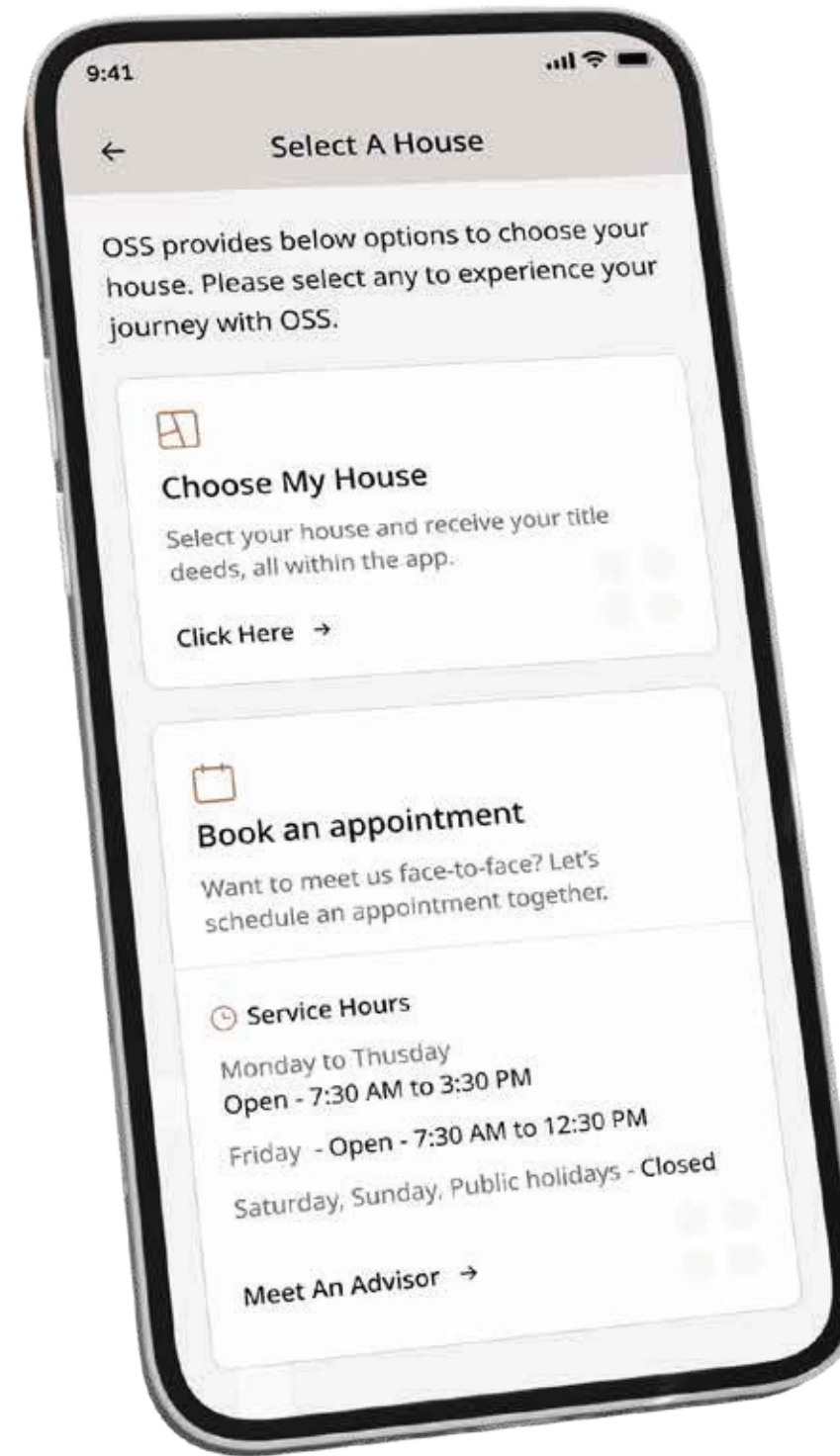


# ADHA OSS App – Empowering Citizens Through Smarter Housing Service Design



## Headquarters

United Arab Emirates

## Industry

Governments

## Company size

12K+

## Known assets worth

\$100M

## Deliverables

Concept

Discovery & Strategy

UX design

UI design

# Client situation

This project was developed specifically for the Executive Office of the Emirate of Abu Dhabi (ADEO) in collaboration with the Abu Dhabi Housing Authority (ADHA). The goal was to assess, plan, and enhance the services provided by ADHA, making it easier for residents to access essential housing services. These services include applying for home or land purchase loans, requesting property exchanges, handling loan cancellation in the event of an heir's death, and submitting purchase requests for homes or land.

# The challenge

Despite the perception that government websites are straightforward, they often present significant usability challenges. Many citizens find them difficult to navigate due to outdated design and complicated processes. Layouti's role was to shift that perception—creating an intuitive, user-centered digital experience that breaks away from traditional, bureaucratic web interfaces and offers a smoother, more efficient journey for users.

# The solution

Layouti conducted in-depth research, including user and stakeholder interviews, and facilitated multiple workshops to define both user needs and business requirements. These insights formed the foundation for a solution that aligns with user expectations while meeting institutional goals, resulting in a streamlined, accessible, and user-friendly platform.recommendations, and booking support.

