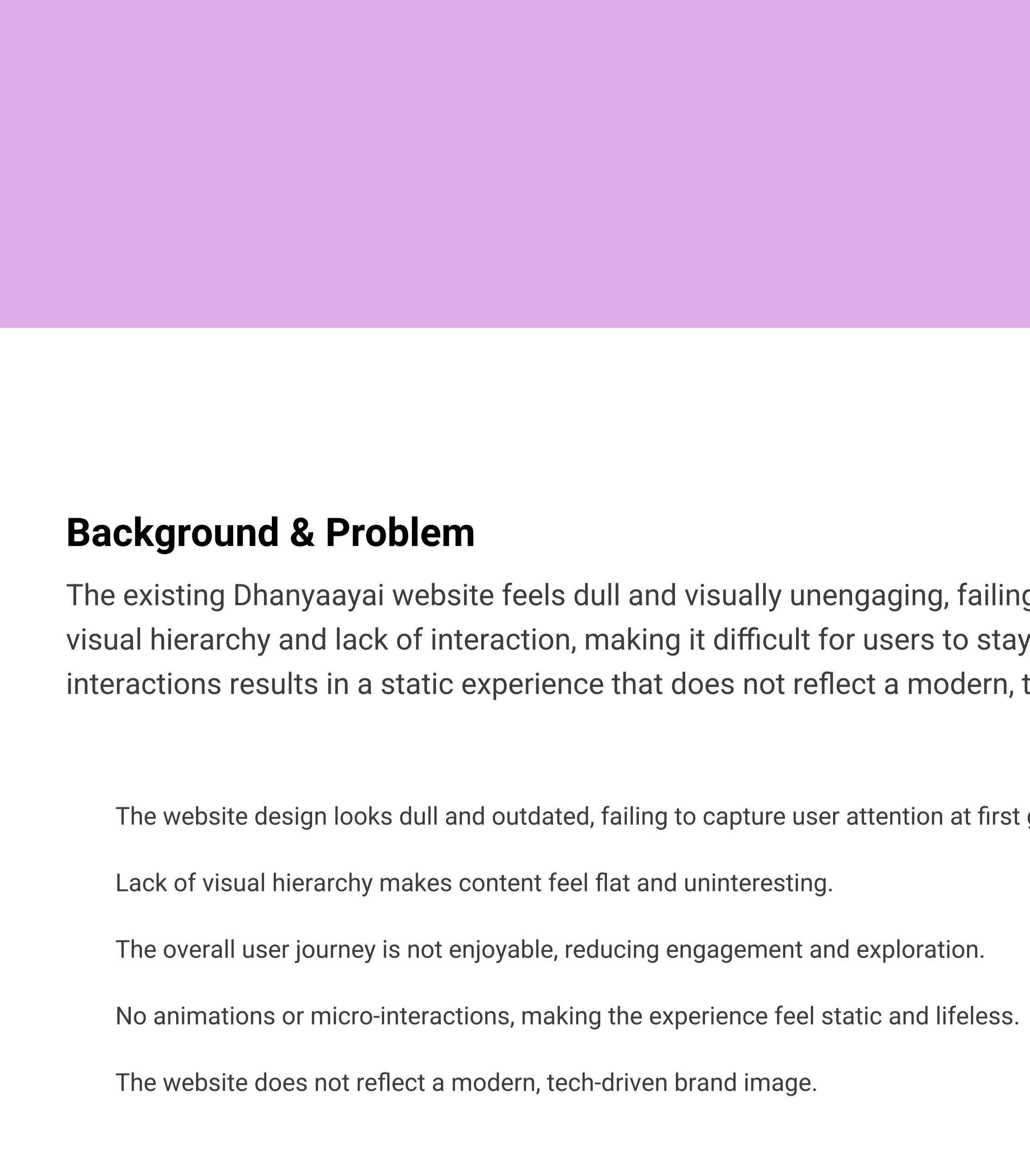


# Dhanyaayai

UX / UI Designer



## Project Overview

Dhanyaayai is a technology and digital transformation company offering enterprise IT solutions. The goal of this project was to redesign the landing page to clearly communicate its services, build trust, and improve user engagement. The redesign focuses on a modern, clean, and tech-driven layout with clear messaging, strong visual hierarchy, and conversion-focused CTAs to create a professional and user-friendly first impression.

### Project Duration

Months : --

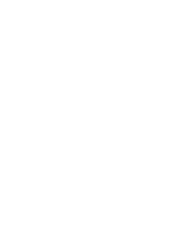
### Domain

Service provider

### Form Factor

Website Design

### Tools



## Background & Problem

The existing Dhanyaayai website feels dull and visually unengaging, failing to create a strong first impression. The user journey is not enjoyable due to poor visual hierarchy and lack of interaction, making it difficult for users to stay engaged or explore further. Additionally, the absence of animations and micro-interactions results in a static experience that does not reflect a modern, technology-driven brand.

The website design looks dull and outdated, failing to capture user attention at first glance.

Lack of visual hierarchy makes content feel flat and uninteresting.

The overall user journey is not enjoyable, reducing engagement and exploration.

No animations or micro-interactions, making the experience feel static and lifeless.

The website does not reflect a modern, tech-driven brand image.

## Explore the design

### Design Goals

The goal of the design is to create a modern, visually engaging landing page that reflects a strong tech-driven identity. It focuses on improving the user journey through clear hierarchy, smooth interactions, and meaningful animations to drive engagement.

Create a visually engaging and modern landing page that reflects a tech-driven brand.

Improve the user journey by establishing a clear visual hierarchy and smooth content flow.

Introduce meaningful animations and micro-interactions to enhance user engagement.

Make key information easy to understand at a glance.

Guide users toward primary CTAs with clarity and confidence.

Ensure a responsive and consistent experience across all devices.

### Typography details

Montserrat is used for the title to create a bold, modern, and impactful first impression. Poppins Bold is used for headings to establish strong visual hierarchy, while Poppins Regular is applied to subheadings for clarity and consistency. Roboto Light is used for body text to ensure excellent readability and a smooth, comfortable reading experience across the website.

## STYLE GUIDE

• Typography  
• Color

### Typography

#### Montserrat (Title)

##### BOLD

ABCDEFGHIJK  
LMNOPQRSTUVWXYZ  
UVWXYZ

##### BOLD

ABCDEFGHIJK  
LMNOPQRSTUVWXYZ  
UVWXYZ

#### Body Text ( Poppins )

##### LIGHT

ABCDEFGHIJK  
LMNOPQRSTUVWXYZ  
UVWXYZ

##### REGULAR

ABCDEFGHIJK  
LMNOPQRSTUVWXYZ  
UVWXYZ

### COLOR STYLE GUIDE

#323232

#E8E8E8

#8BC03D

F5F5F5

F1F7FF

## Bold Projection



## Soft Submersion



## Neumorphism

### Effects



### Neumorphism



### Neumorphism