



UI DESIGN FOR BMW

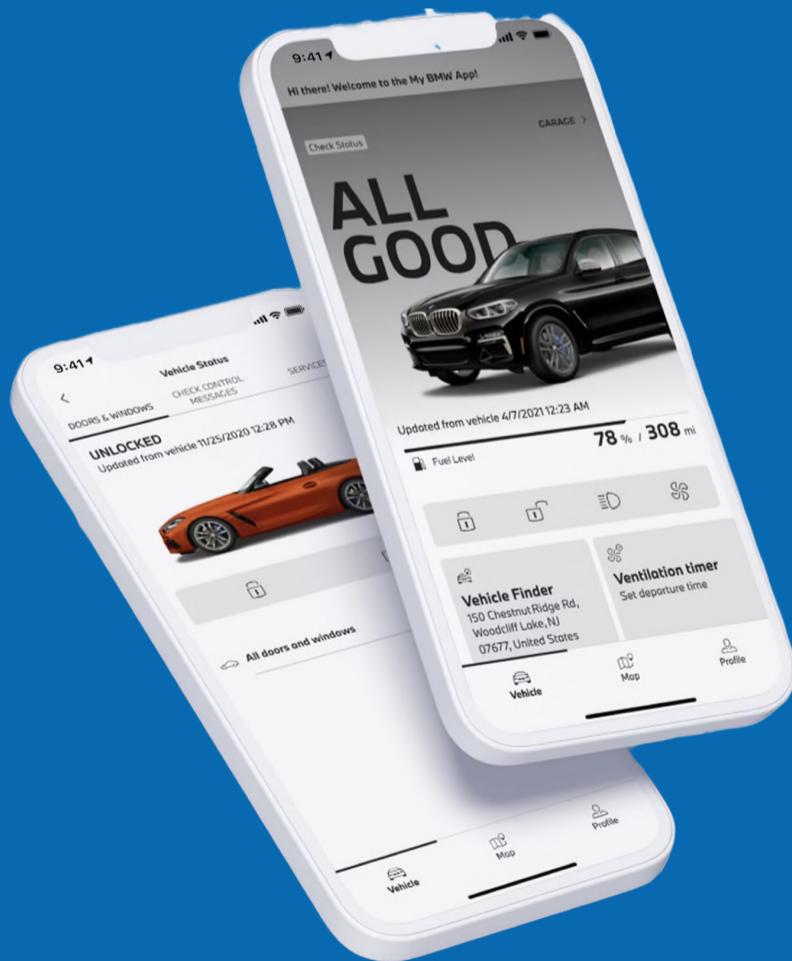


APP DESIGN

APP DESIGN

MY BMW

MY BMW



App's existing version

Roles & Responsibilities

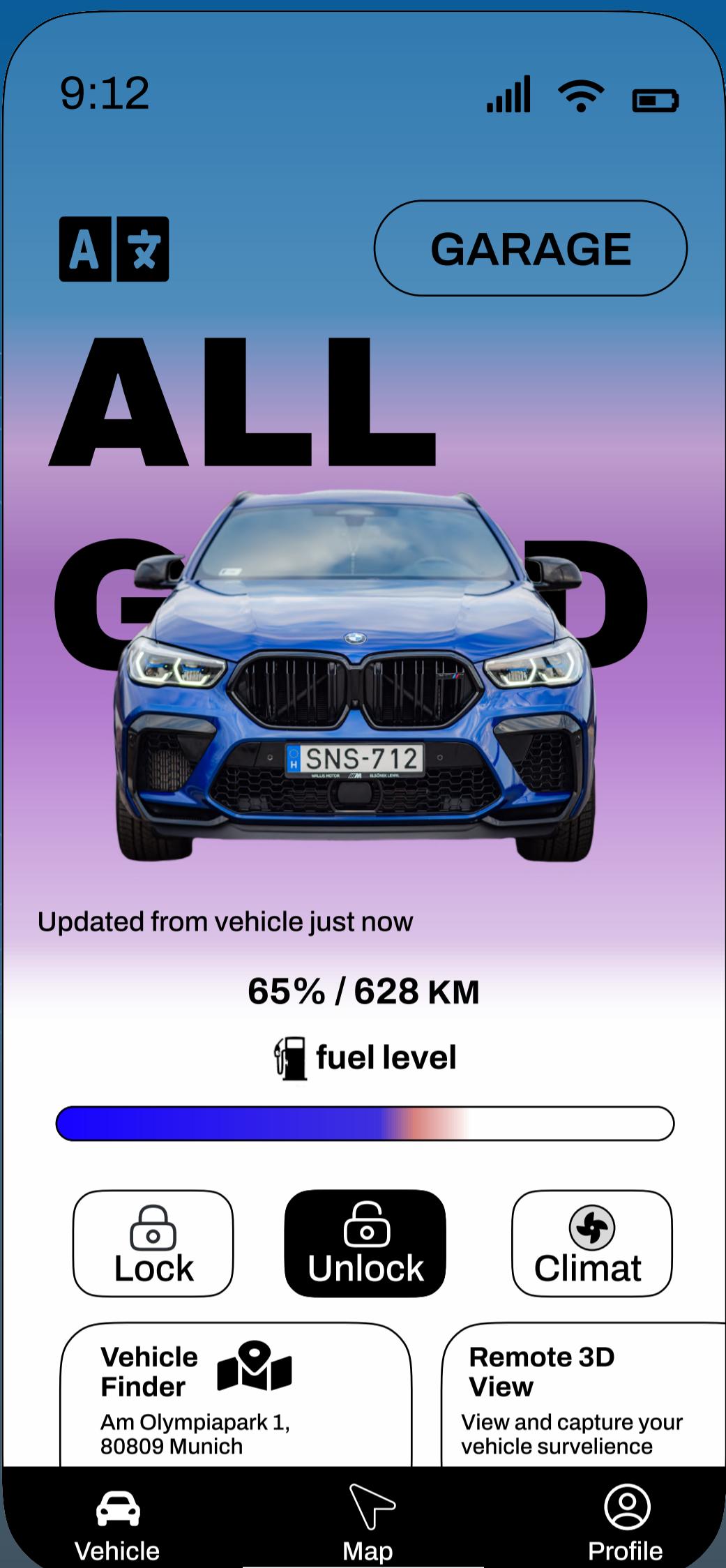
Prototyping

Discovery

UI Design

Create new ideas for visual style BMW





NEW UI DESIGN



MY BMW

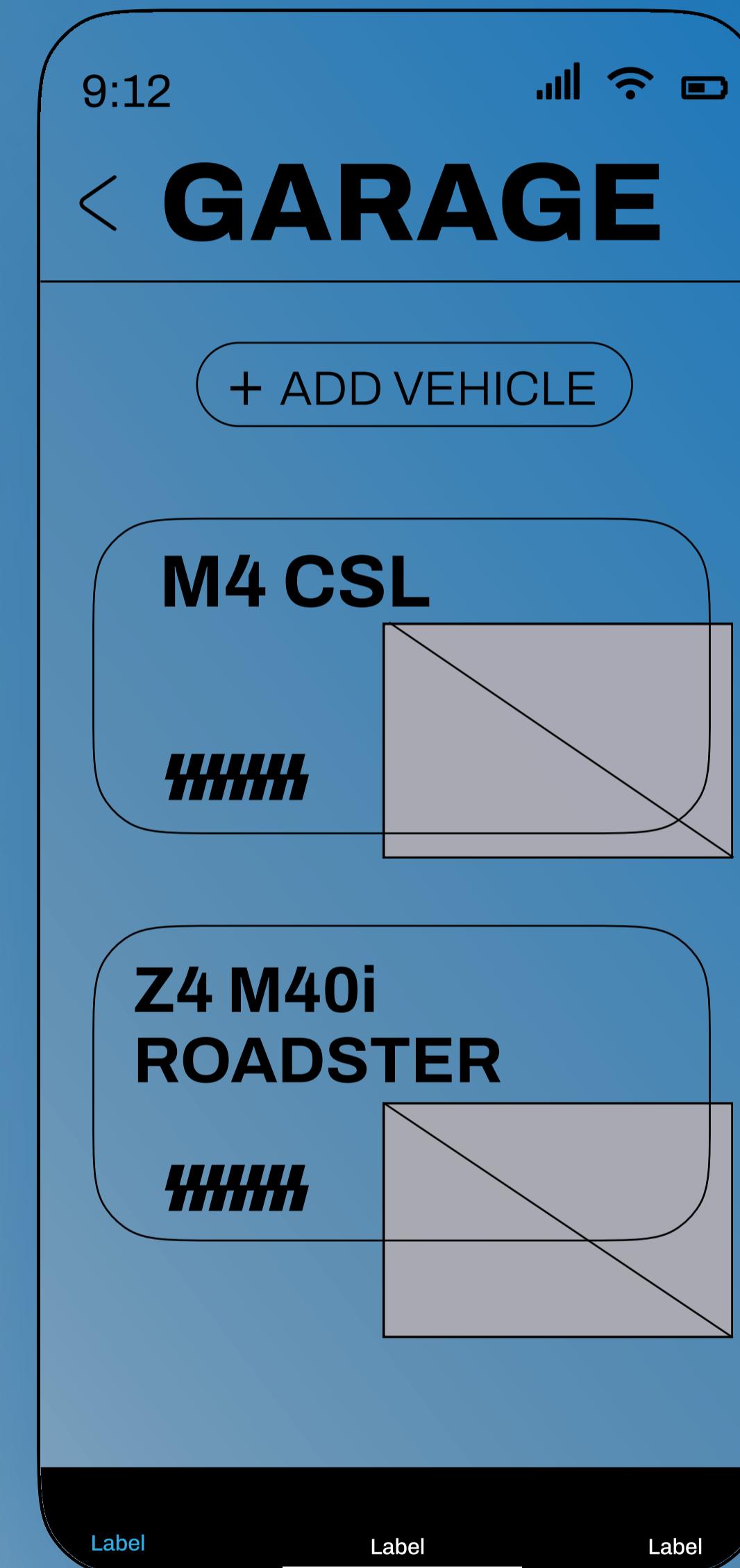
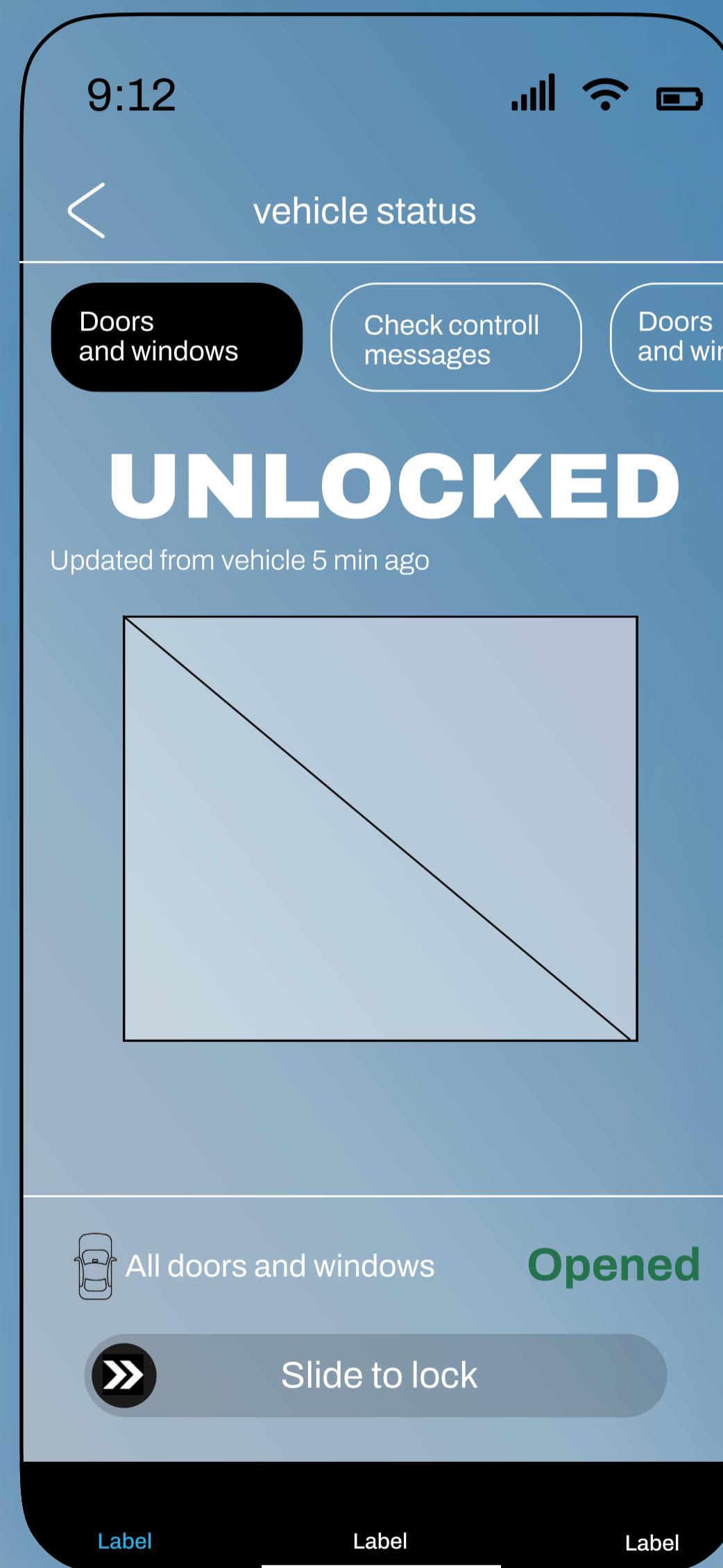
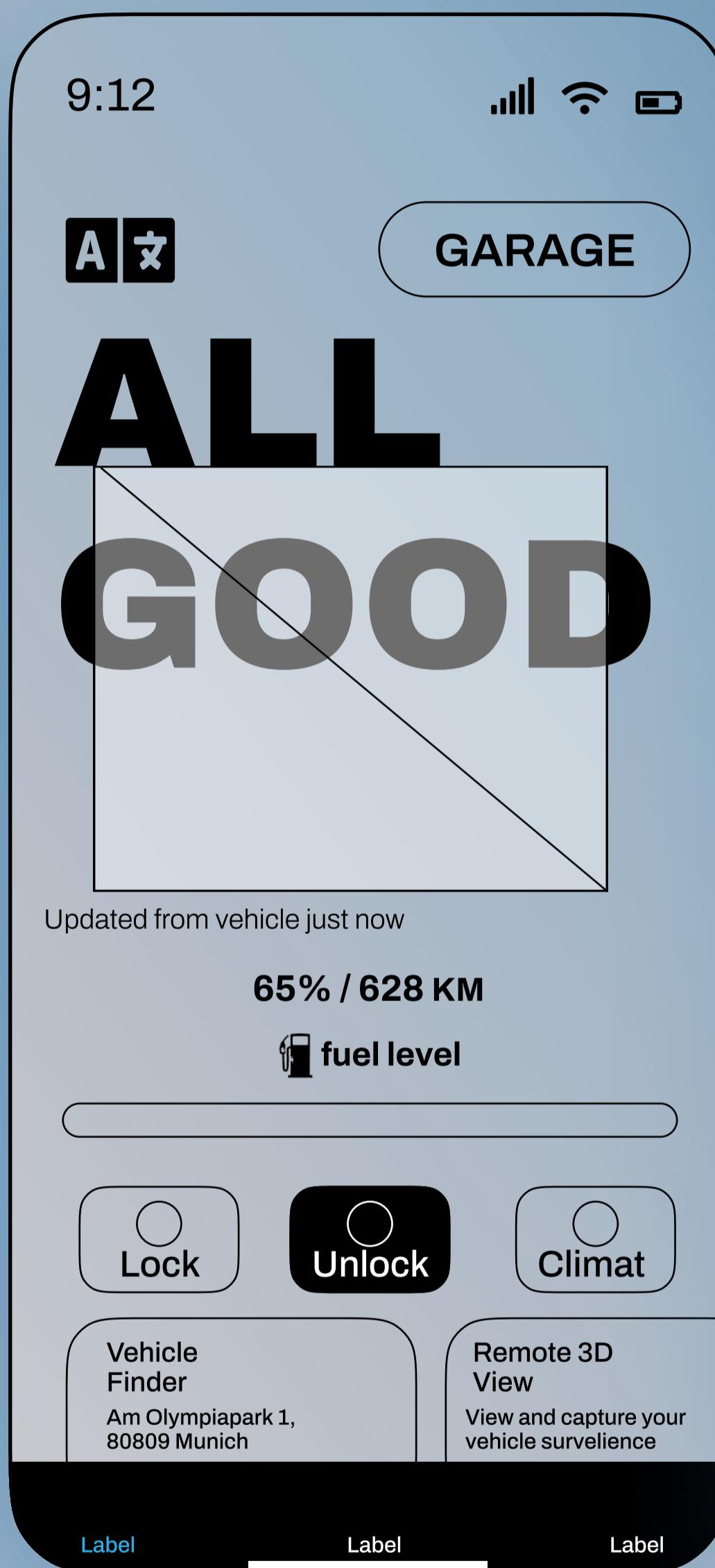


Discovery





Wireframes





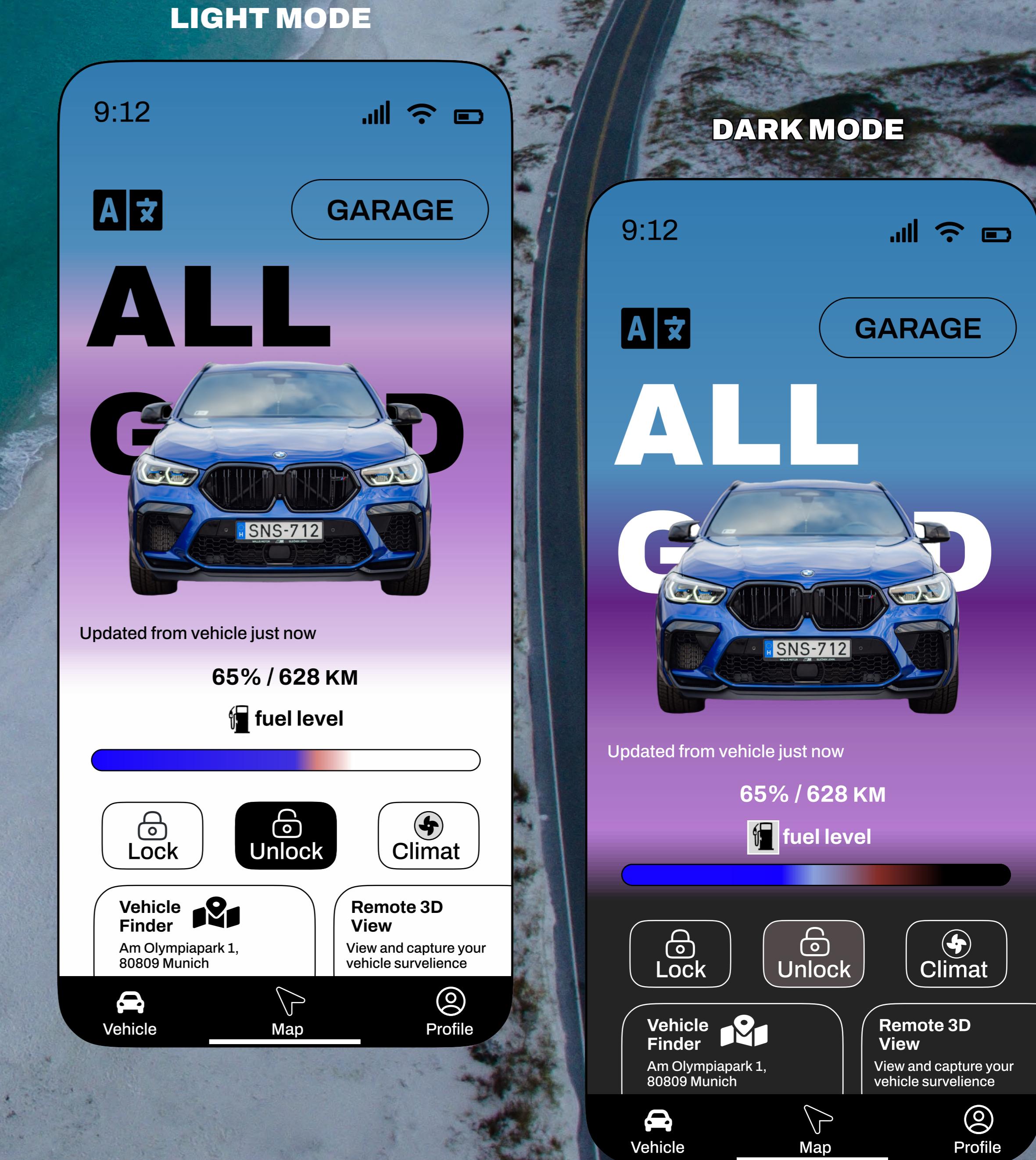
Solution

01

2

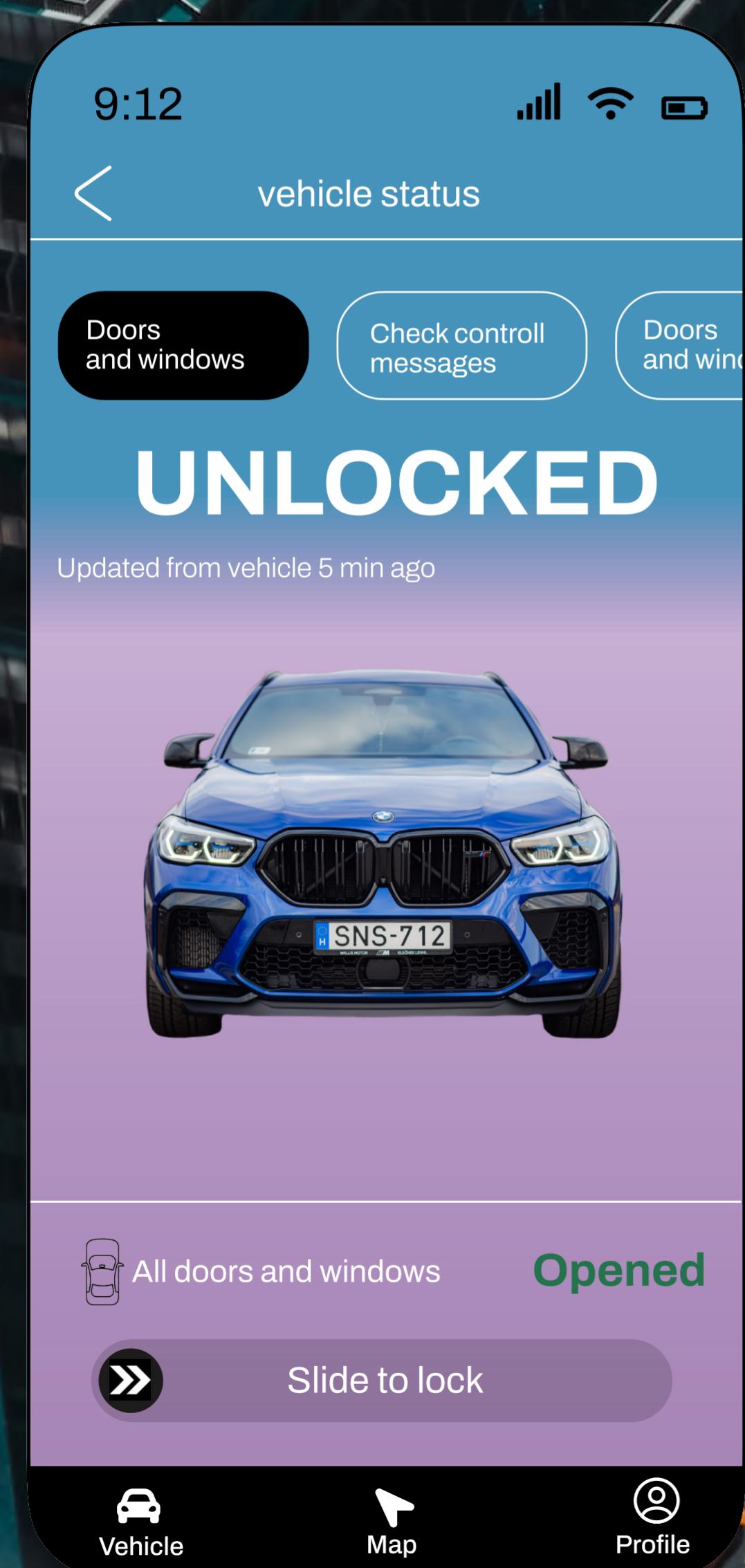
I found these solutions: creating minimalist, almost transparent designs with new elements which will be understood by everyone from the target audience.

Because it helps BMW save users used to using the app (save patterns it is familiar for people) and will involve new users who like Futurism and new futuristic cars.



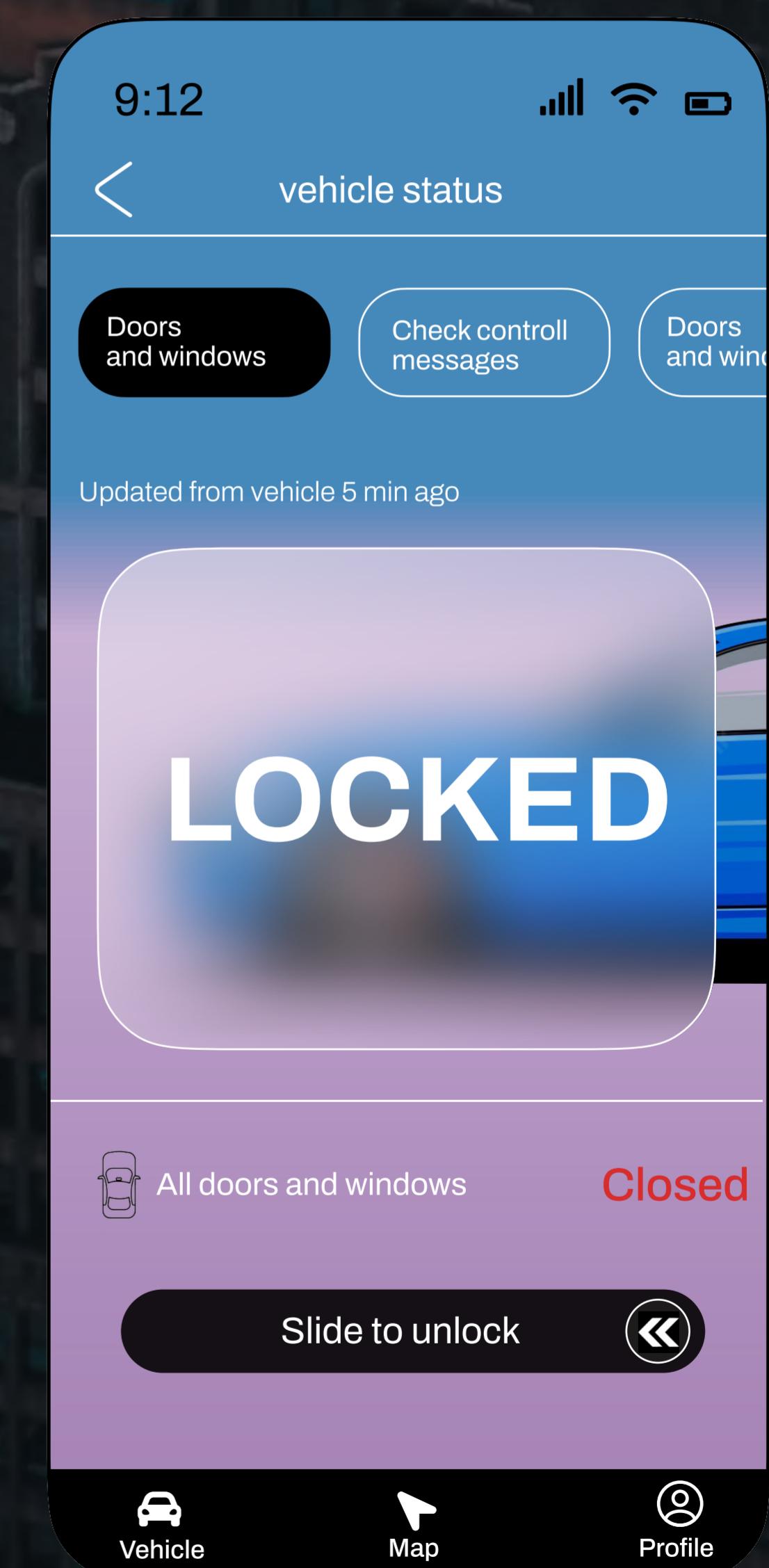
03

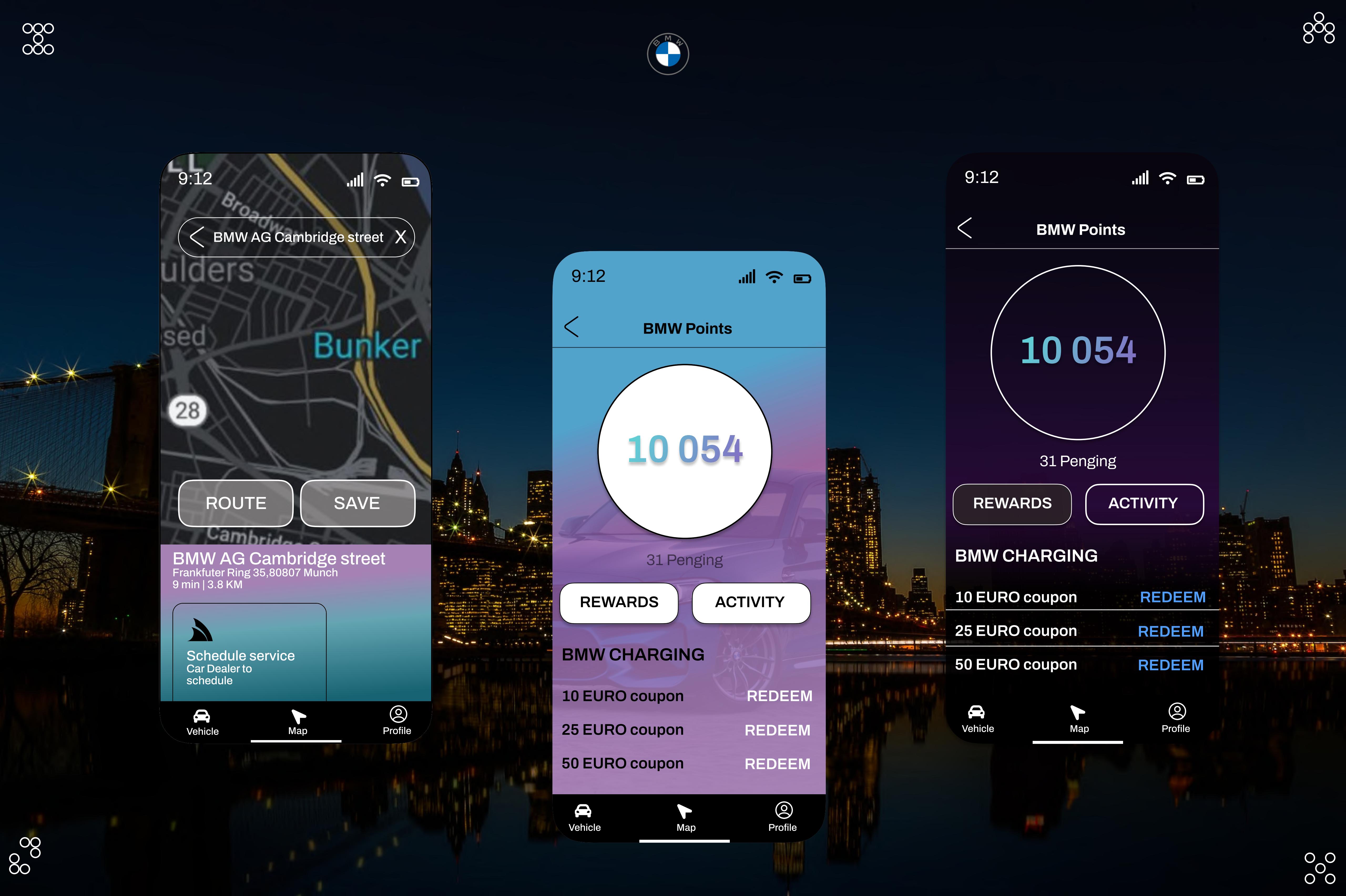
I added new elements:
More gradients, increased
button, lines, geometry,
glass elements



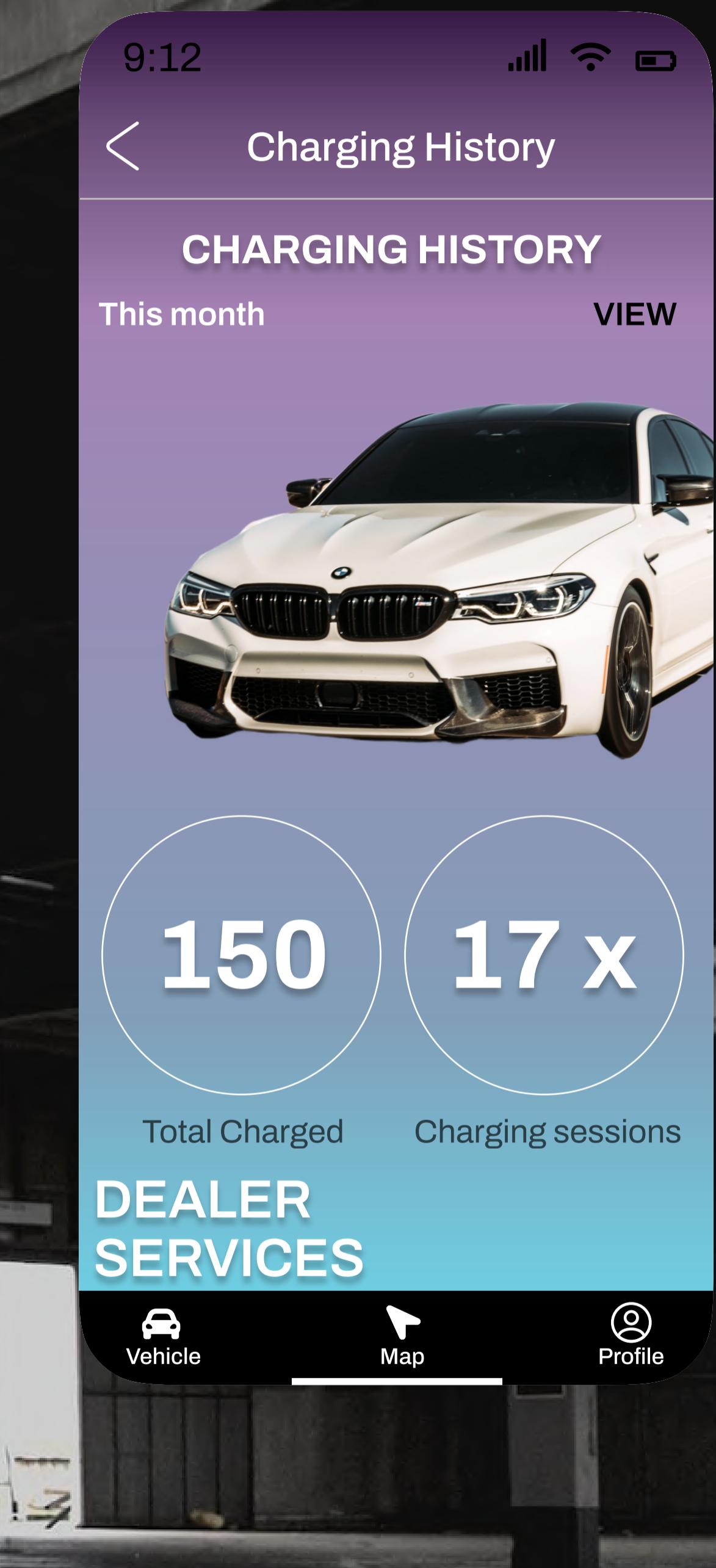
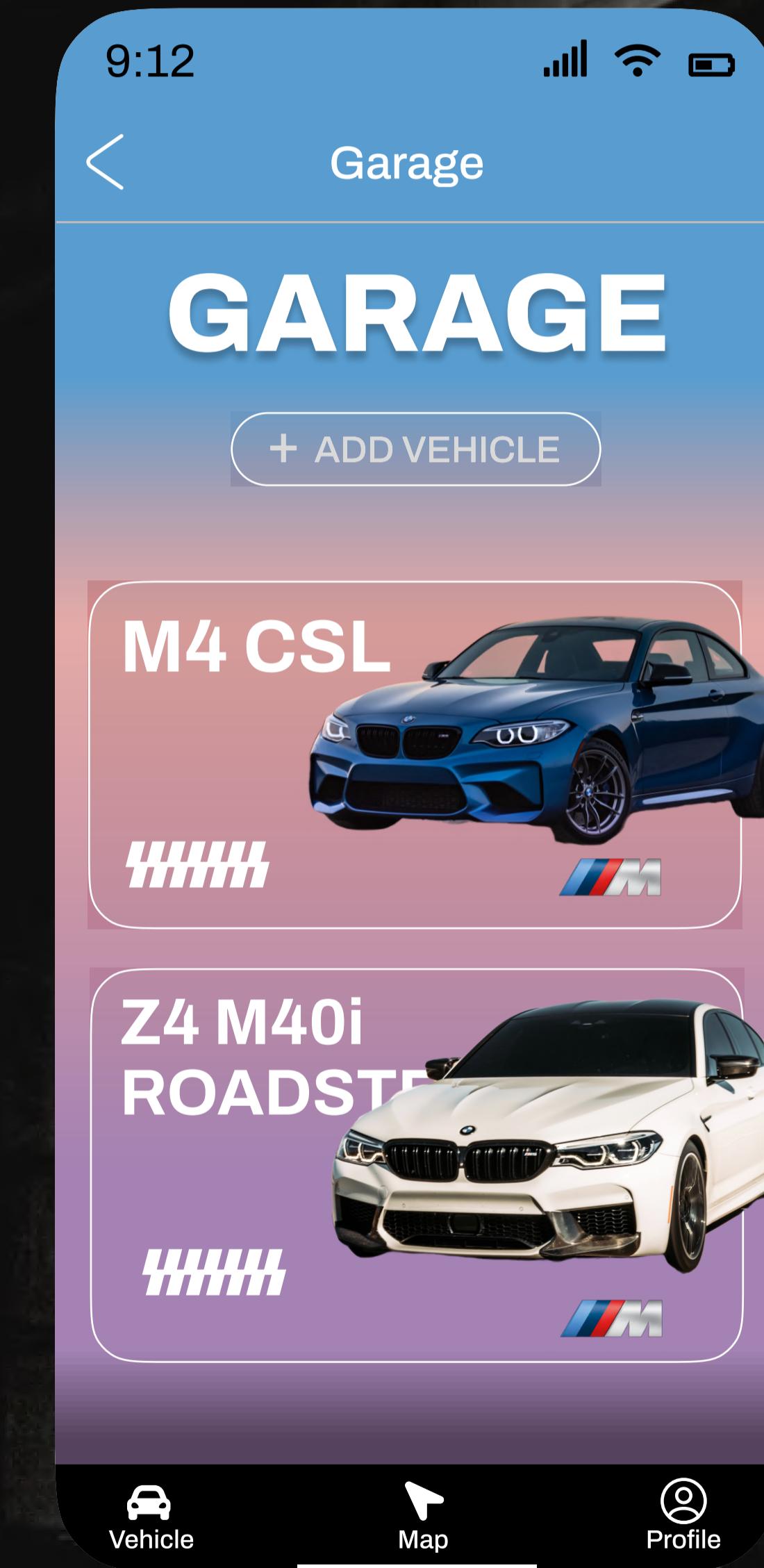
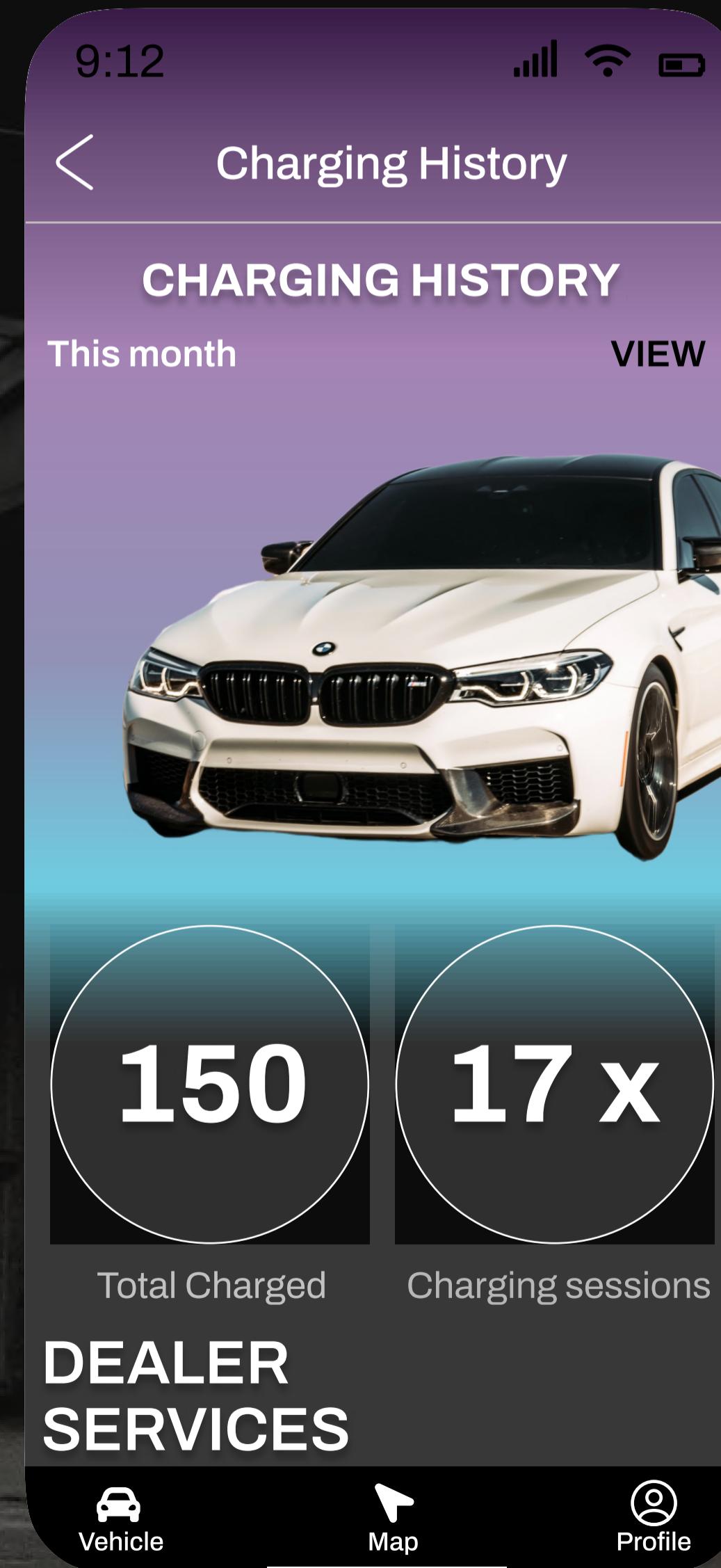
+

It helped me save balance between
the future and today's reality. Young
and adult, traditions and new. It
allows me to create a new version





GARAGE





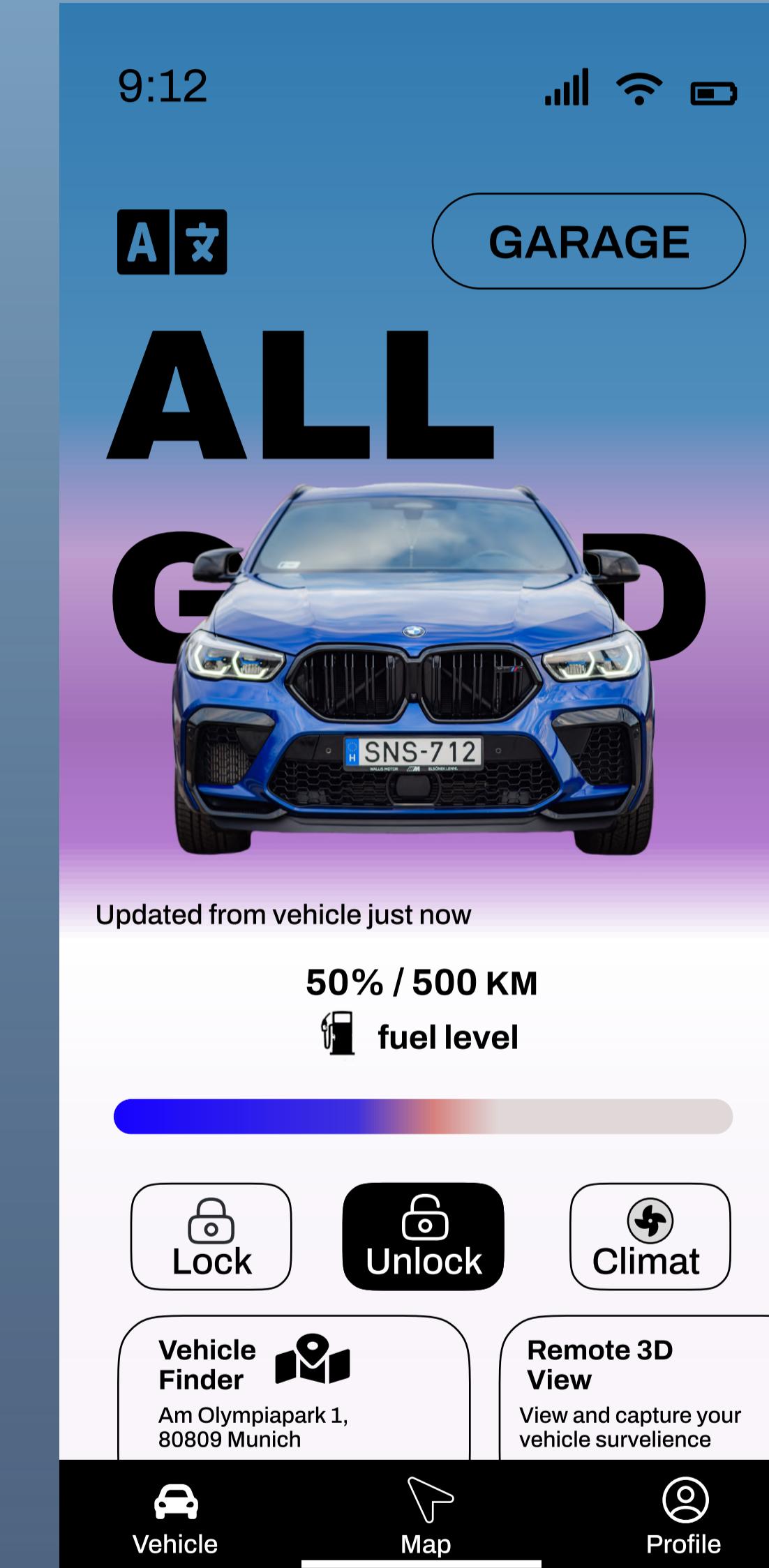
Fuel Settings



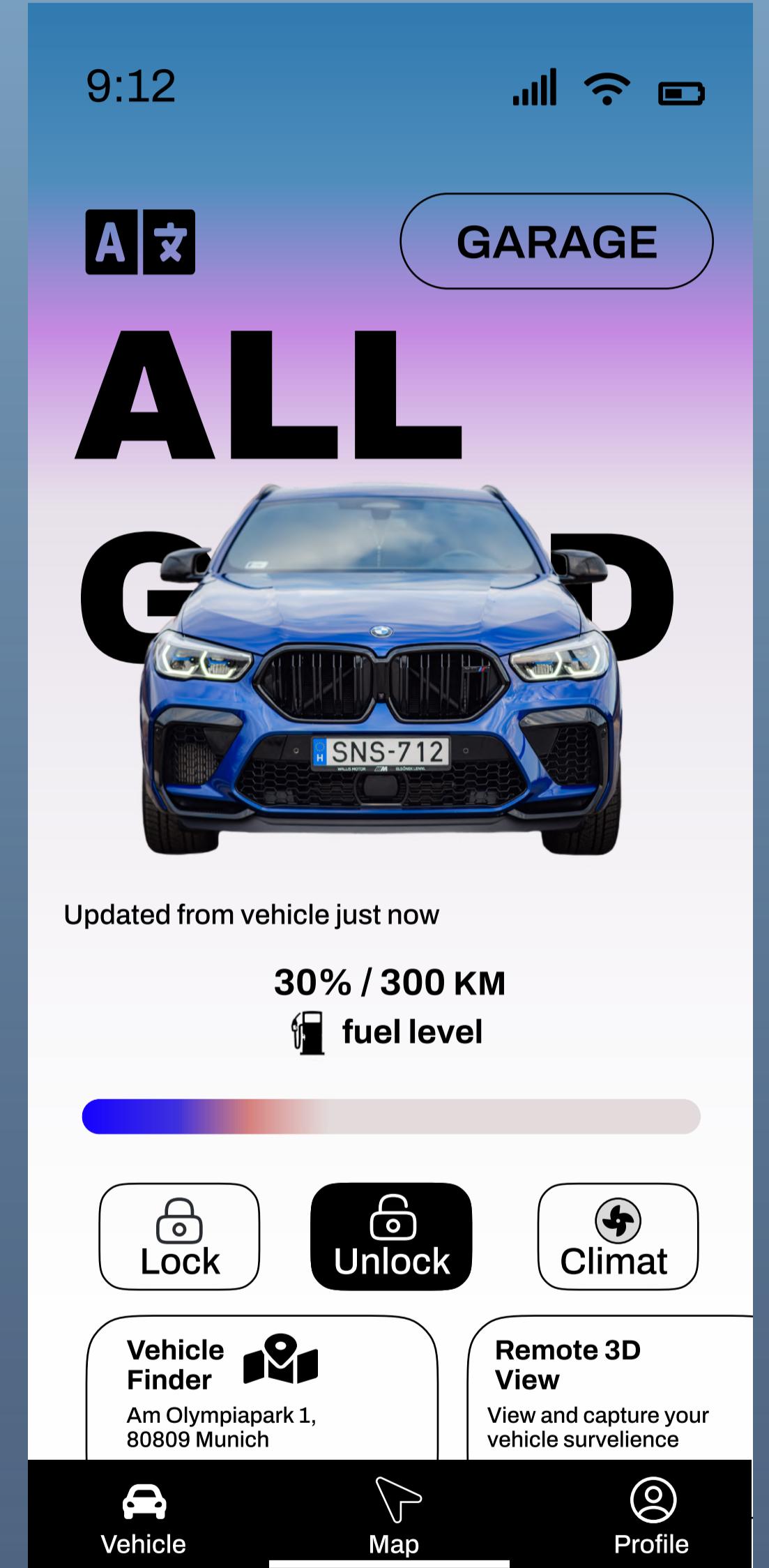
Fuel Level 100%



Fuel Level 80%



Fuel Level 50%



Fuel Level 30%