

HABIBMETRO

Case Study

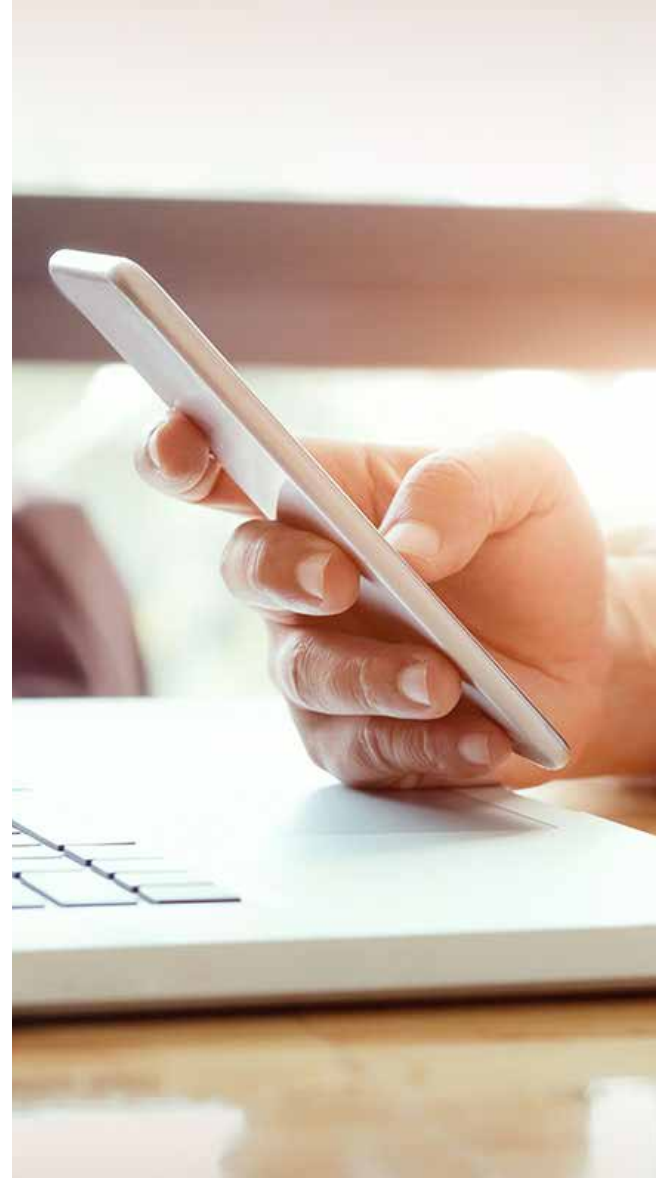
Website Development & Redesign





About Habib Metro

HabibMetro Bank is a leading trade finance bank in Pakistan with a branch network exceeding 200 cities. They offer a wide range of financial solutions including mobile and internet banking. HabibMetro Bank is a subsidiary of Habib Bank AG Zurich, a globally recognized banking group with a presence in 10 countries.



Challenges

HabibMetro Bank recognized the need to revamp their website. The existing design felt outdated, built in an older style that didn't reflect the bank's modern image. Additionally, there was a disconnect between the website and the mobile app. The app's UI/UX lacked consistency with the brand theme, appearing cluttered and difficult to navigate. This inconsistency created a confusing experience for users who might switch between platforms.

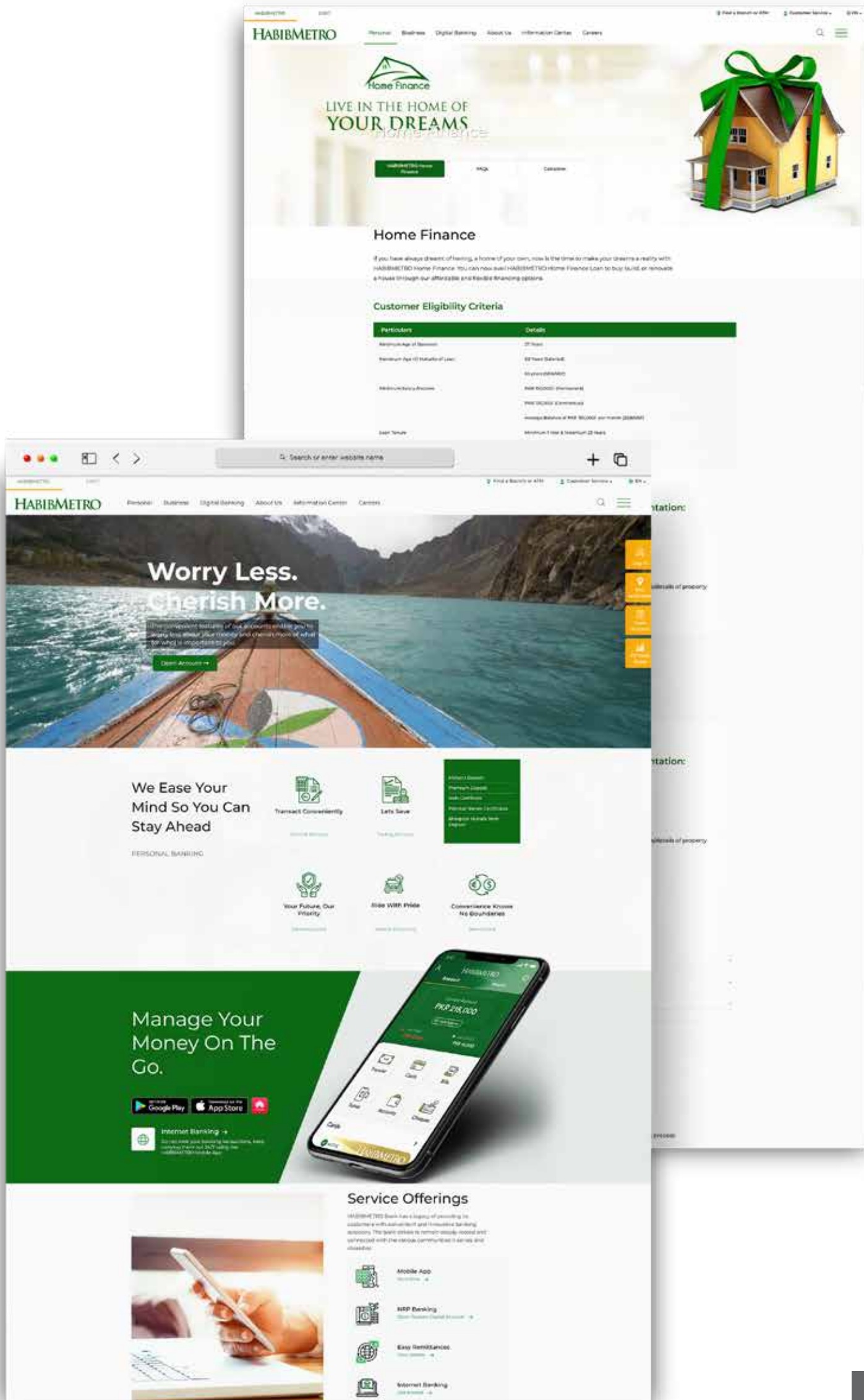


Solution

The Design Firm (TDF) addressed these challenges by creating a modern and user-centric website for HabibMetro Bank. TDF implemented a clean and minimal design aesthetic, highlighting the bank's key services and offerings with clarity. The improved user interface (UI) and user experience (UX) make it easier for visitors to navigate the website and find the information they need. Additionally, TDF likely ensured a more cohesive brand experience by aligning the website's design with the existing mobile app's theme.



Website & UI/UX Design



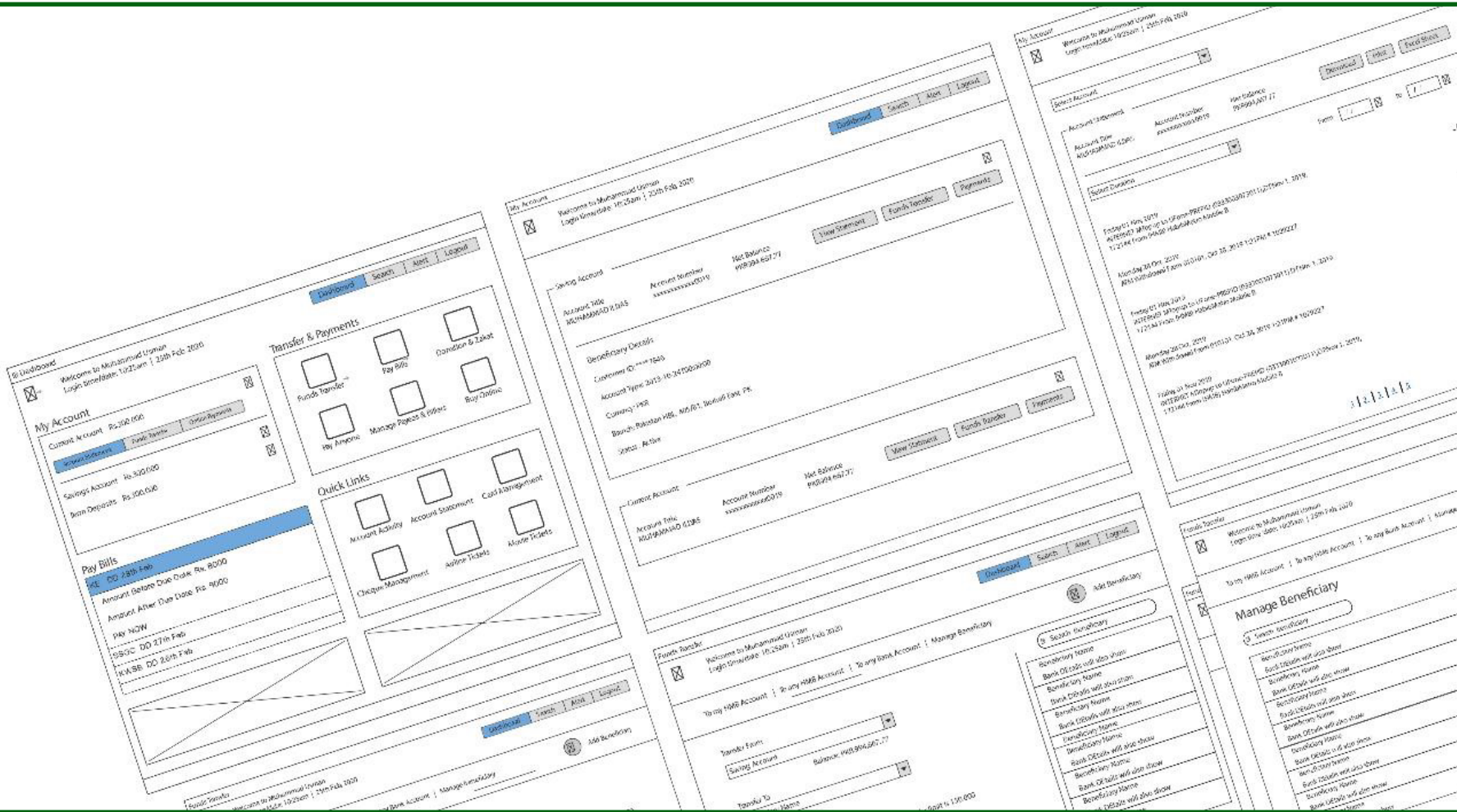




Previous Website



Wireframes



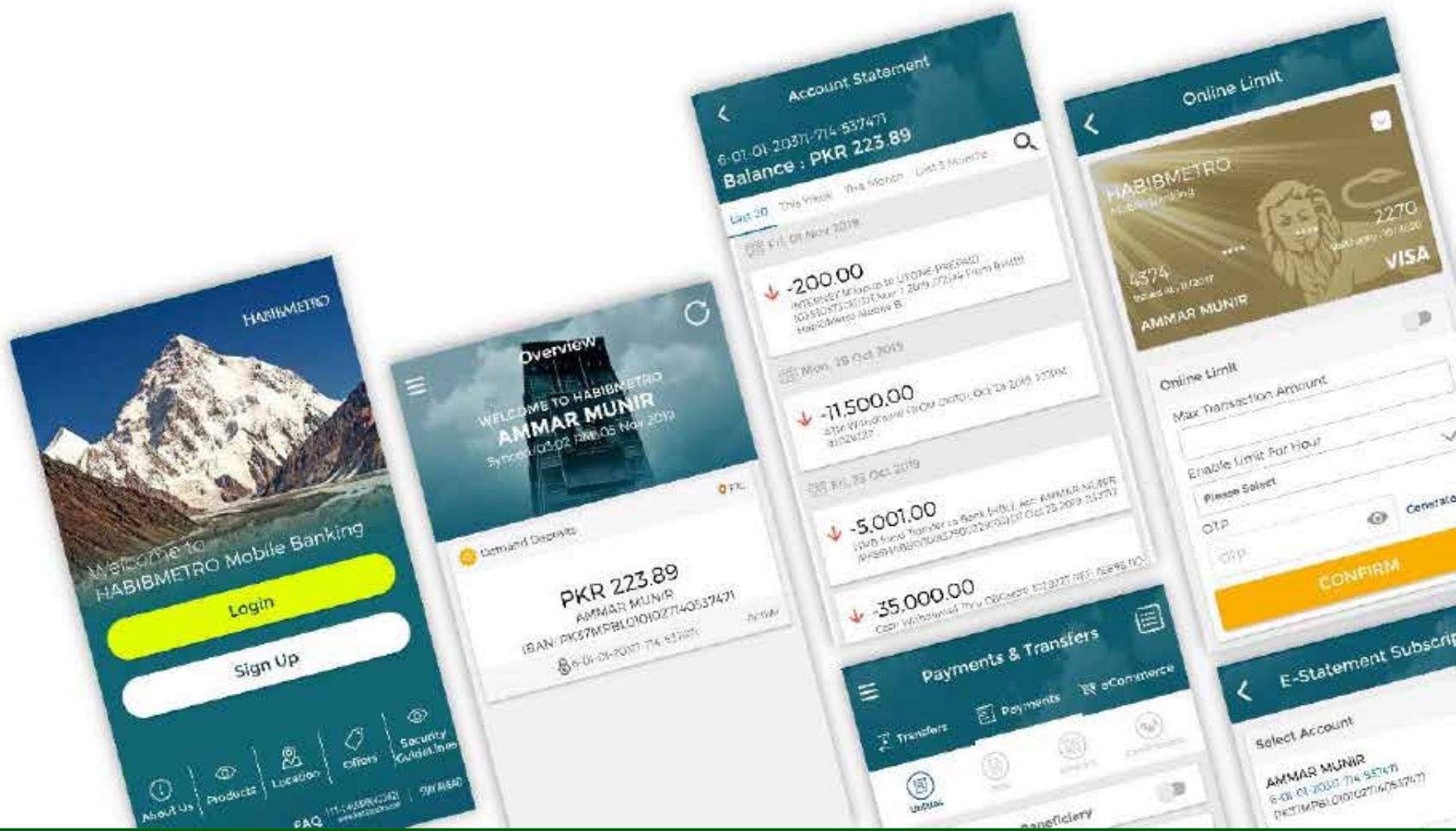


Redesign by TDF





Previous App Design

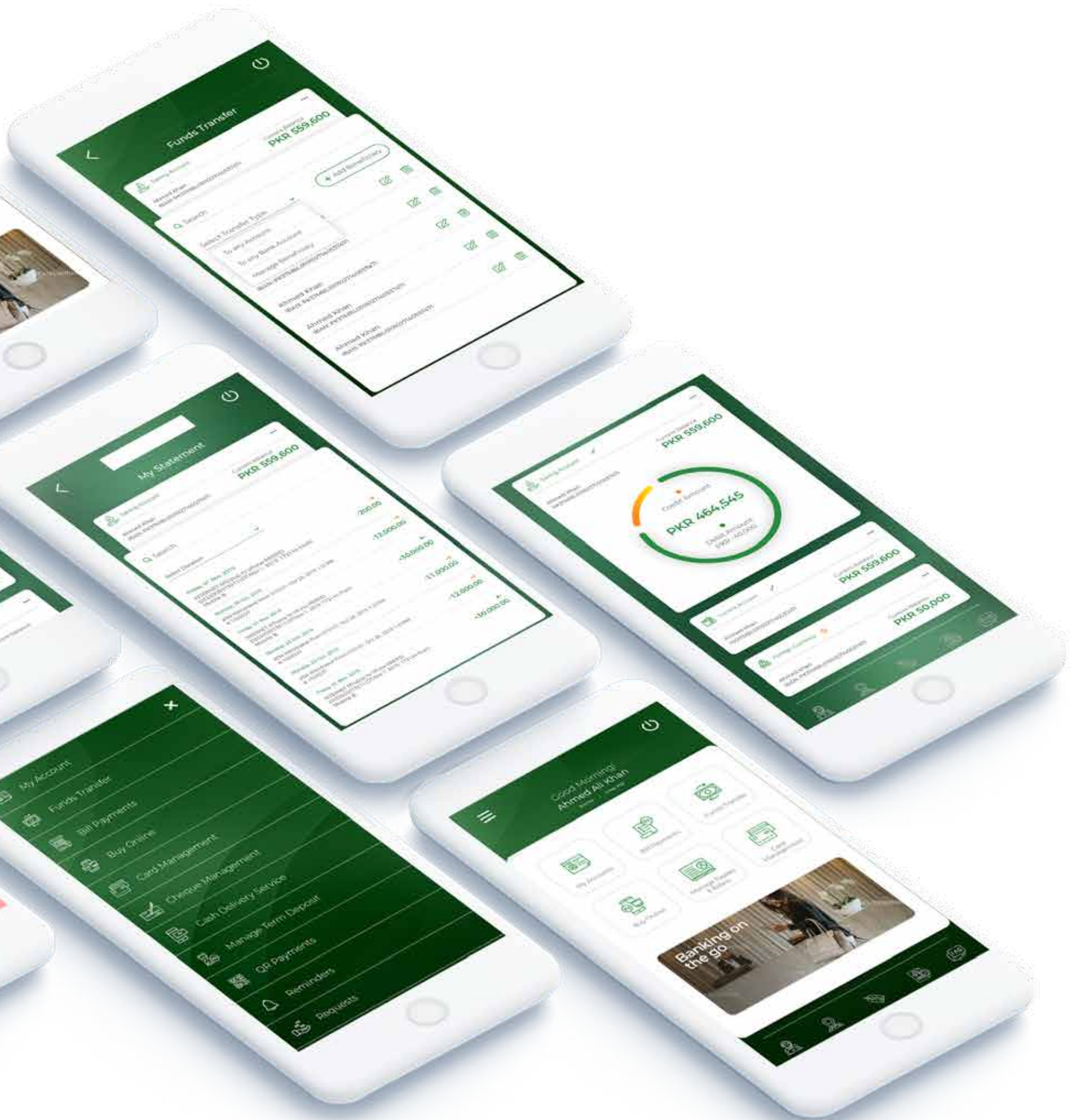


Wireframes





Redesign by TDF



A photograph of a modern glass skyscraper with a prominent green sign that reads "HABIBMETRO BANK" in white capital letters. The building's facade is composed of a grid of dark metal frames and large glass panels.

HABIBMETRO BANK



Conclusion

The Design Firm's redesign of the HabibMetro Bank website has resulted in a more modern and user-friendly experience for visitors. This improved website strengthens HabibMetro Bank's brand image and allows them to effectively showcase their services to a wider audience. With a clear and intuitive website, HabibMetro Bank can better engage with potential customers and solidify their position as a leading financial institution.

