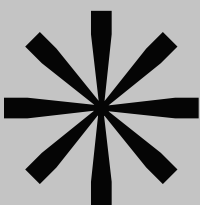
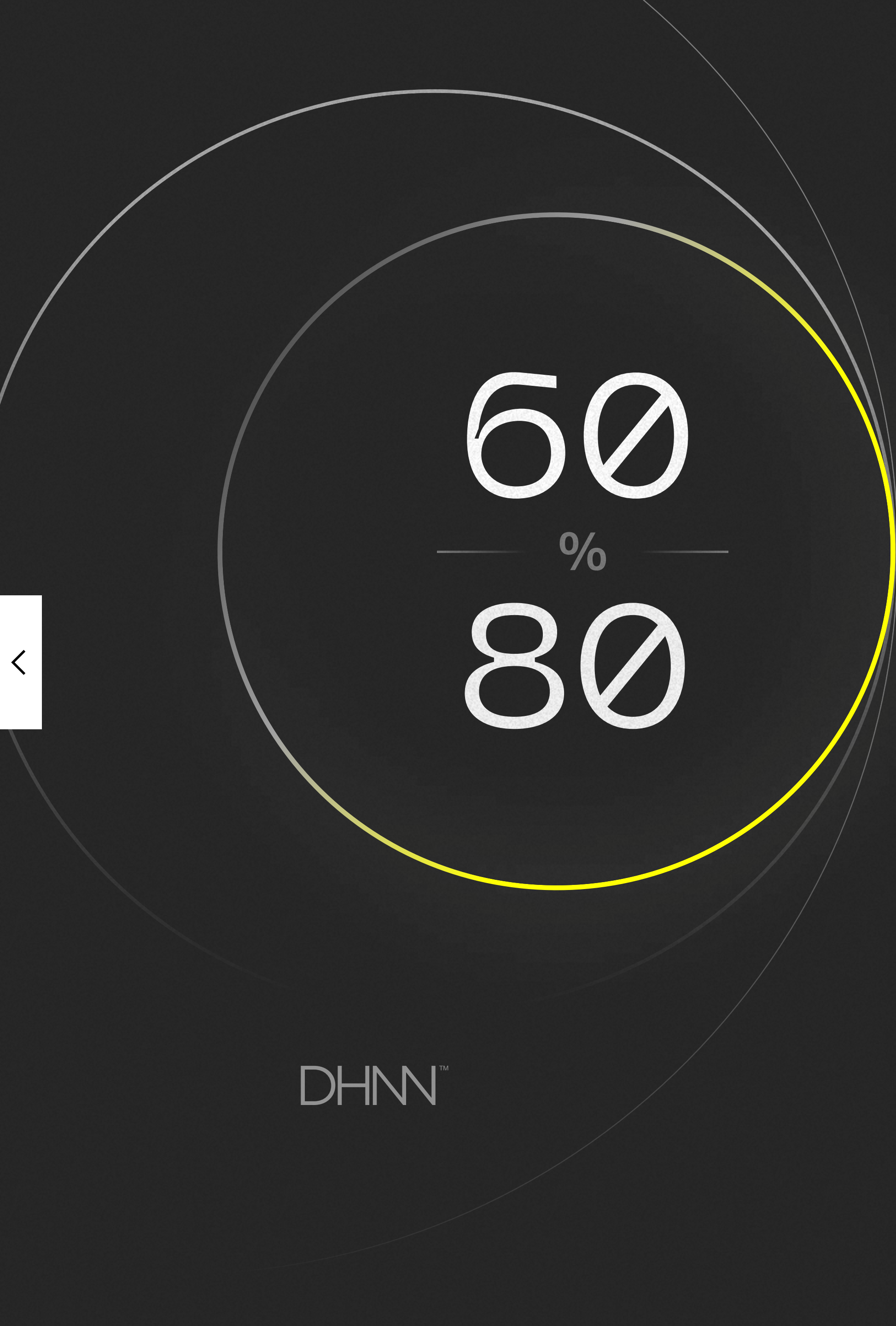


win by design





60 / 80 %

DHINN™

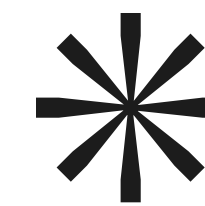


Studies show that 60 to 80% of innovation projects fail. Sure, the figures can be argued with, but still, they are big numbers.



Either way, it doesn't have to be like that.

the problem



Innovation projects fail by design.

Most initiatives are approached as problems in search of solutions, but they seldom begin by making sure they have correctly defined the problem. As they get busy running towards solutions that can be called groundbreaking, **they mostly fail by succeeding to solve the wrong thing.**

If I had asked
people what they
wanted, they would
have said faster
horses.

Henry Ford

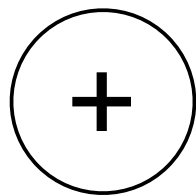
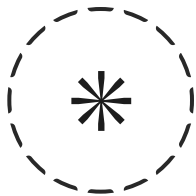
We all dream about being revolutionary in our disruption. But without a **deep understanding** of the people we're trying to help and the problem we can solve for them, disruption and innovation are often futile.

People who want to go faster, often will say they want faster horses. They don't know something entirely new can go as fast as they need.. The hard work of **empathy and interpretation** is the cornerstone of human-centered design.



”

The results of the problem



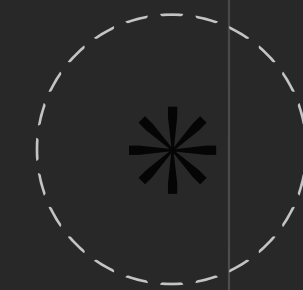
DHNN™

From the so-called ‘Graveyard of Apps’ to the piles of infomercial junk, there are countless stories of bankrupted companies and individuals who went all-in on products that were beautifully designed for no-one in particular, or as an attempt to accommodate the needs of them all.

And yet here we all are,
waiting on products that ease
pains we feel everyday.

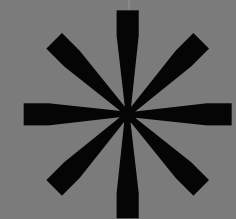
So we introduce:

DHINN™



win by design

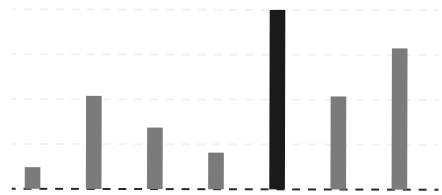
How could we **consistently** design products that are anticipated, personal and relevant to our audiences?



01

Understand Business needs

Our process includes a **deep understanding of your business**, your ways, and your organizational needs. We'll work together to discover the pain-points of your business and ultimate goals, and elaborate digital experiences and products to tackle them.



Functional Scopes

01

02

User Testing analysis



03

Interactive Rapid Prototype.



Lo-fi or mid-fi UX/UI designs.

04



05

Lo-fi or mid-fi UX/UI designs.



Black CM

Soft Black CM

Dark Gray CM

Soft Gray CM

White CM

Black CM

02

Turn complex business into simple interface

We believe in understanding complexity to create products that explain it for us. Beautiful design serves this purpose. Our digital products are designed to cut through complexity and drive business results by solving real people’s real problems.

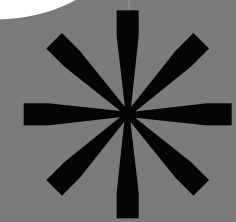


03

Understanding real people needs

Great usability speaks a language of its own:
the language of people. When done right, it
engages users, it creates a sense of **identity**
and it shows what your product is made of.
That's why we make it all for and about people.
A good product is a product that **solves**
someone's problem in a pain-free way.

what it means to win by design



Projects **fail by design** when they focus on having something to say but not really listening. We **win by design** when we devote our attention to solving our audience's needs before our own.



DHNN is a collective brain devoted to ideating and developing digital products, comprised of a diverse group of people who bring years of experience, dedication and commitment to our clients and projects. We know what we're doing. You're in good hands.

18+

years in business

60+

team members

95+

awards

280+

Projects done

4

offices

MIA - MAD - LIS - BUE



awwwards.



Bēhance



CSS AWARDS



Services + Capabilities

here → comes → de-sign

01

Product discovery

- Design thinking processes
- Digital Innovation & transformation workshops
- Blueprints for digital services & customer experiences
- Proof of concepts
- Digital landscape, user and market research
- Digital product ideation & implementation

02

Product design & development

- Wireframing
- Lo-fi Prototyping
- User research, testing & analysis
- UX audits
- Design systems & UI toolkits
- UX & UI design
- IxD design
- Website & app and Web Apps development

03

Branding & Strategy

- Brand visual identity
- Brand graphic systems
- Brand strategy, positioning & tone of voice.
- Brand videos & animated content
- Experience websites and Landing Pages
- Interactive content over the web

04

Blockchain & AI Innovation Labs

- Team training & Hands-on workshops
- Blockchain & AI Research
- Blockchain & AI Strategy Assessment
- Blockchain & AI Labs
- Blockchain & AI projects
- Blockchain Dapp's



USD Coin	151.53 USDC
✓ 28 de Abril	\$293,34
Ethereum	3.32 ETH
✓ 29 de Abril	\$293,34

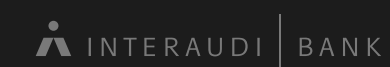
Cases
Industry solutions & verticals →

01

Banking & Finance

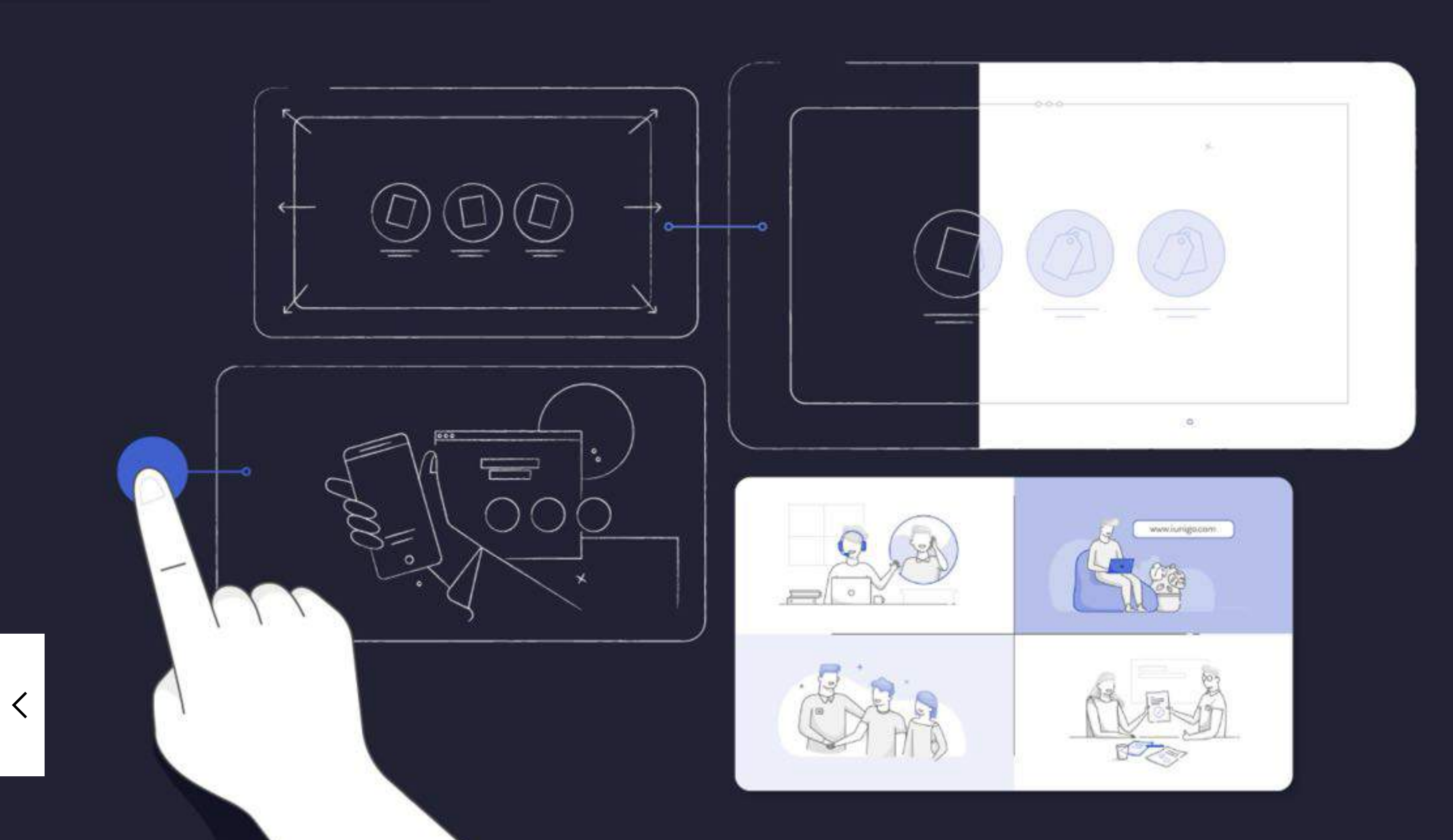
As digital innovations continue to gain traction in the consumer and business worlds, the financial, banking and insurance sectors are going through dramatic changes to keep pace. Expectations have never been higher and competition has never been tougher.

[LEARN MORE](#)



VISUAL AND DYNAMIC INFORMATION





Cases
Industry solutions & verticals →

02

Insurance & Insurtech

The insurance industry is going through a critical transformation, after years and years of sustaining a virtually unchanged model. Customers are getting savvier and demanding better, faster, more personalized solutions, and companies in this space have to align their offering with these expectations if they want to keep up with the wave of digital innovation happening all around it.

We know what it takes to transform an organization in this space, while evolving the existing services and driving innovation to stay ahead.

[LEARN MORE](#)

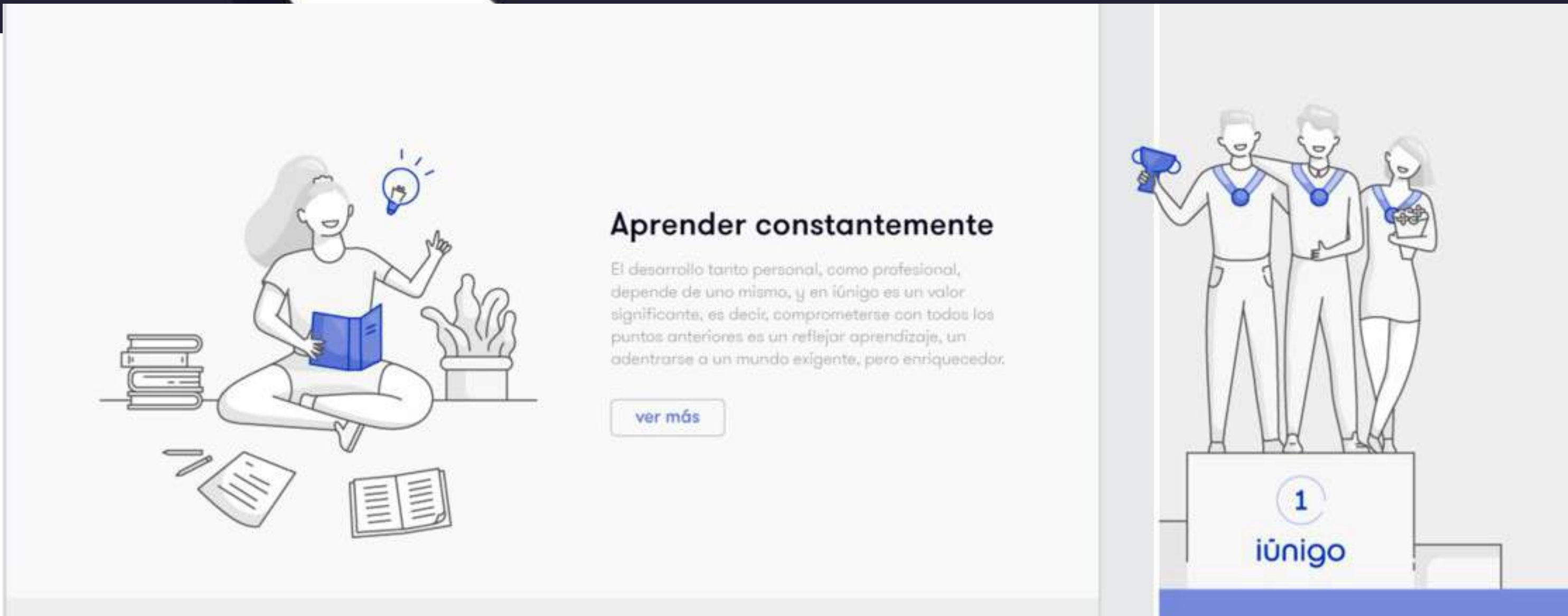
iúnigo

QUALIA

AVIVA

clements
WORLDWIDE

alegramed



Aprender constantemente

El desarrollo tanto personal, como profesional, depende de uno mismo, y en iúnigo es un valor significativo, es decir, comprometerse con todos los puntos anteriores es un reflejar aprendizaje, un adentrarse a un mundo exigente, pero enriquecedor.

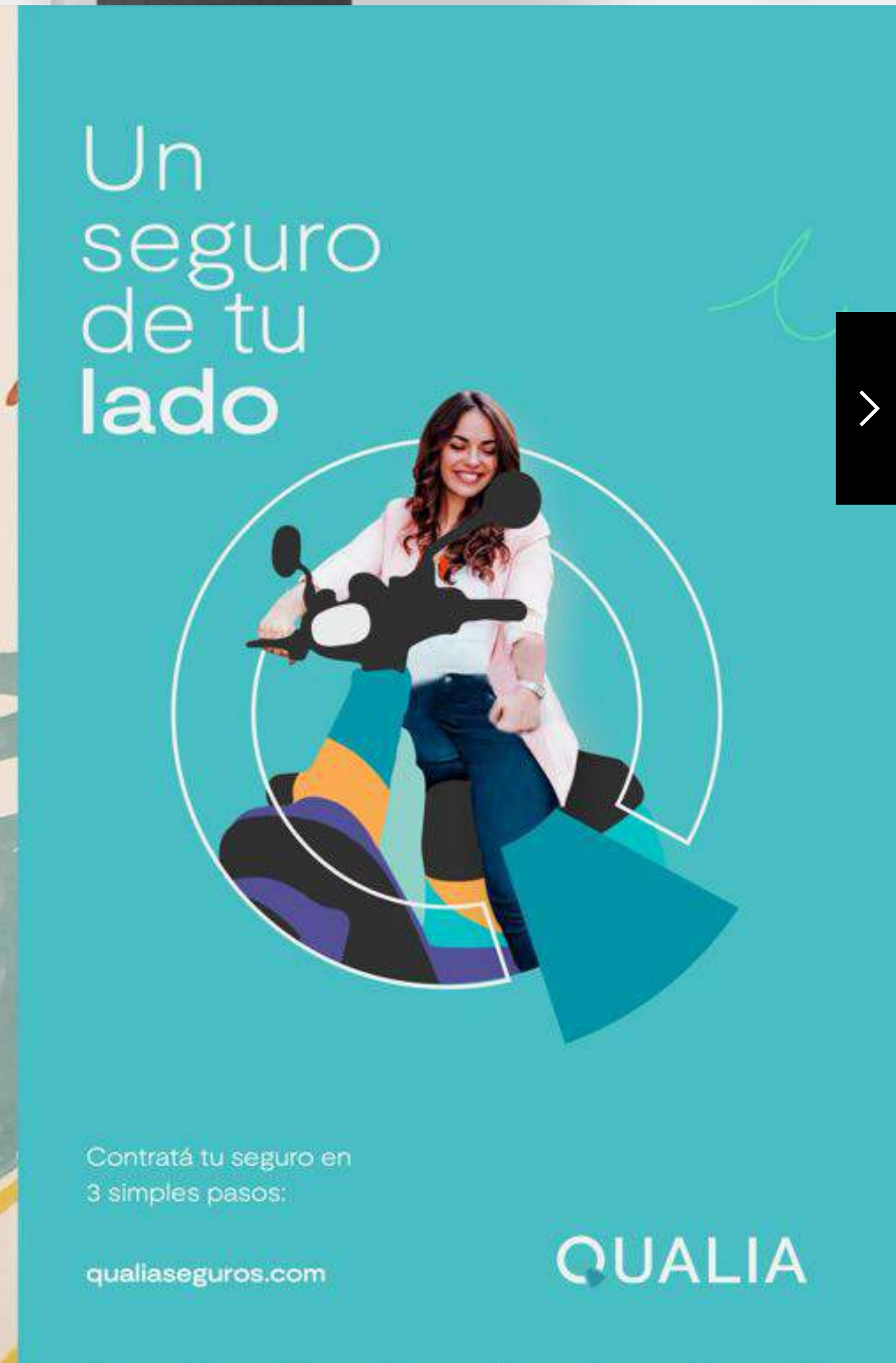
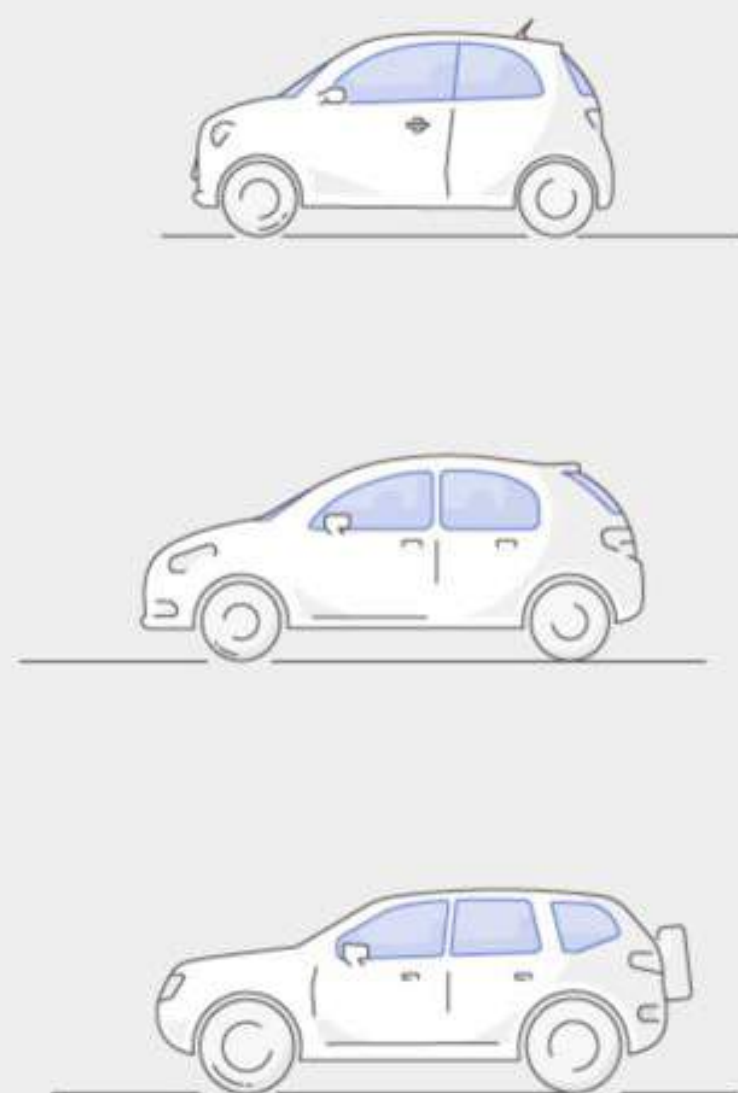
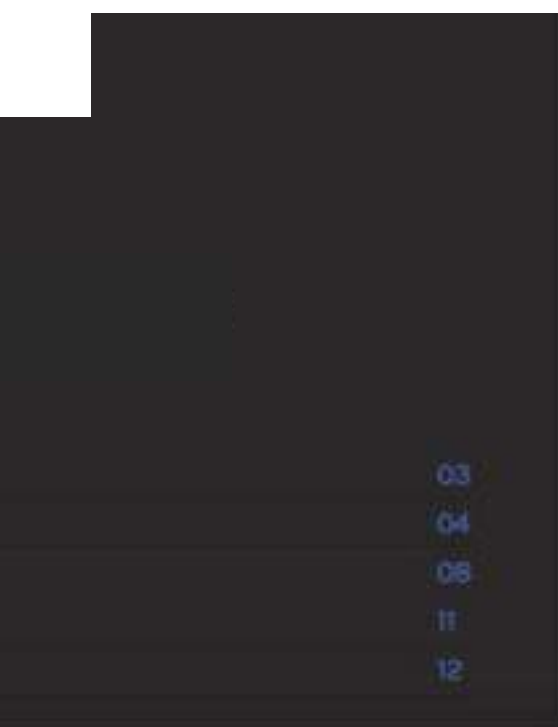
[ver más](#)

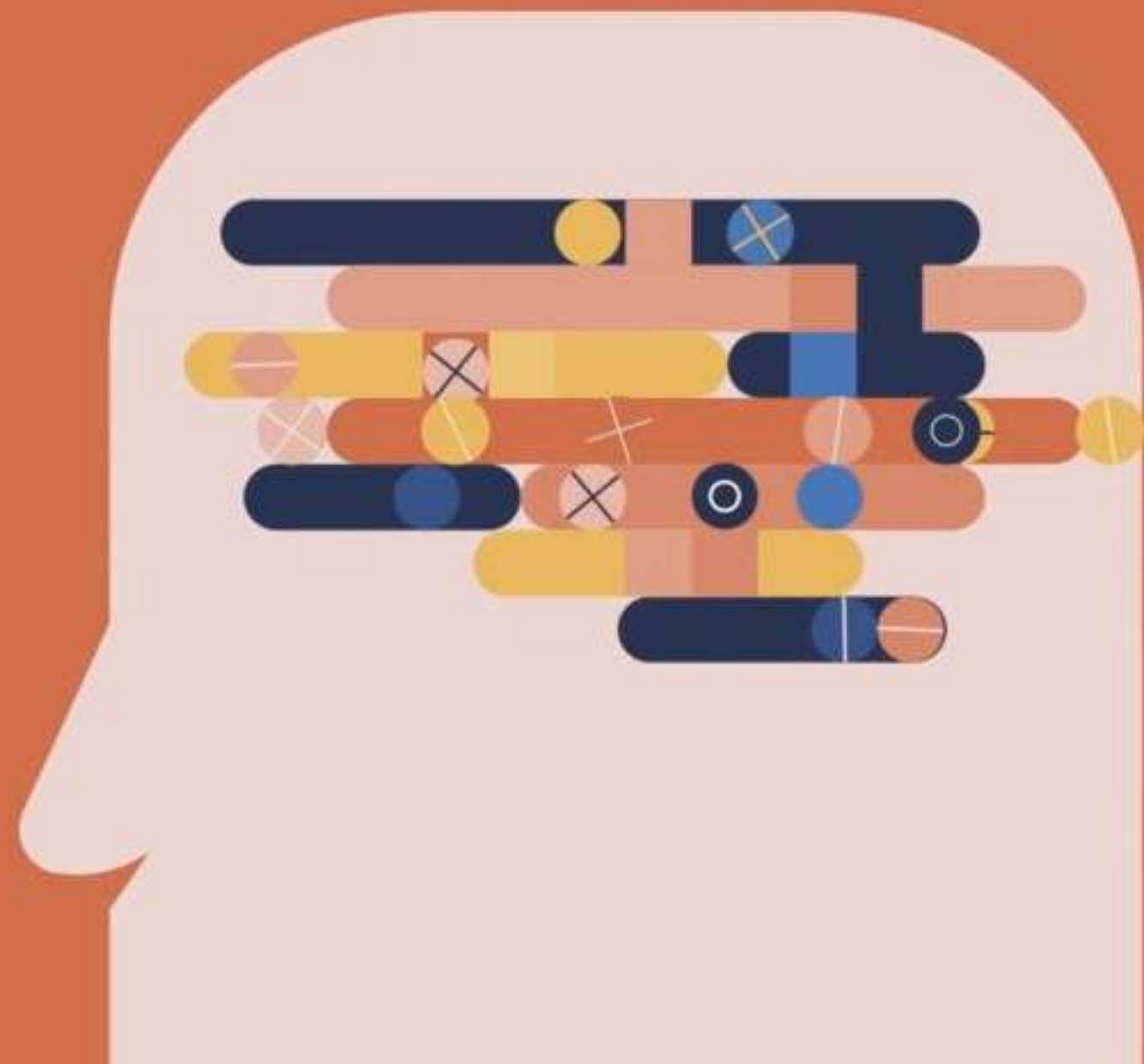


Cases
Industry solutions & verticals →

Staying Agile in a fast-moving world, technology doesn't stay still, and neither should you.

From initial brief through to execution and beyond, we'll be with you every step of the way to make sure that you stay ahead of the curve, instead of behind it.





Cases
Industry solutions & verticals →

03

Energy & Industrial

The ways in which the energy and utilities industry do business are being reinvented by tech innovation. Digital is rapidly reshaping energy generation, transmission and distribution.

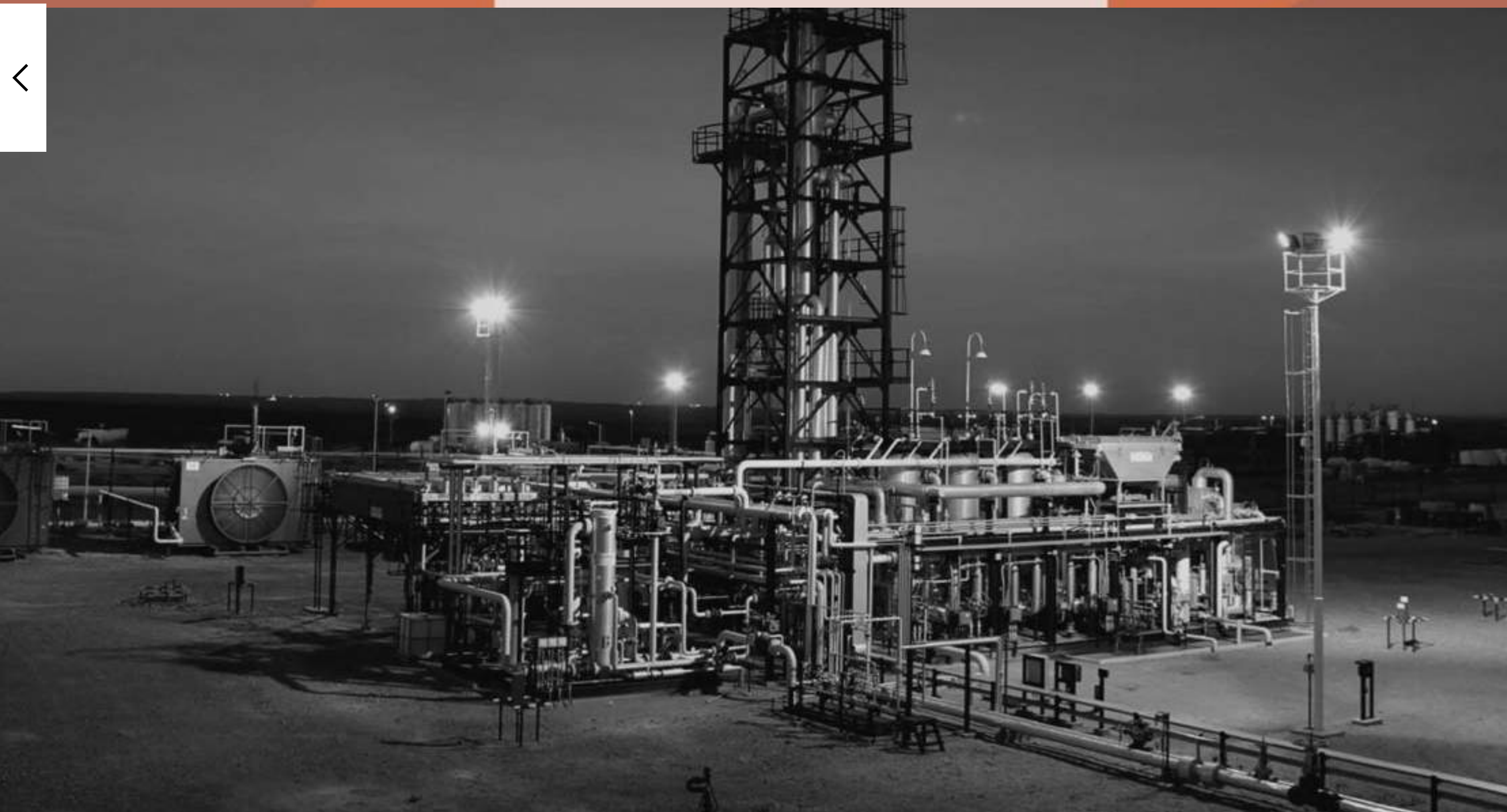
[LEARN MORE](#)

YPF

Tenaris



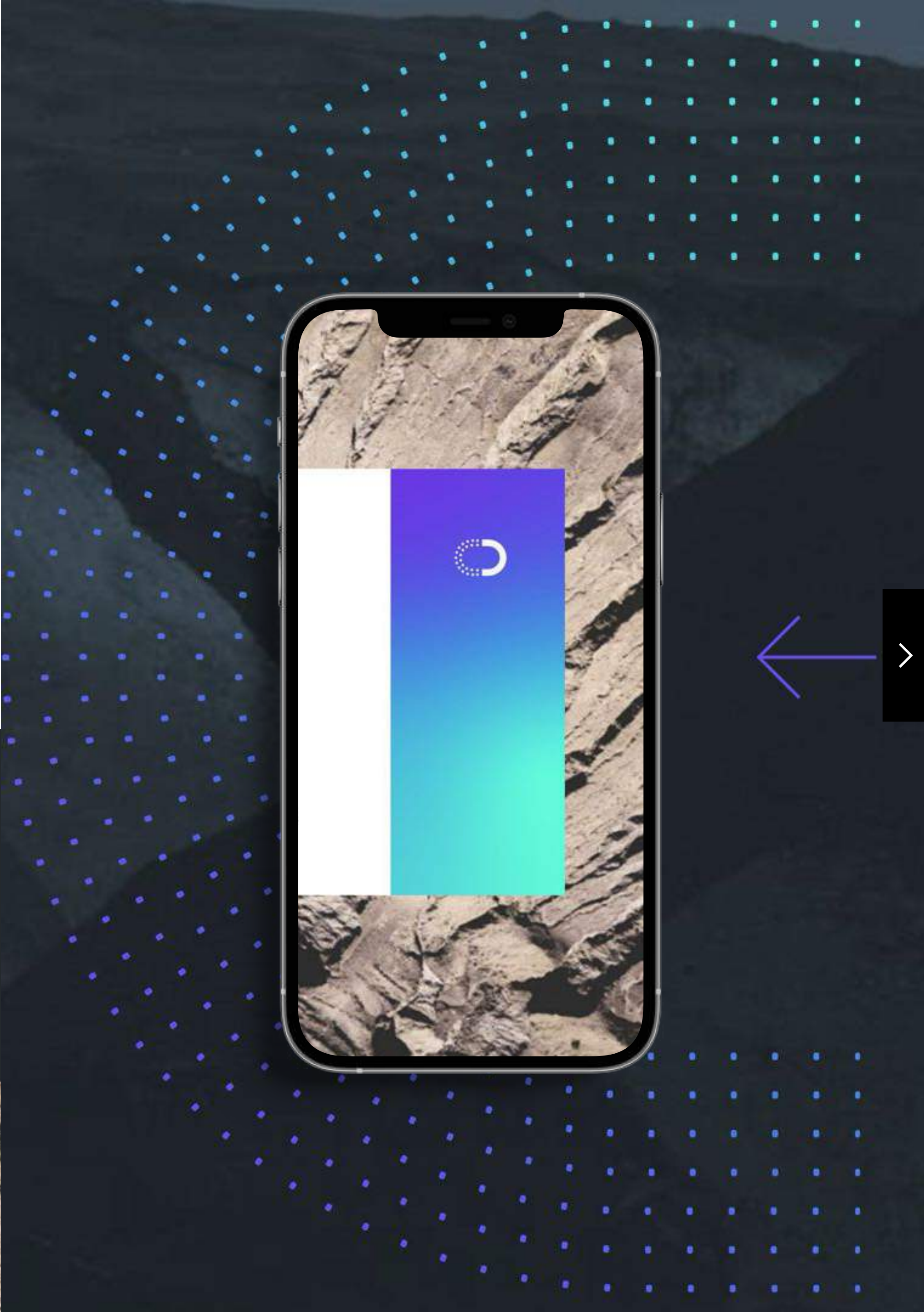
TwinDimension



Consumers and companies call for green energy and expect personalised information to make better choices.

To match these new customer needs, energy & utilities companies are redefining the relationship with their customers. Engagement and digital experiences are expected, as well as delivery on demand and smart services that offer ease of doing business and valuable insights.

The ways in which the energy and utilities industry do business are being reinvented by tech innovation.



← Beneficios

☆

Q Buscar un beneficio

🔧

🚰

🍲

🚗

📺

CombustiblesTienda FullBoxesEspe

Mis puntos
ServClub1.545

full

TIENDA FULL

Descuento en alfajores Full

full

TIENDA FULL

Descuento en combos de café + medialunas

full

TIENDA FULL

Descuento en combo de hamburguesa + papas + gaseosa

↑

01

02

03

04

05

06

↓

Mis puntos
ServClub1.545

full

500 ptos.

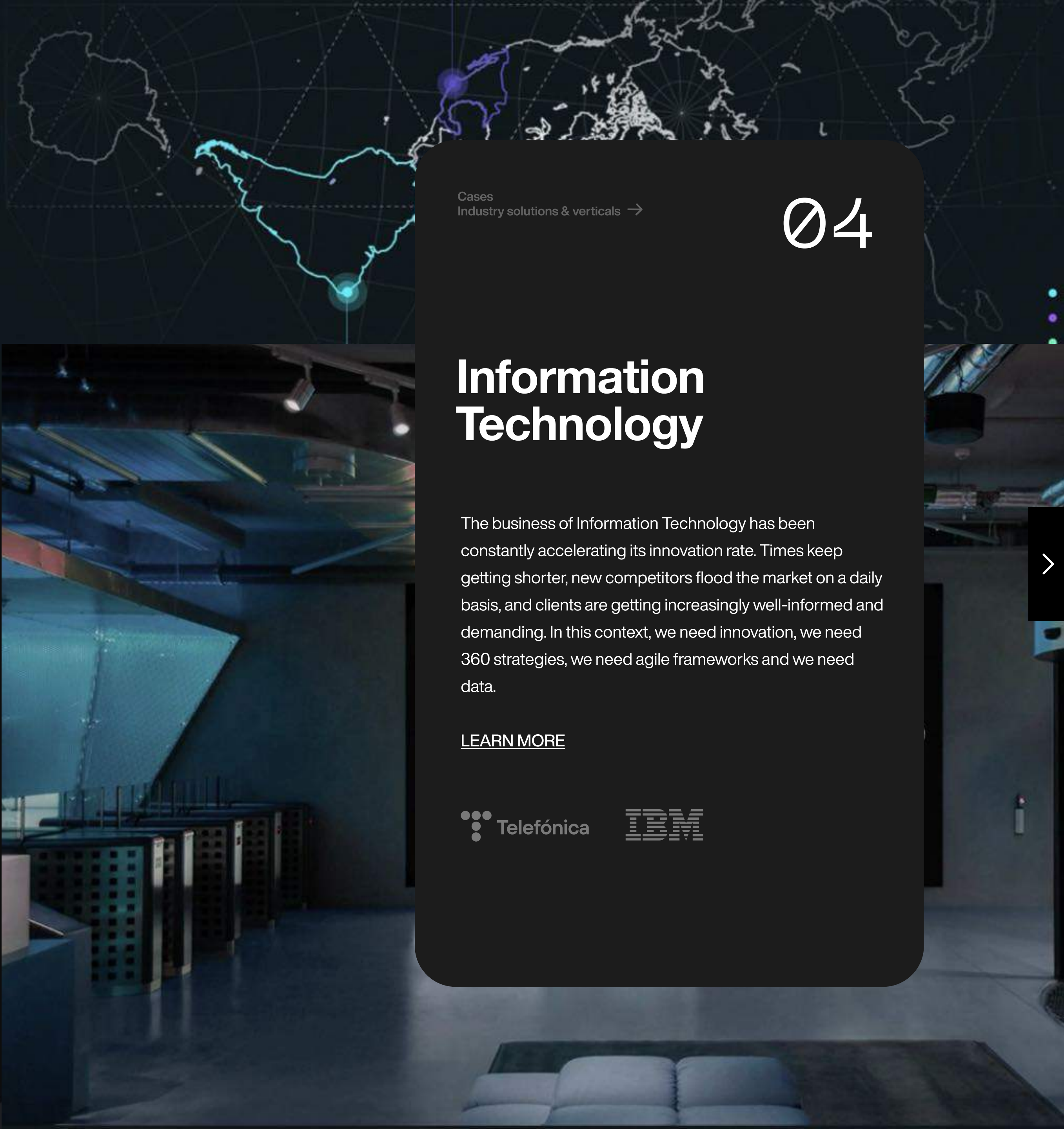
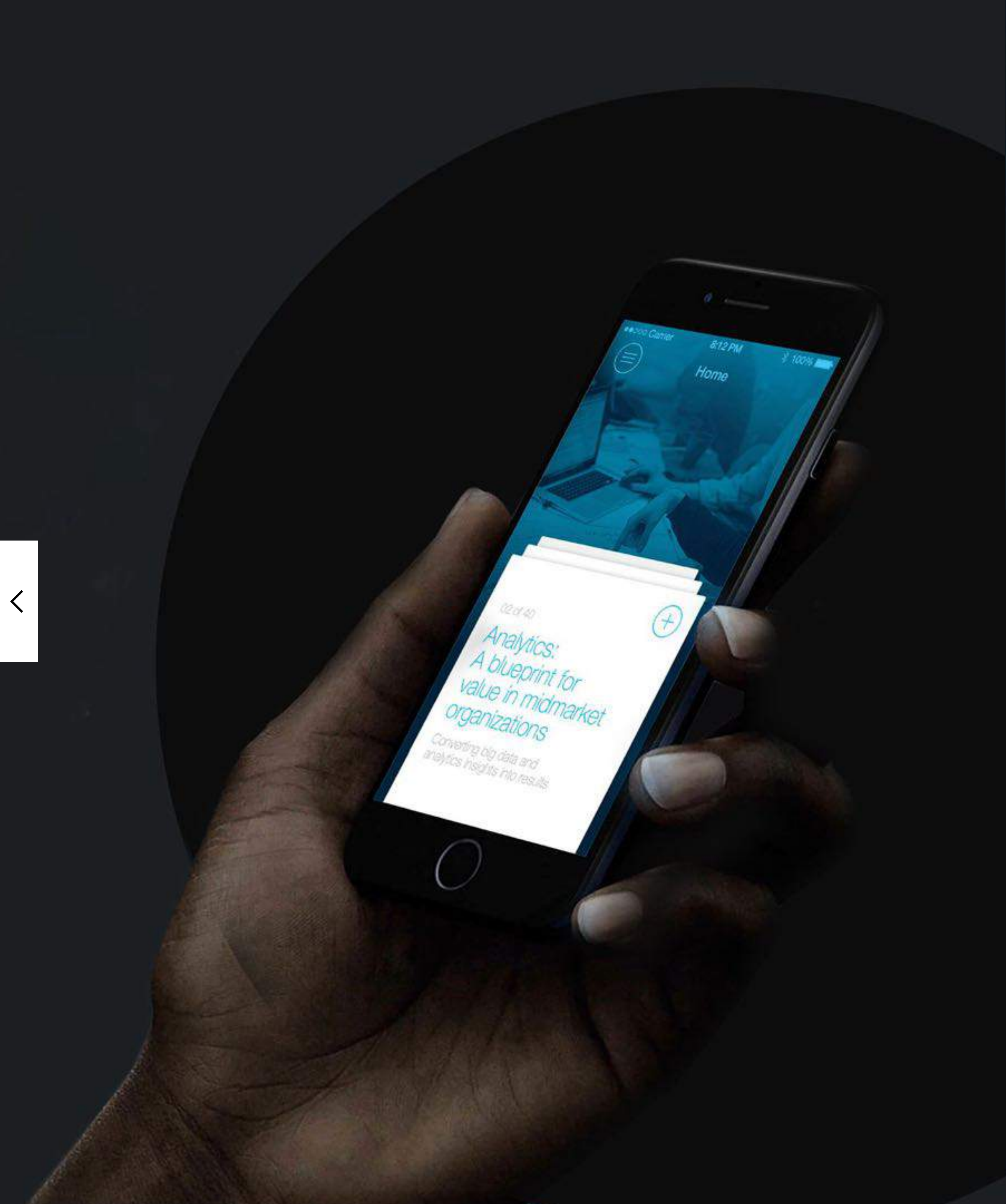
Delivery
En Tienda Full

full

500 ptos.

Tienda Full
Puntos + \$ para
Combo Café

The image is a vertical composition. The top half features a dark blue night cityscape with stylized buildings in various shades of blue and teal. Some buildings have small red lights on top. The bottom half is an abstract graphic with thick, wavy, overlapping lines in vibrant colors: orange, purple, yellow, and white, set against a light pinkish-beige background.



Cases
Industry solutions & verticals →

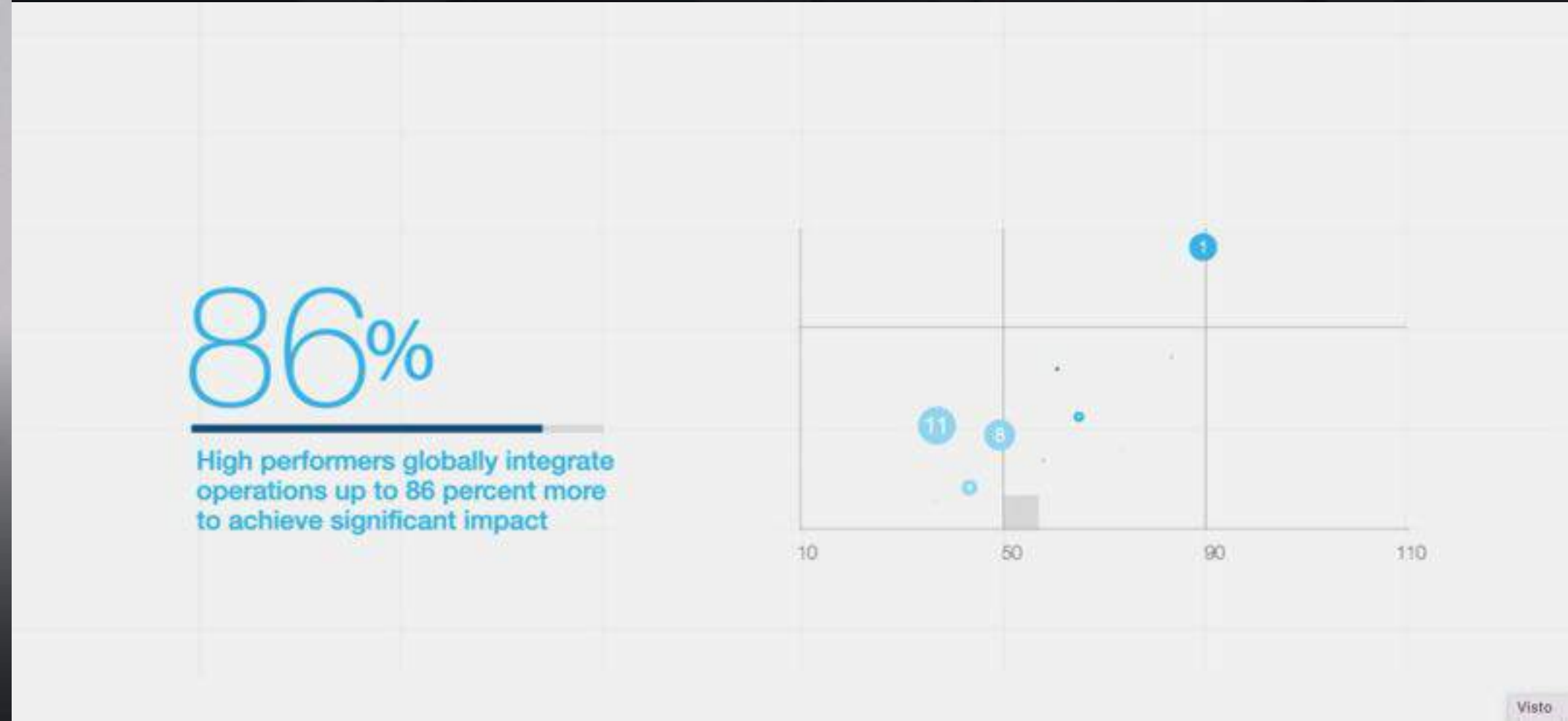
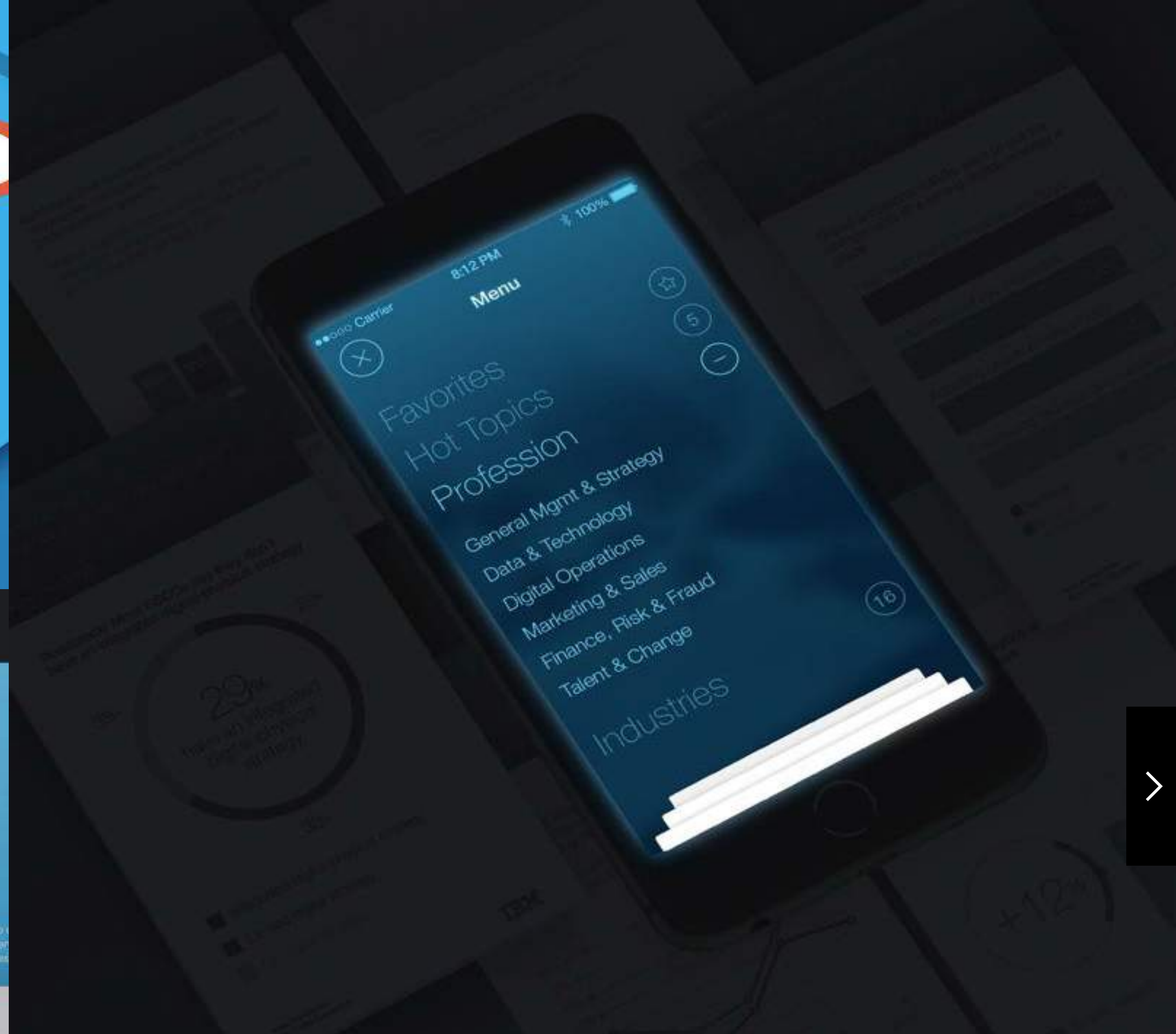
04

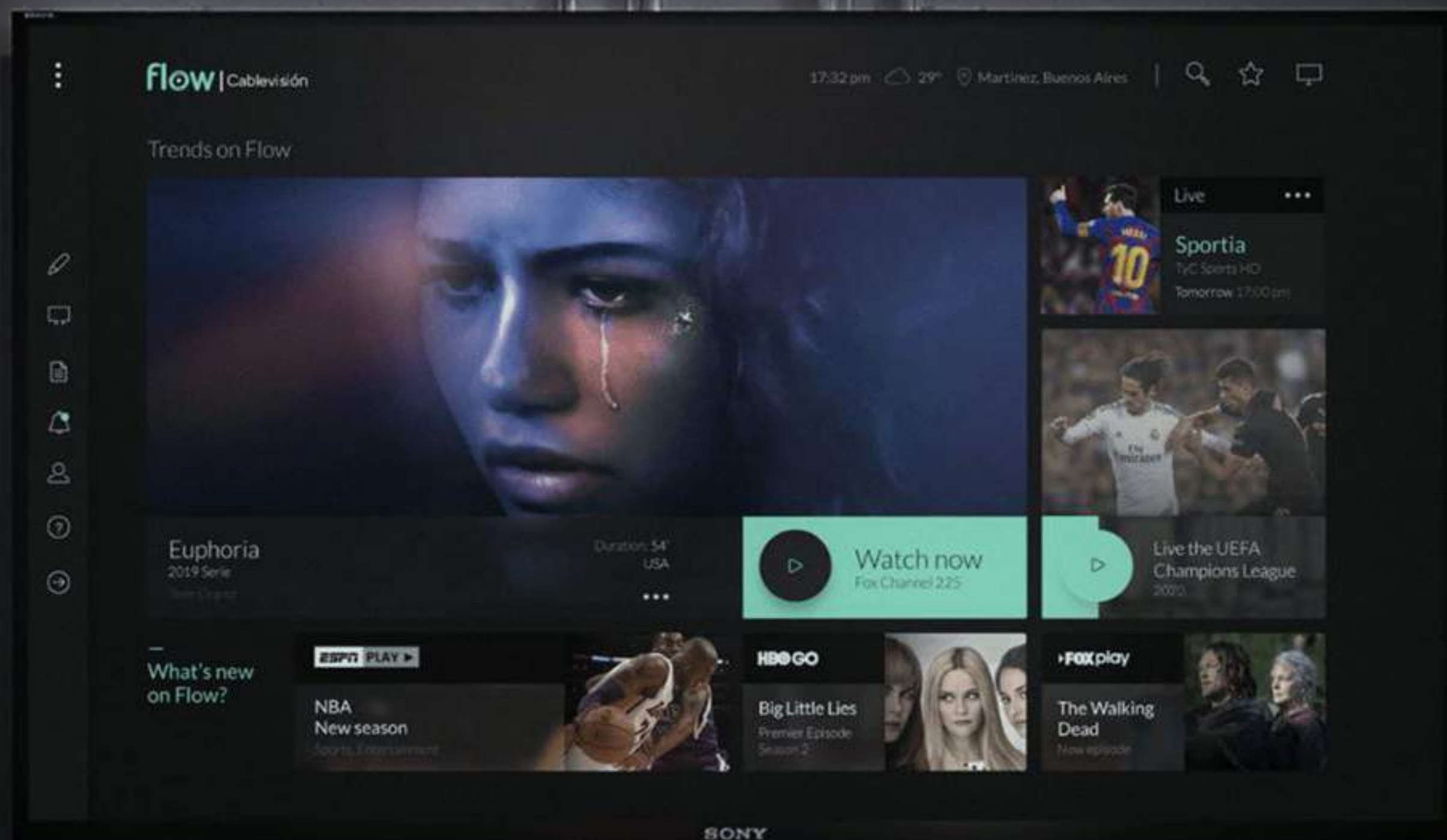
Information Technology

The business of Information Technology has been constantly accelerating its innovation rate. Times keep getting shorter, new competitors flood the market on a daily basis, and clients are getting increasingly well-informed and demanding. In this context, we need innovation, we need 360 strategies, we need agile frameworks and we need data.

[LEARN MORE](#)







Cases
Industry solutions & verticals →

05

Media & Telecommunications and OTT's

The worlds of technology, media and telecommunications rely on continuous digital improvement to stay in the hearts and minds of their consumers.

[LEARN MORE](#)

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SOLICITAR	SOLICITAR

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Thank you

let's start
creating together

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