

UX Case Study

# Telangana Gas

Telangana Gas leverages technology to simplify the experience for its B2B customers, drivers, and administrators as a gas and fuel provider.

**Investors**

Shifu Ventures

**Design**

Studio Mesmer

**Problem Statement**

How can we design a user-friendly platform that accommodates the needs of older individuals, as well as technologically-challenged drivers, while simultaneously resolving all potential issues that may arise within the app?

**Target Audience**

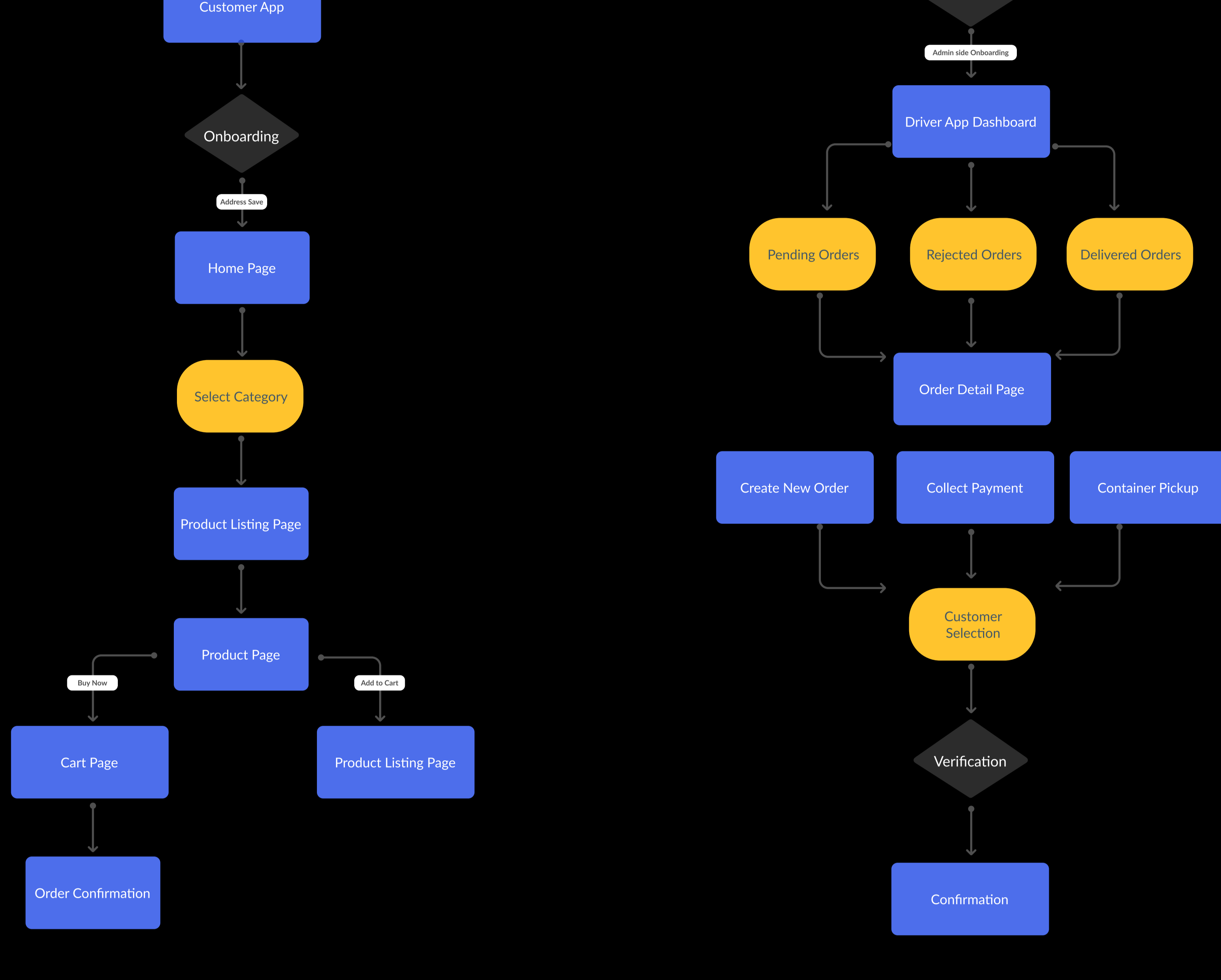
Business owners, Delivery Drivers



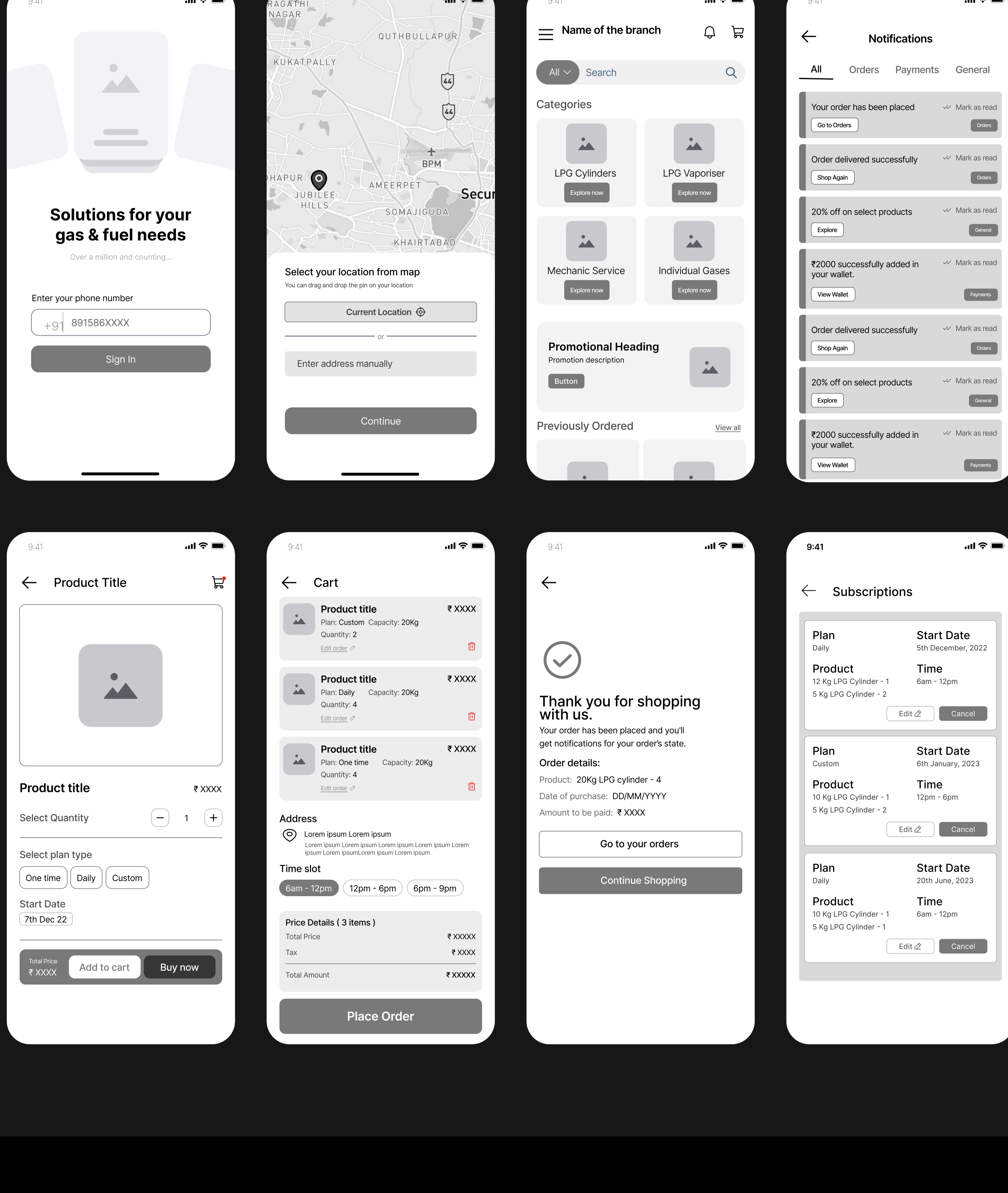
## The Process



## User Flows



## Wireframes



## Interesting UX Researches

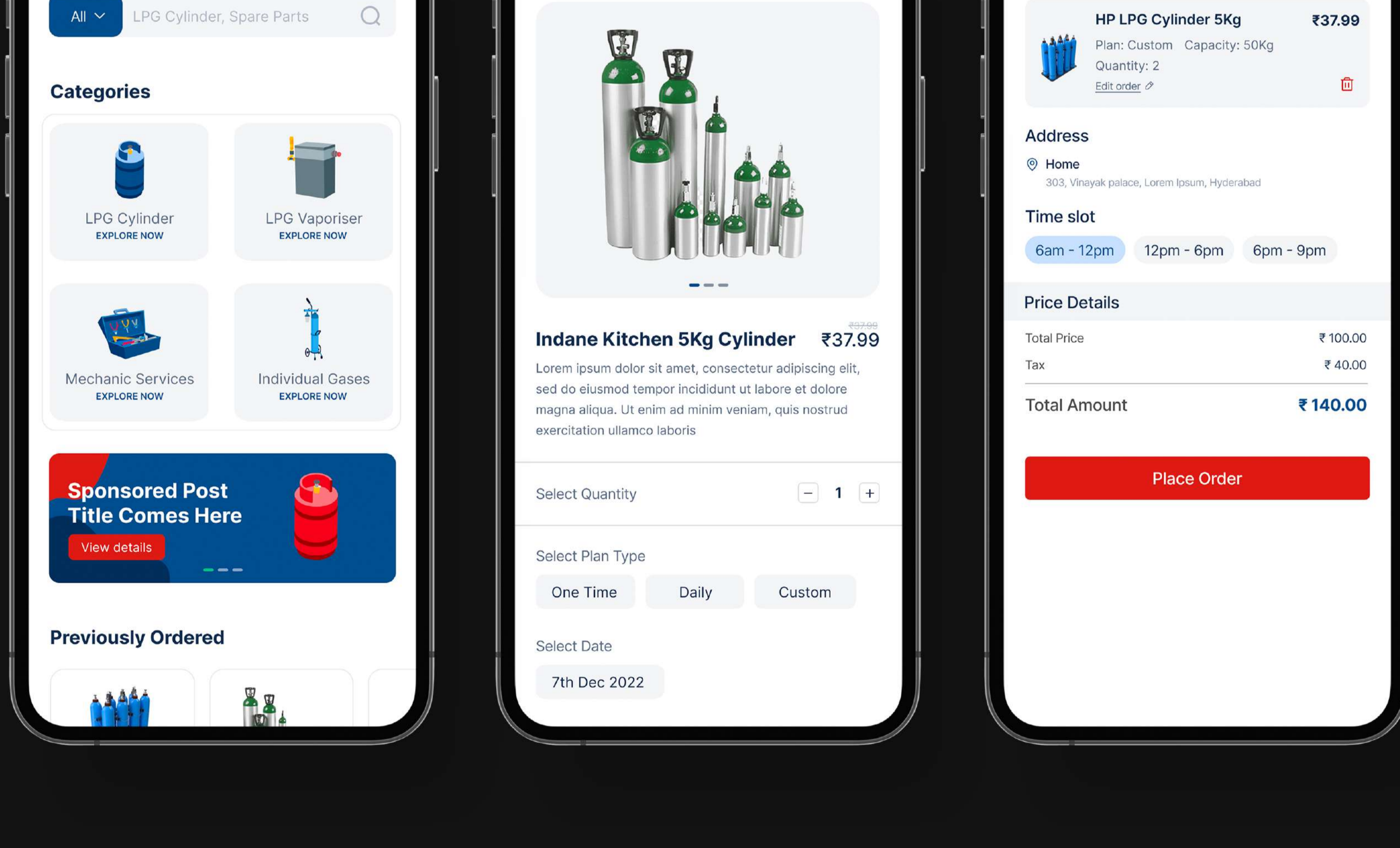
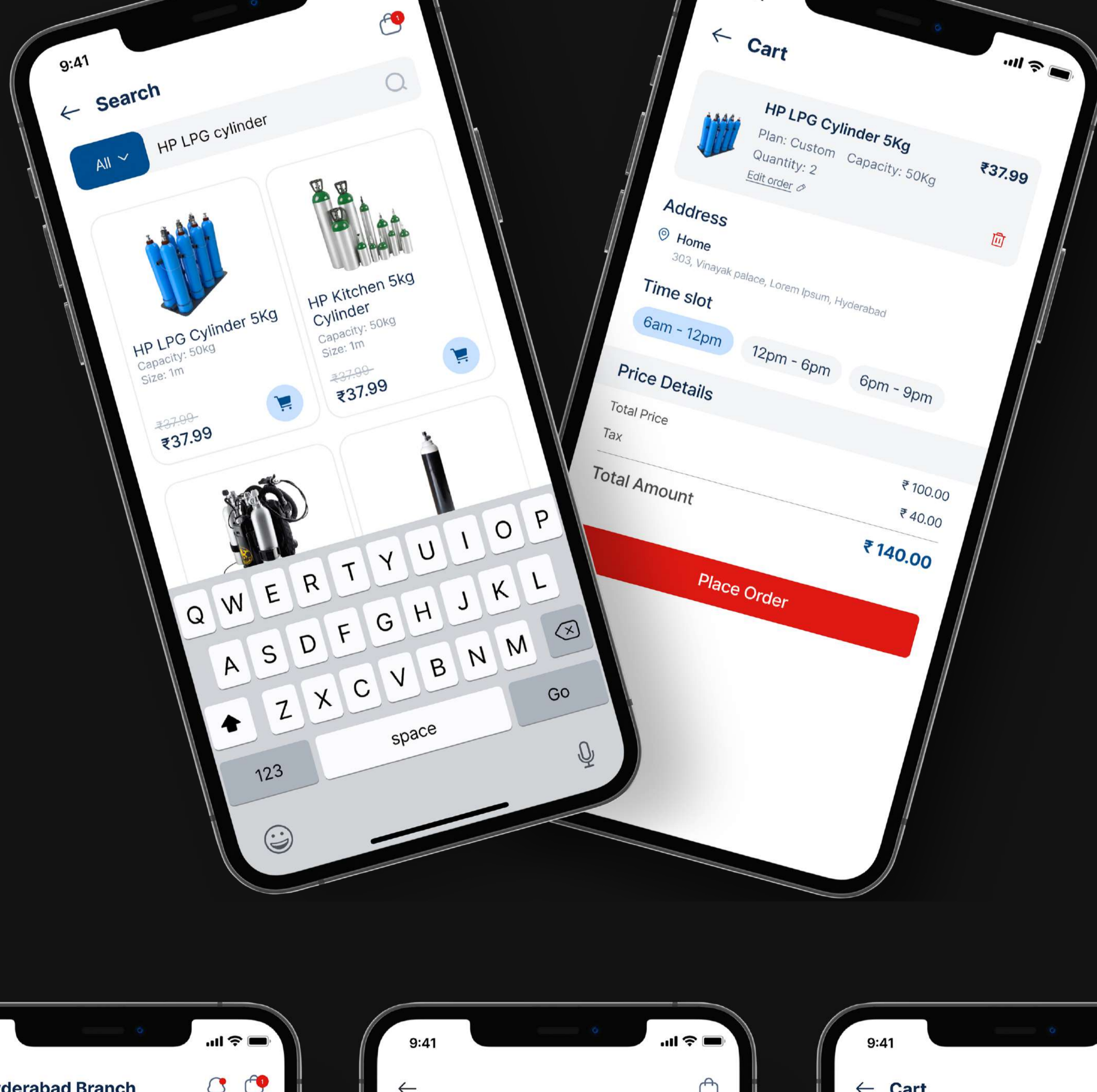
### Revamping the buttons with illustrations to facilitate easy recognition

To improve the user experience and ensure ease of use, the decision was made to incorporate illustrations into the button design. By doing so, the buttons became more visually appealing and were easier to identify. Additionally, the use of playful illustrations added an element of fun to the design, making the user experience more enjoyable overall.

By leveraging these visual cues, users were able to navigate through the application with greater ease and efficiency. The end result was a more engaging and user-friendly interface, making the overall user experience more enjoyable.



## Customer App



## Driver App

