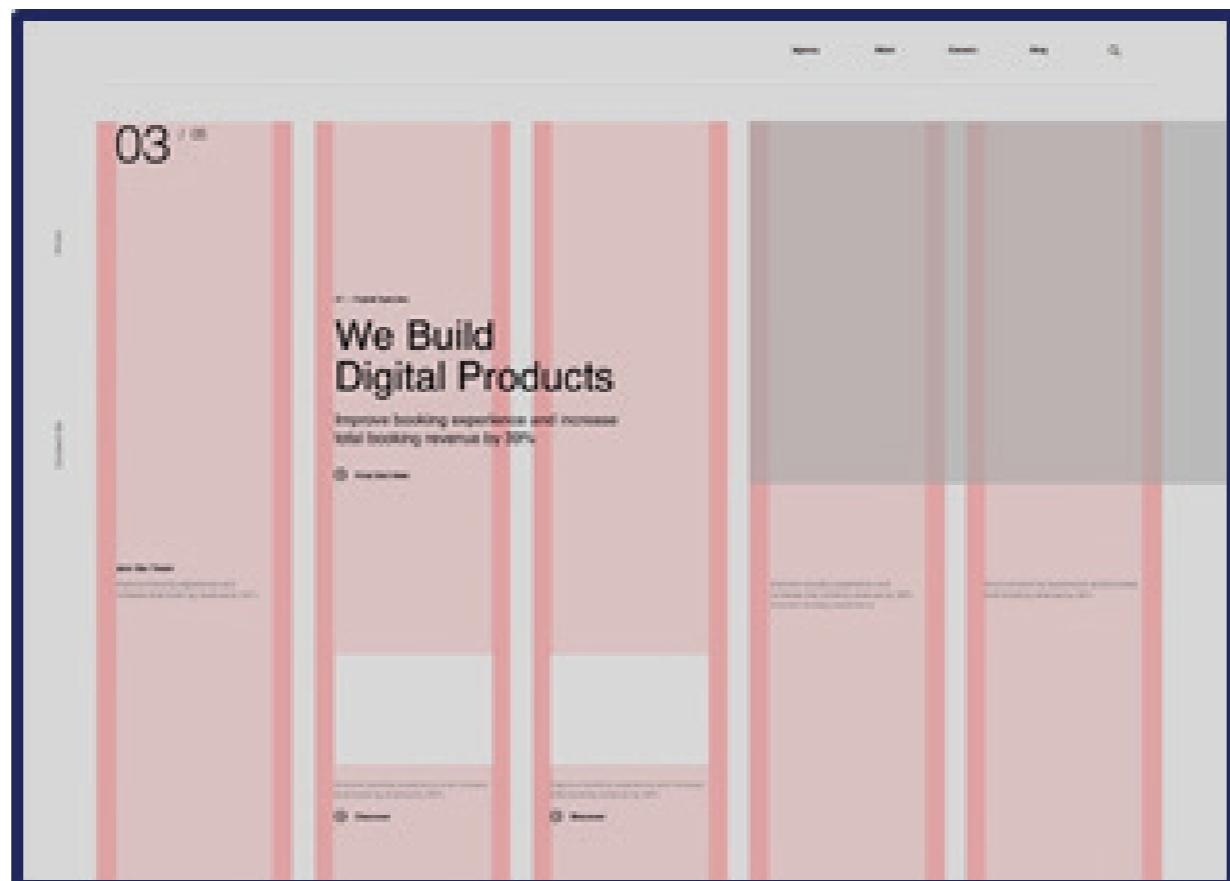


What is a Grid?

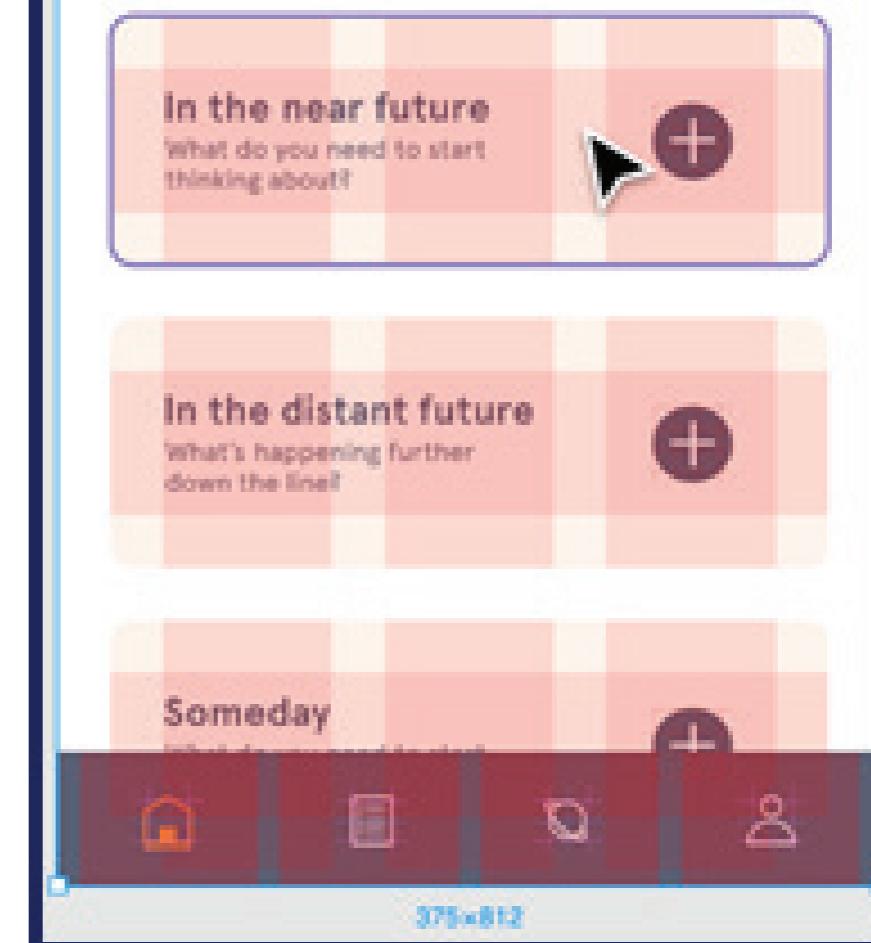
A grid is a two-dimensional structure, includes of intersecting vertical and horizontal lines. “The grid is like an invisible glue that holds a design together” (Ilievska). The grid can be found in print, such as newspapers, books , and magazines, as well as on-screen, such as websites and apps.

Why Grid

- To improve your design process timeline
- To create clarity and consistency on the page
- To create hierarchy within your layout
- To improve design comprehension.



Plan for success



Anatomy of Grid

a grid contains:

Flowlines

Margin

Columns

Rows

Modules

Spatial Zones

Gutters

FLOWLINES

Flowlines are the lines that run horizontal across the grid. They help the reader follow content.

MARGIN

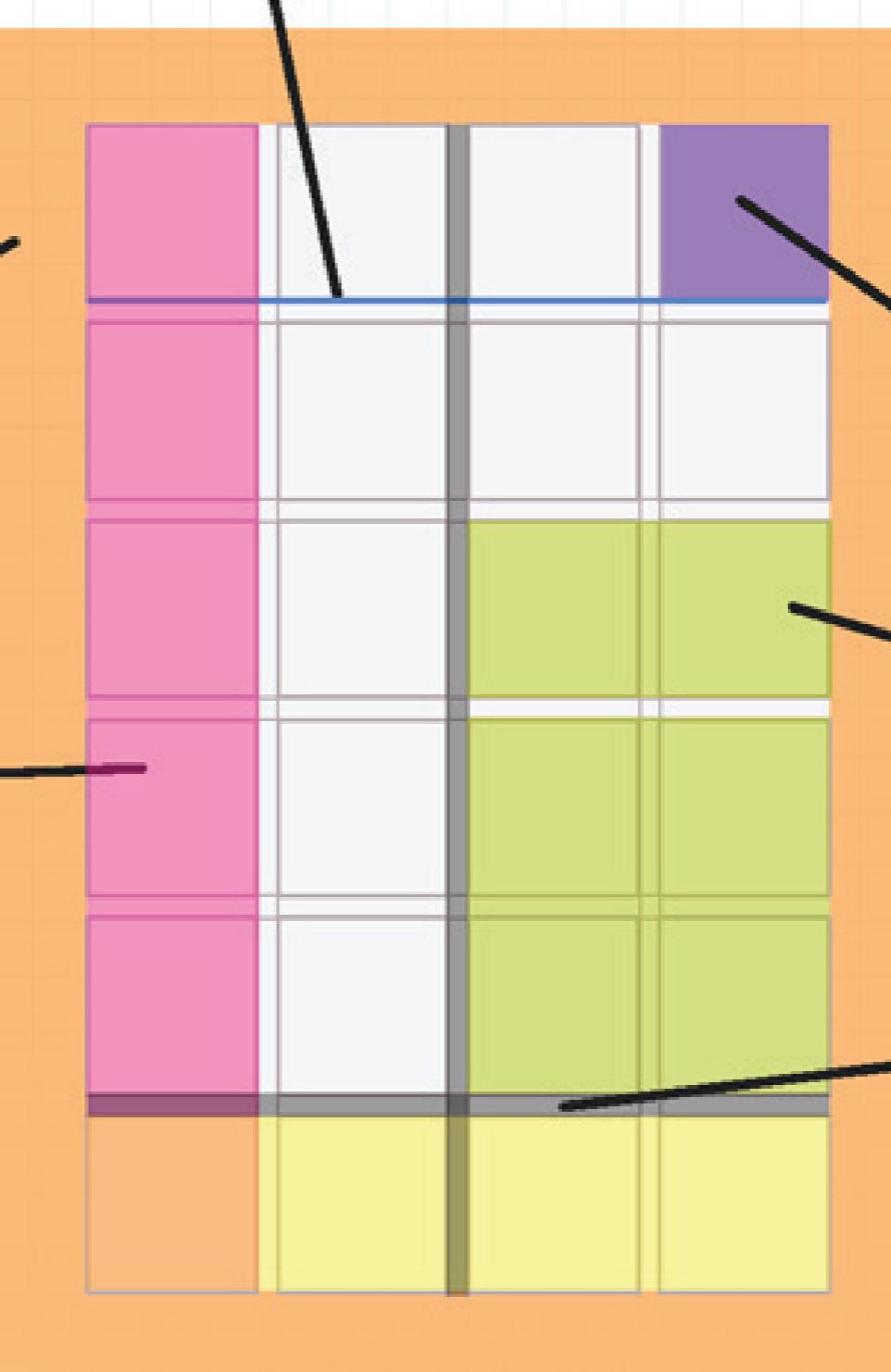
The thick border that runs along the outside of a grid or document. Wider margins provide more "breathing room" for edges, bends, folds and provides a nice whitespace for the overall document.

COLUMNS

Columns run vertically downward from the top of the margin to the bottom. Very helpful in magazine and editorial layouts to find placements for paragraphs, headlines and text.

ROWS

Rows contain the areas that run horizontal across the page.



MODULES

Modules are the boxes or areas created by the vertical and horizontal lines of a grid.

SPATIAL ZONES

Spatial zones consist of several modules to create blocks and content areas to give you a guide on placing photos and blocks of text. This can be large or small depending on the content.

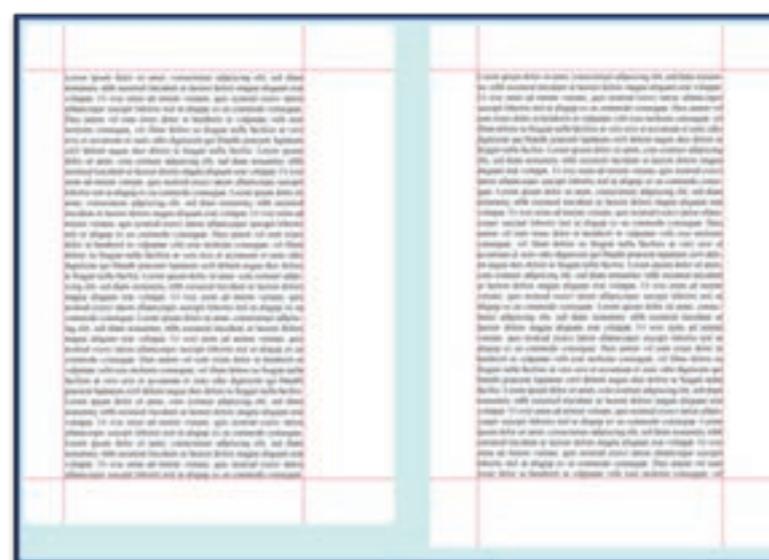
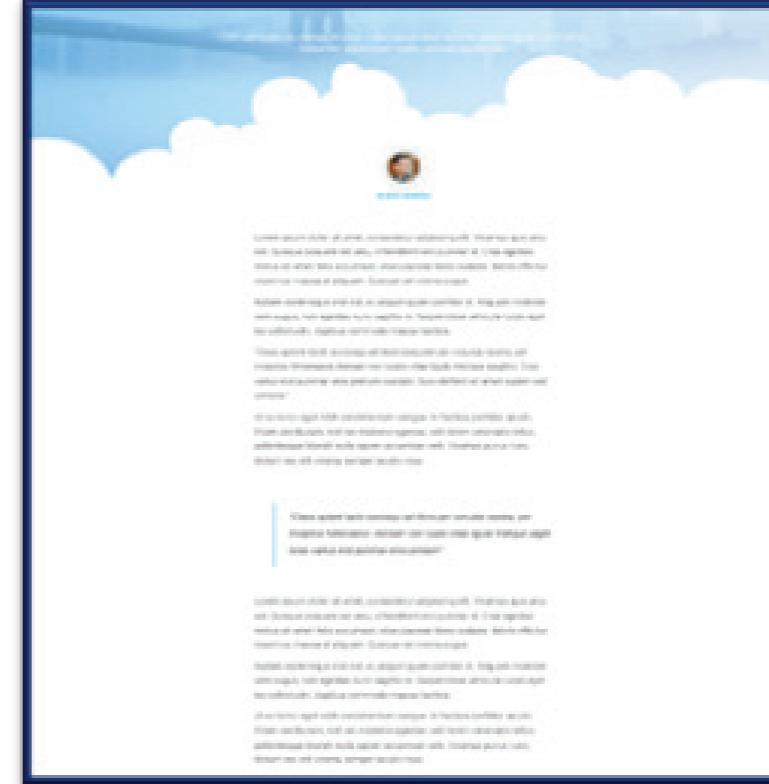
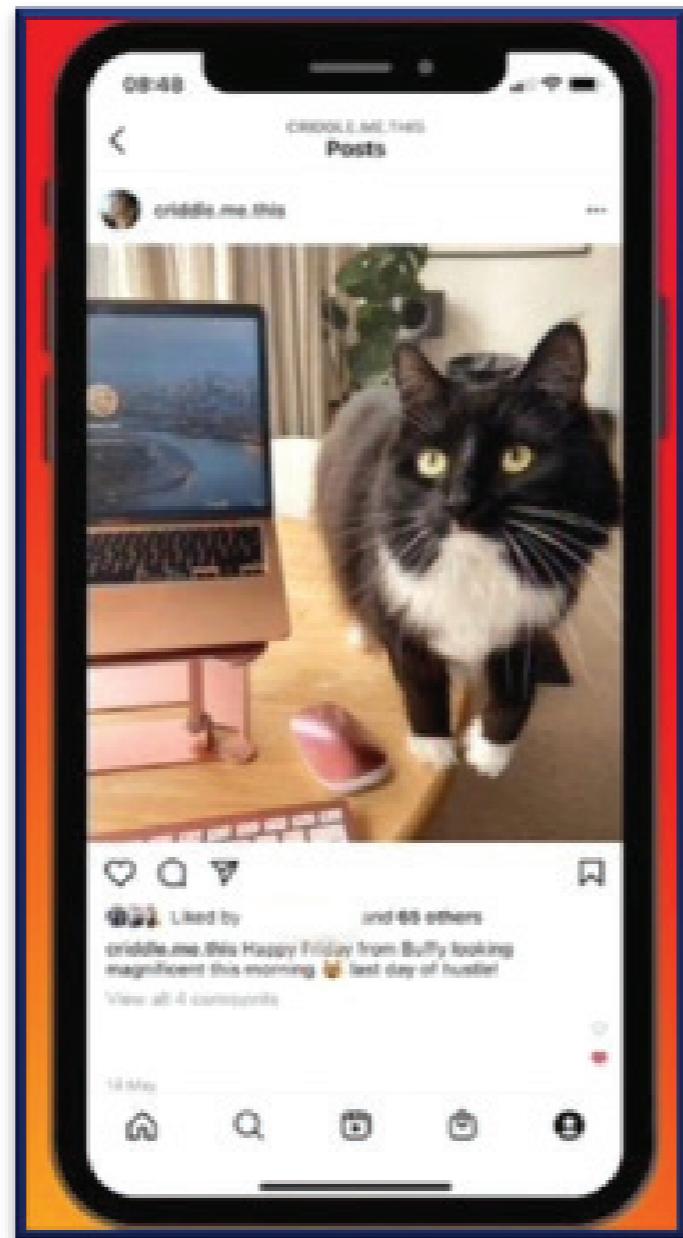
GUTTERS

Gutters are areas between the columns and rows. It is nice to keep these the same width throughout to maintain consistency in your design.

Types of Layout Grids

Manuscript grid

is a large column grid. It is excellent for extensive block of text, which is commonly found in books, eBooks, documents, and pdfs, and can often be found in blog pages, also we can find it in large and full-width images such as hero images



Column grid

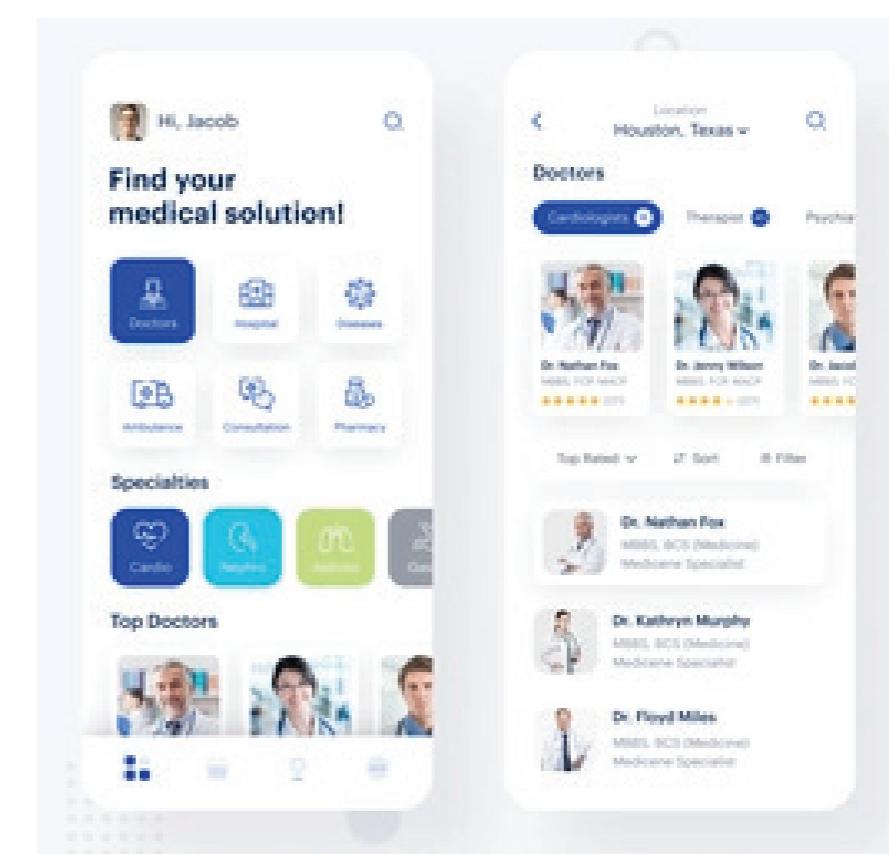
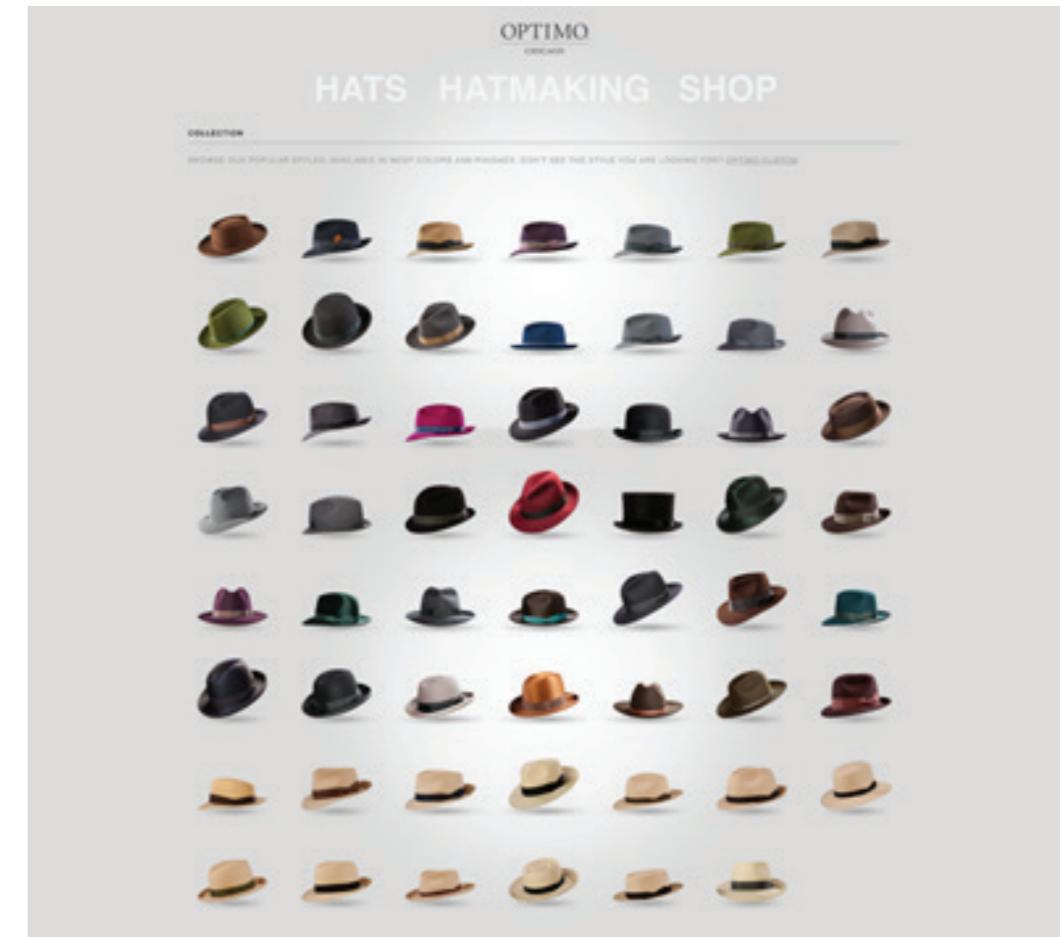
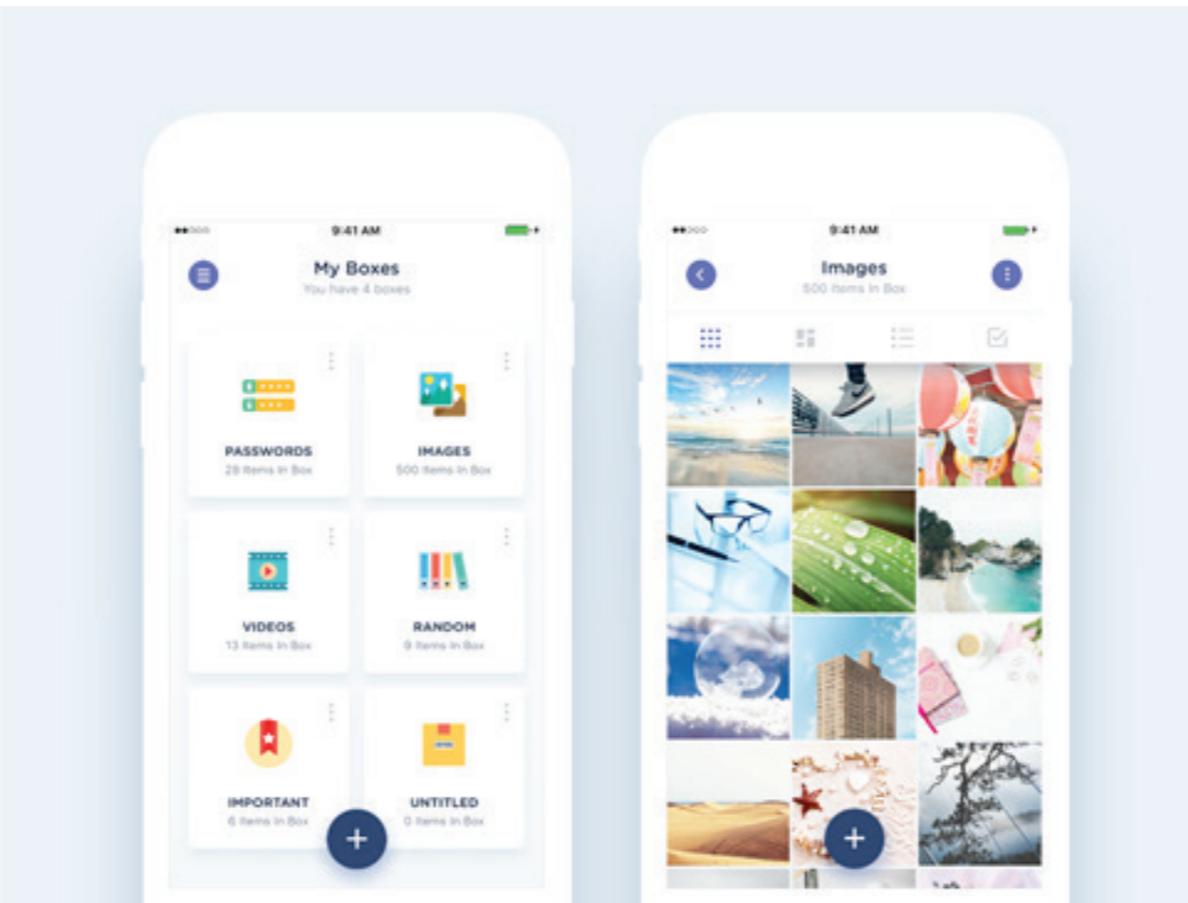
Column grid is a structure to organize the content into columns. Mostly, we can find this kind of grid in magazines, newspaper, and textbooks, as well as websites, such as blogs and newspaper.



Modular grid

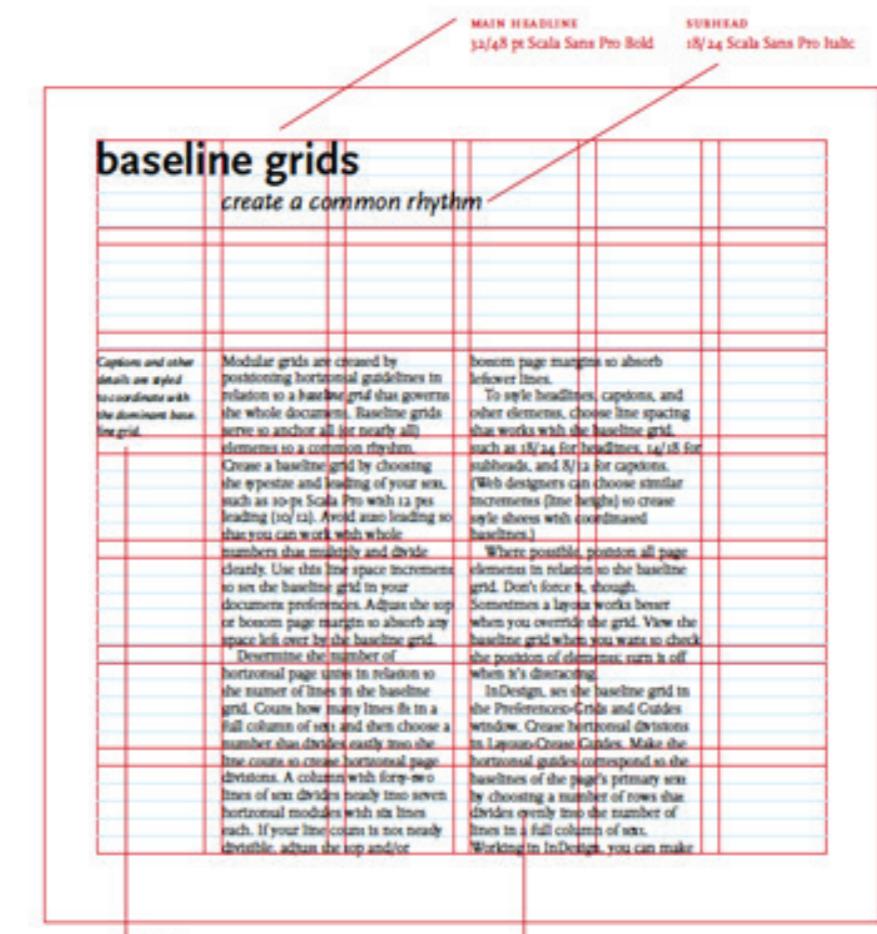
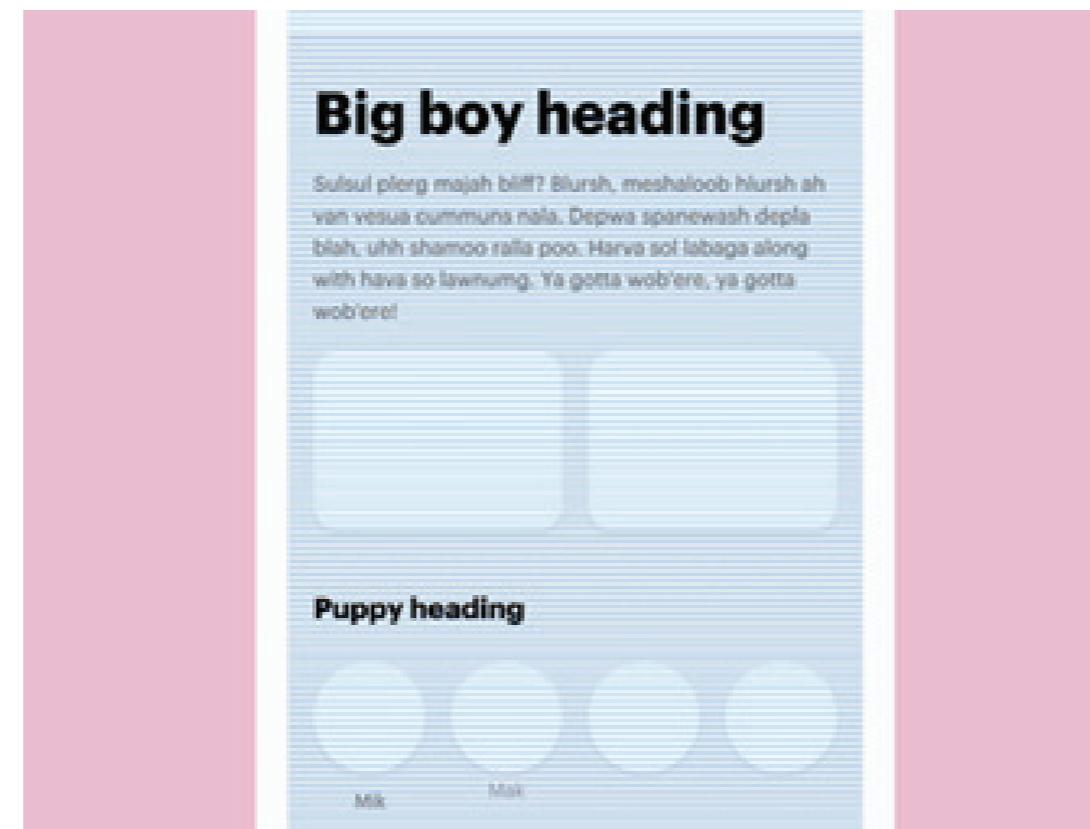
A modular grid is like column grid, but the difference is it has also rows.

This type of grid shows many elements at once which allows the user to access the element easily.



Baseline grid

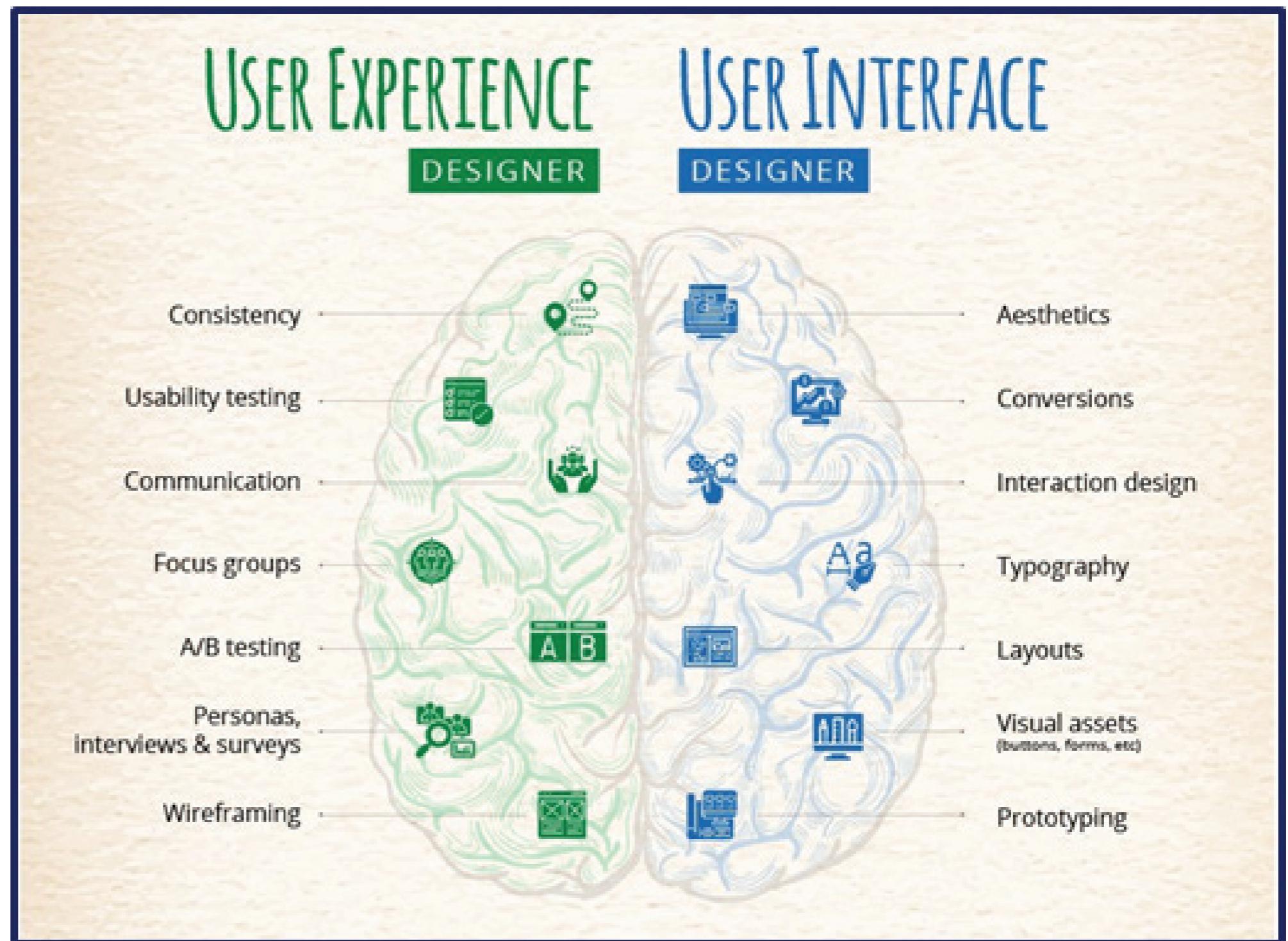
A baseline grid can be applied in any type of grid. Baseline grid adds rhythm to the text, gives the heading and subheading a proportional space in relation to the body text to make the text more visual pleasing to the reader



UI and UX

UI is abbreviation of User Interface, focused on graphical layout of an application and visual elements like typography and colors. It consists of buttons, texts, images, sliders, elements that the user interacts with.

UX is abbreviation of User experience, it "refers to any interaction a user has with a product or service. UX design considers each and every element that shapes this experience, how it makes the user feel, and how easy it is for the user to accomplish their desired tasks." (Steve

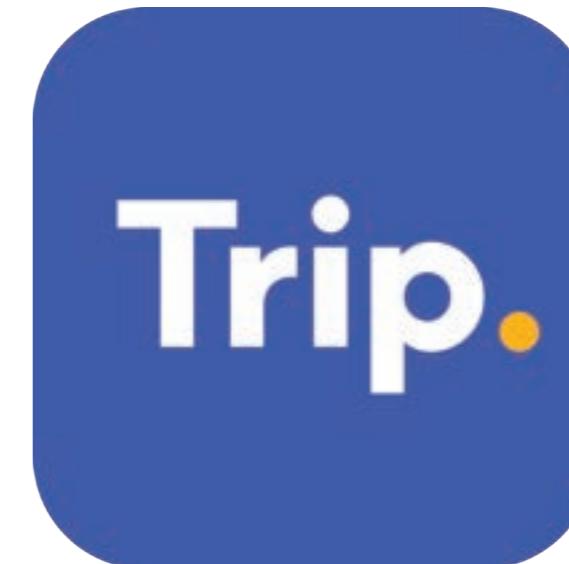


Analyzing Traveling Apps

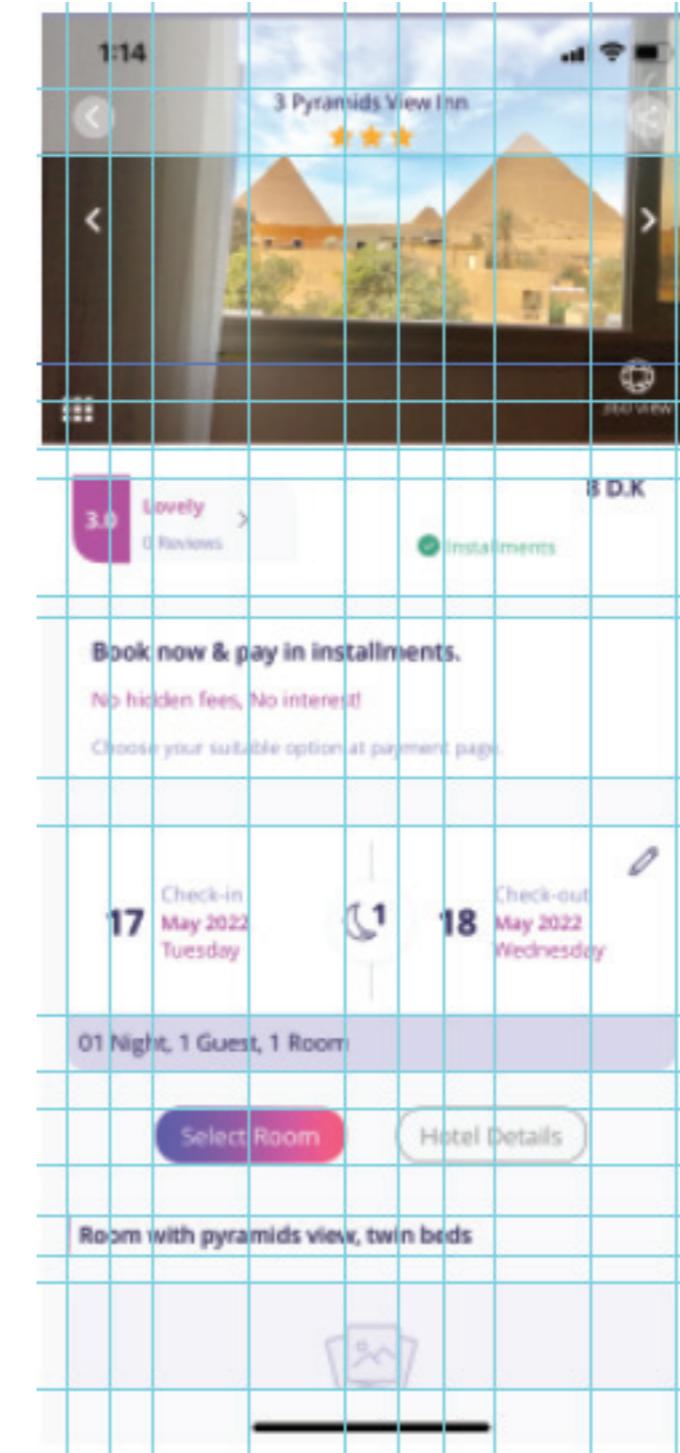
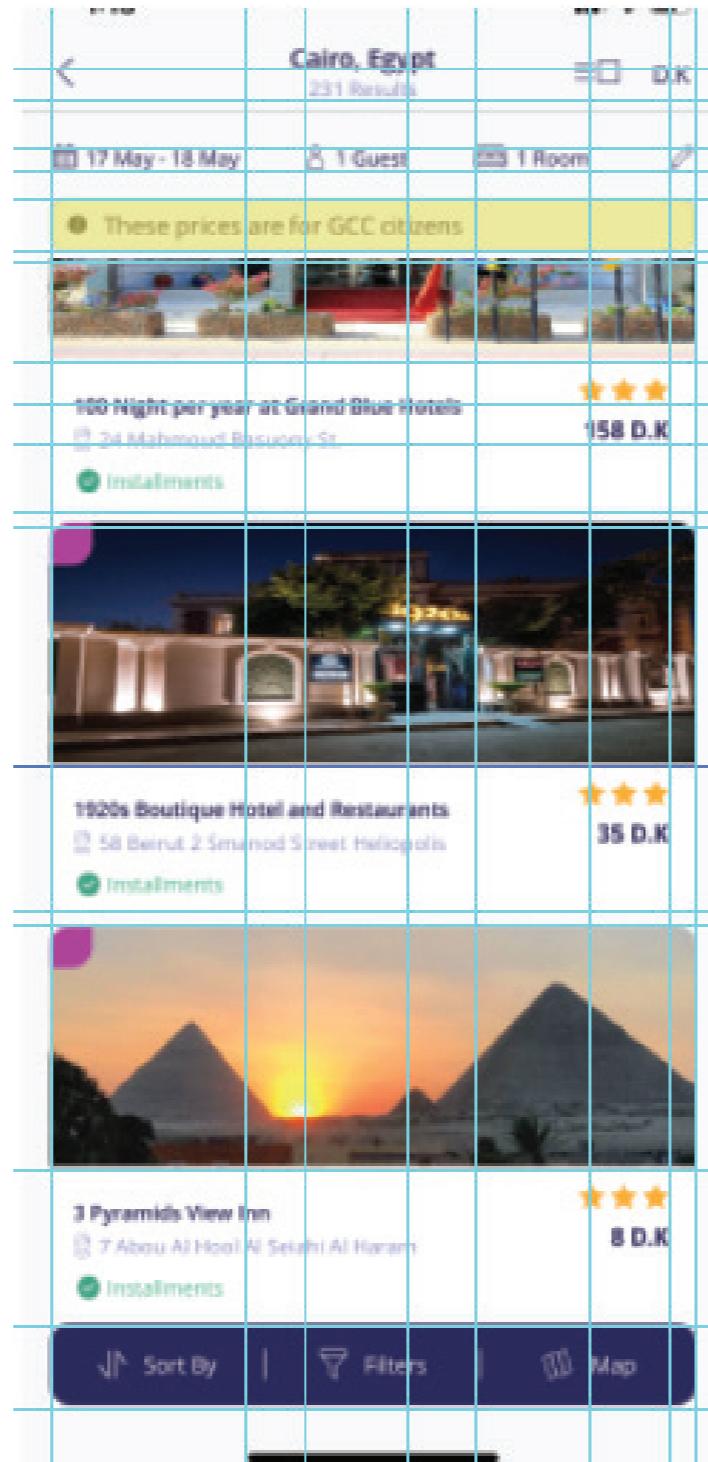
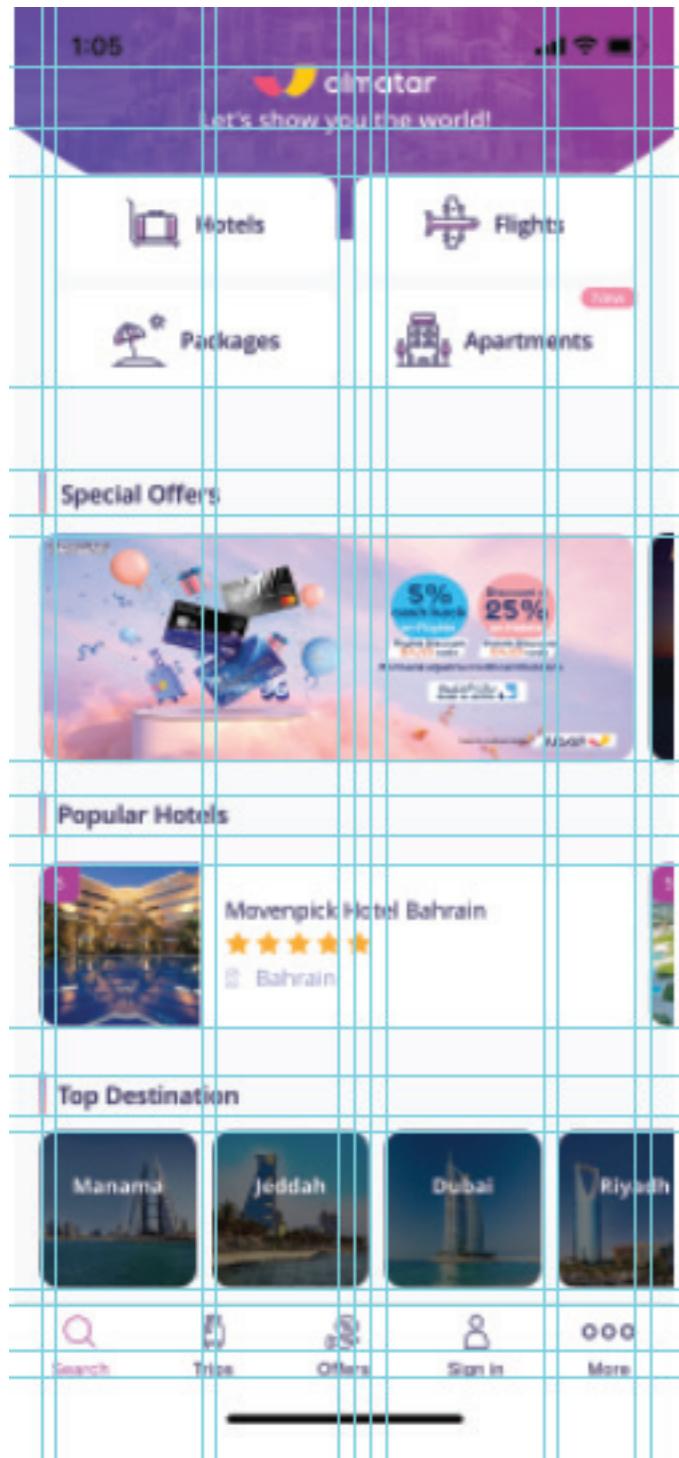
1- Almatar App

2- Trip.com App

3- Almosafer App



Grid



This screenshot shows a "Guest Details" form. It includes fields for "First Name", "Last Name", "Email", "Phone Number", "Date Of Birth", "Country" (set to Saudi Arabia), and a checkbox for "Are you booking for someone else?". There's also an "Add" button and a "Special Requests (Optional)" section. A large green "Continue your Booking" button is at the bottom.

Typography

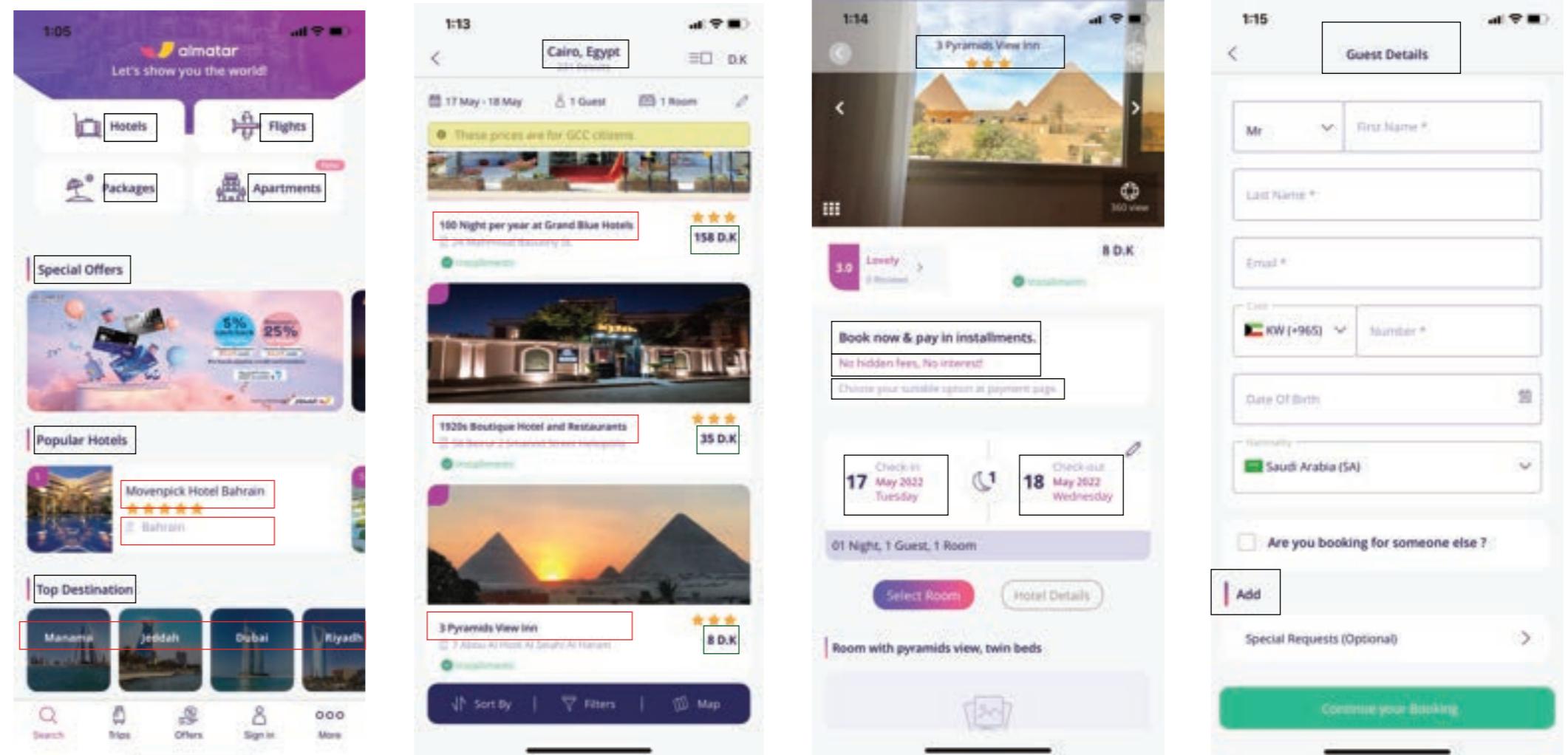
Sans serif Font Name: Basic sans

<https://www.behance.net/gallery/91566799/Aimatar-Brand-Identity/modules/529342845>

The font was used in different sizes, colors and weights.

For the headings like special offers, popular hotels, and Top destinations are used in regular font style and for the subheadings in images, some of them bold and some of them light font style.

In the second picture, the size prices that are in green squares would be better, if were bigger which is the most important for the customer.



AaBbCcDdEeFfGgHhIiJjKk
Basic Sans Thin
Basic Sans Thin Italic
Basic Sans Thin Bold
Basic Sans Extra Light
Basic Sans Extra Light Italic
Basic Sans Extra Light Bold
Basic Sans Light
Basic Sans Light Italic
Basic Sans Light Bold
Basic Sans Regular
Basic Sans Italic
Basic Sans Italic Italic
Basic Sans Italic Bold
Basic Sans Semi Bold
Basic Sans Semi Bold Italic
Basic Sans Bold
Basic Sans Bold Italic
Basic Sans Black
Basic Sans Black Italic

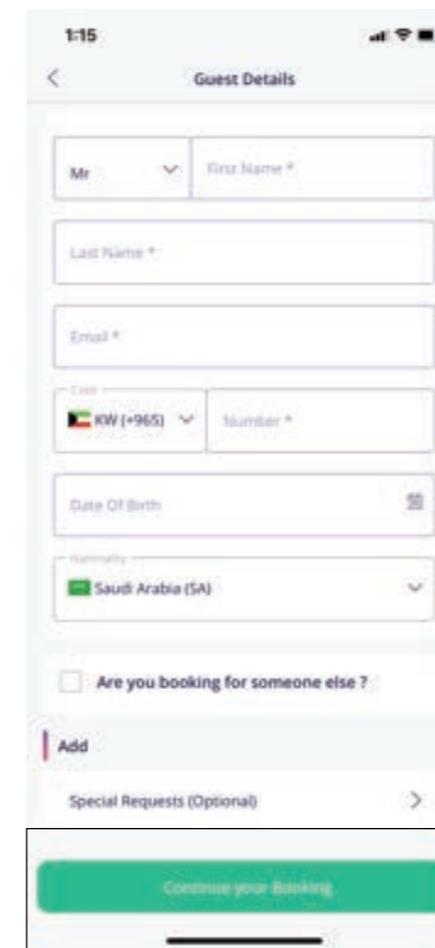
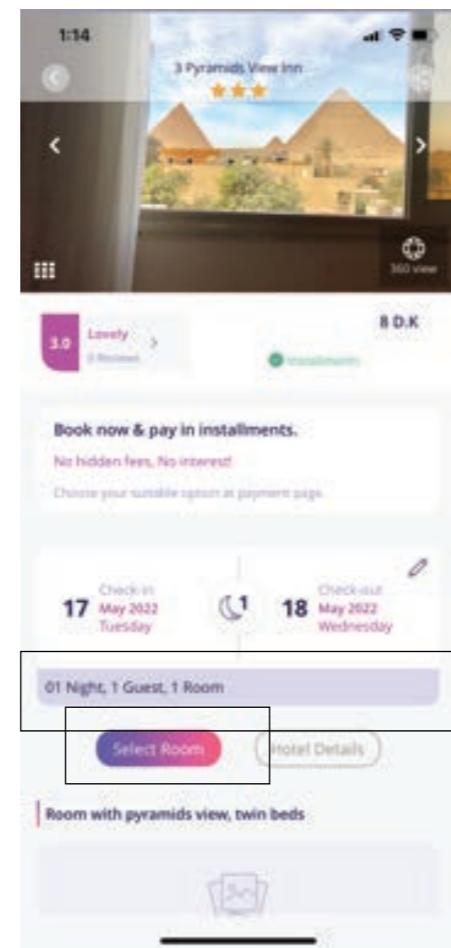
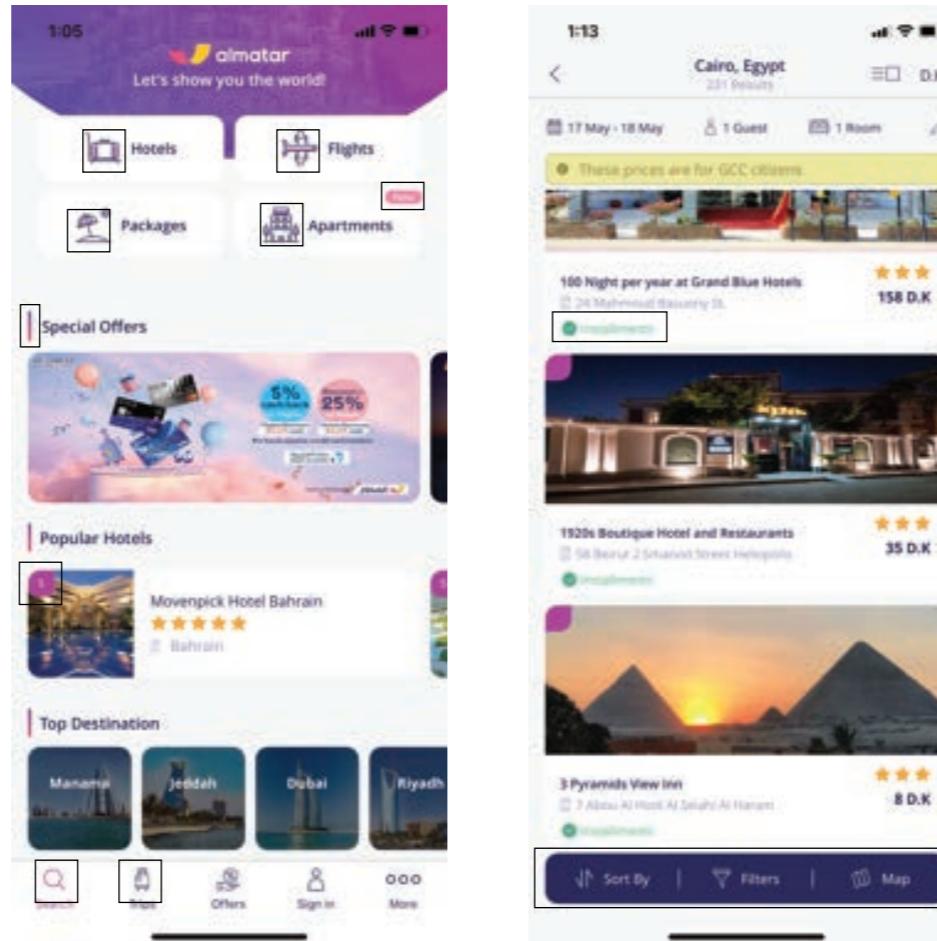
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! ? . , : ; @ # \$ % & *

PROJECT 3

Colors

the majority of colors of the App are purple, and yellow which means the color psychology happiness, and luxury.



Logo



Primary palette



RGB (255,73,106)
HEX #FF496A



RGB (105,81,215)
HEX #6951D7



RGB (255,193,0)
HEX #FFC100



RGB (39,45,89)
HEX #272D59

Secondary palette



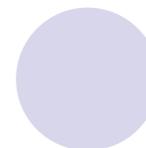
RGB (214,162,202)
HEX #D6A2CA



RGB (174,70,154)
HEX #AE469A



RGB (60,186,146)
HEX #3CBA92



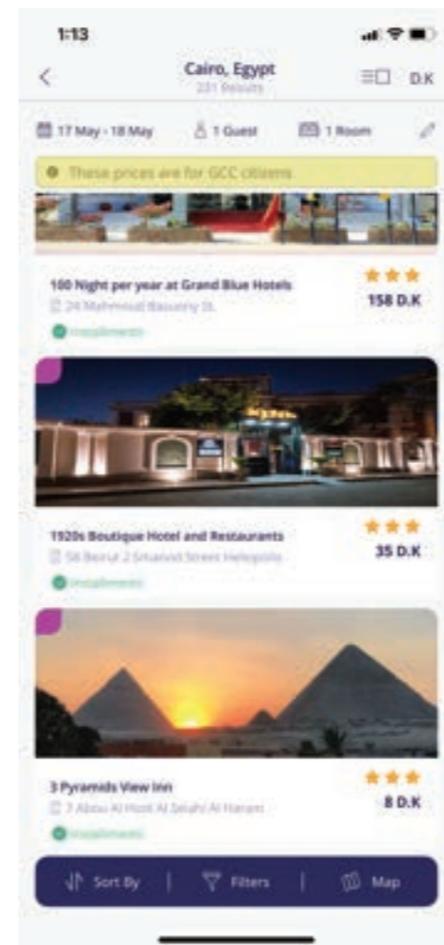
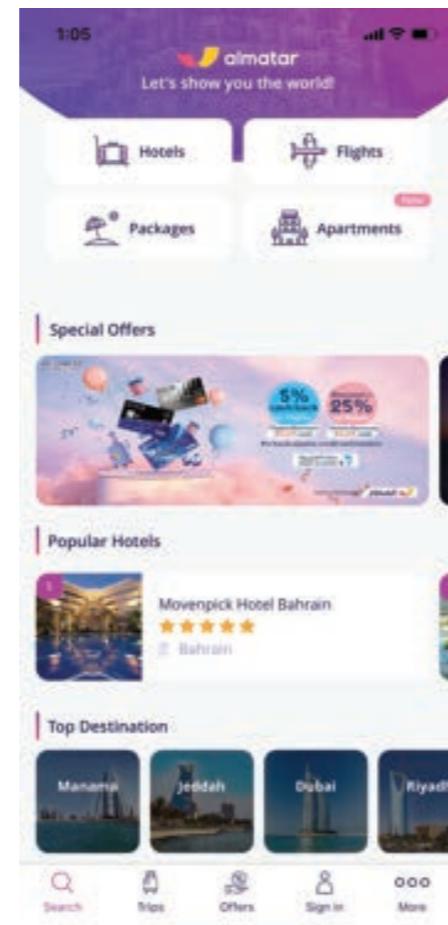
RGB (216,214,236)
HEX #D8D6EC



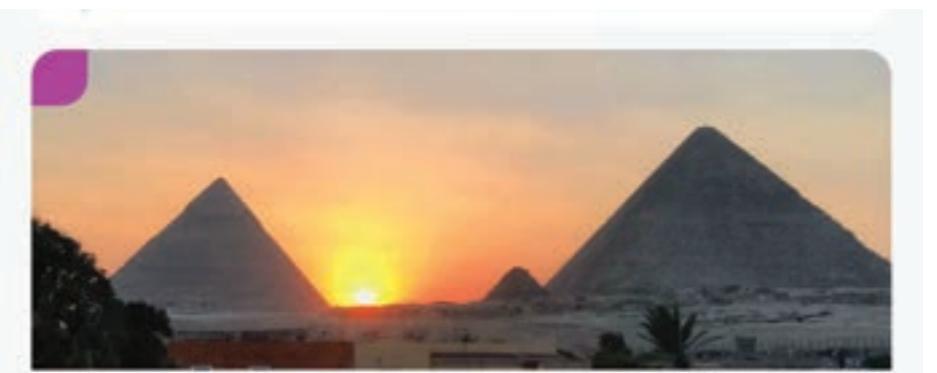
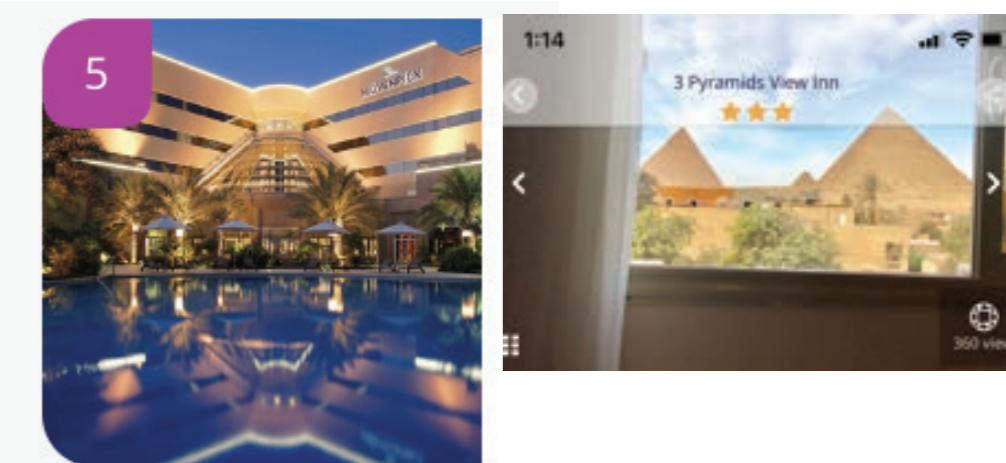
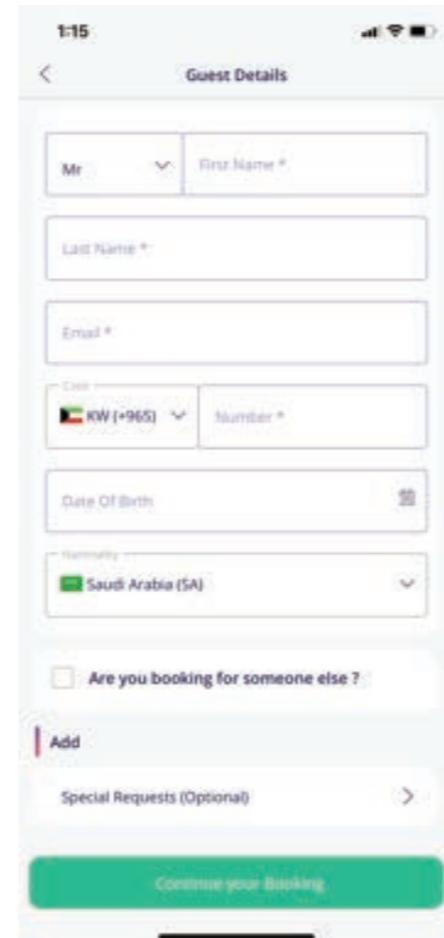
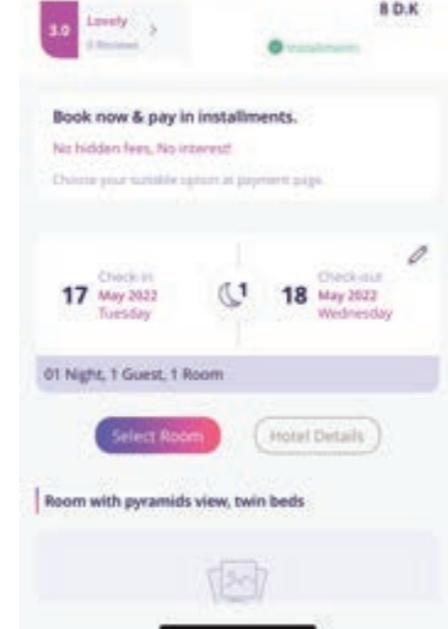
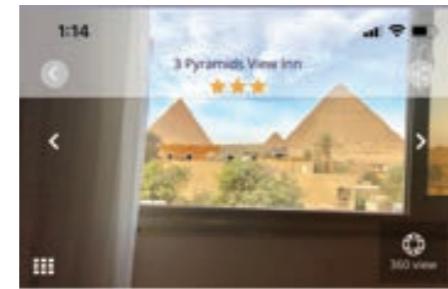
Gradient

RGB (174,70,154)
HEX #AE469A
and
RGB (255,73,106)
HEX #FF496A

PROJECT 3

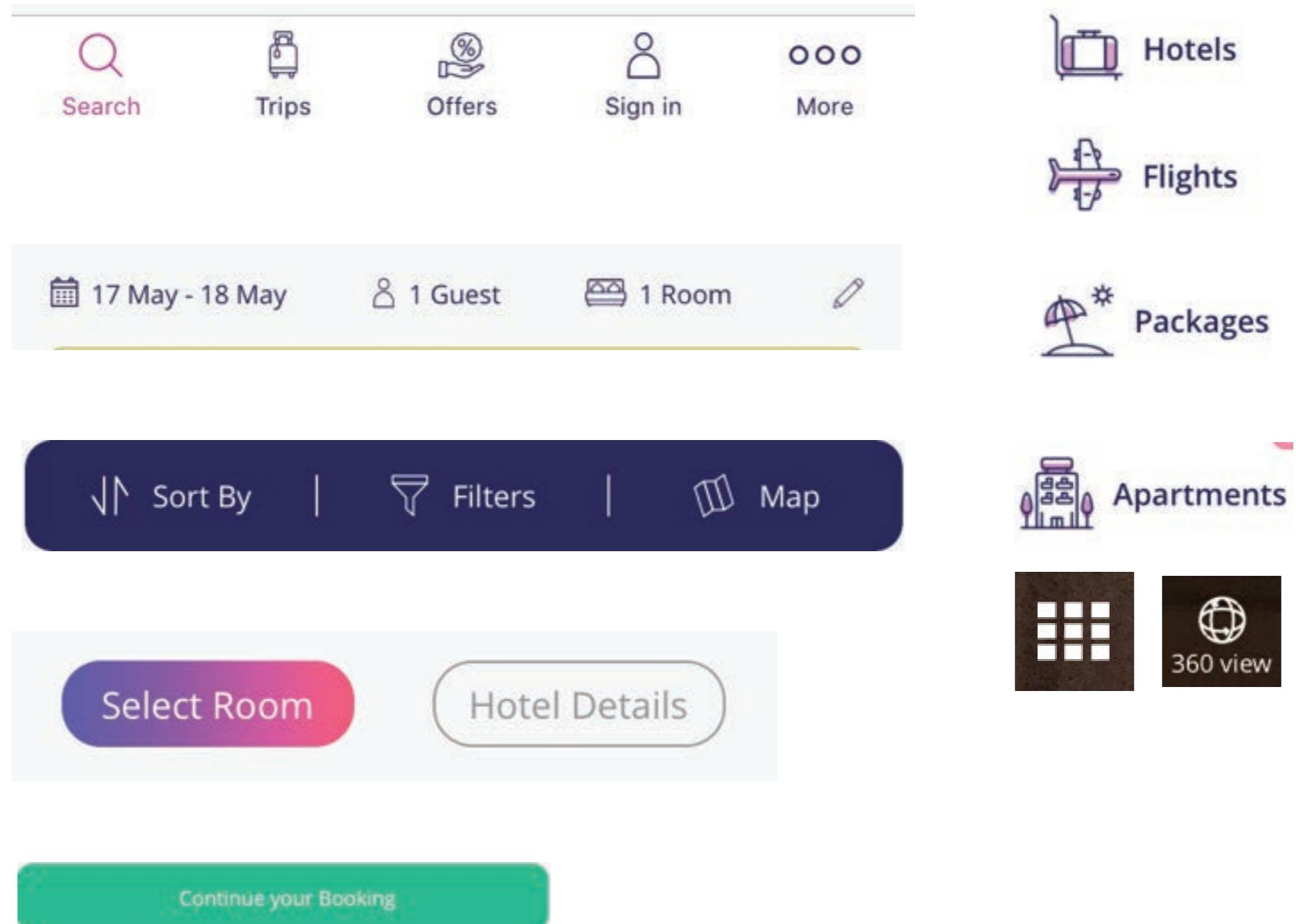


Top Destination

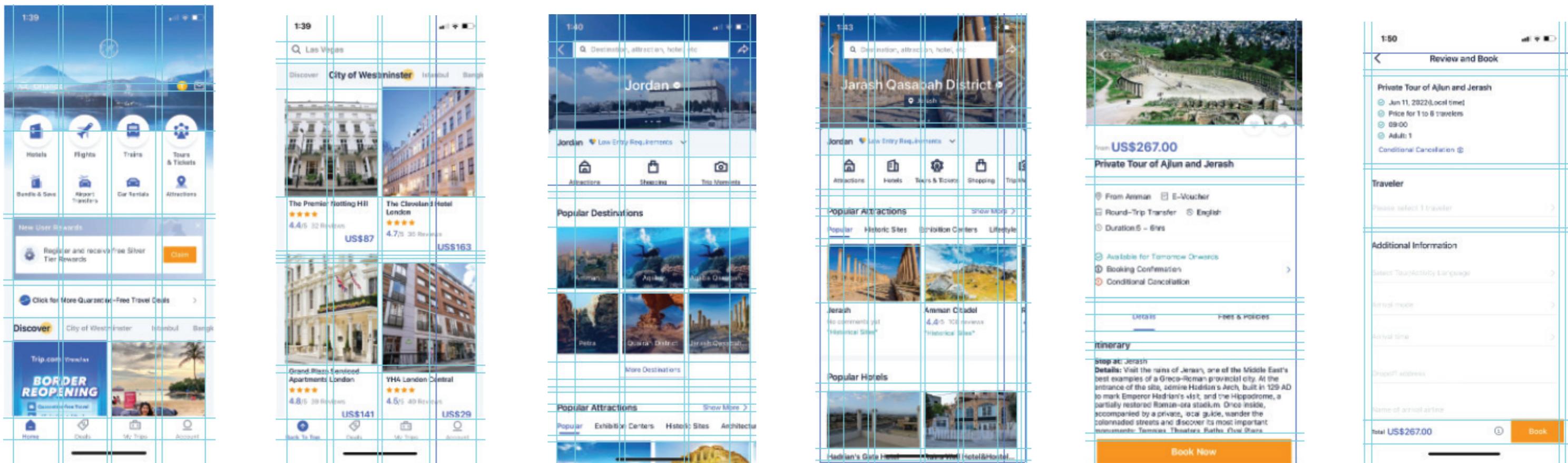


Icons and Buttons

Icons are rounded outlined and buttons, navbar are rounded buttons which match each other. Icons on the main page are new icons while the other icons are pre custom.



Grid



Typography

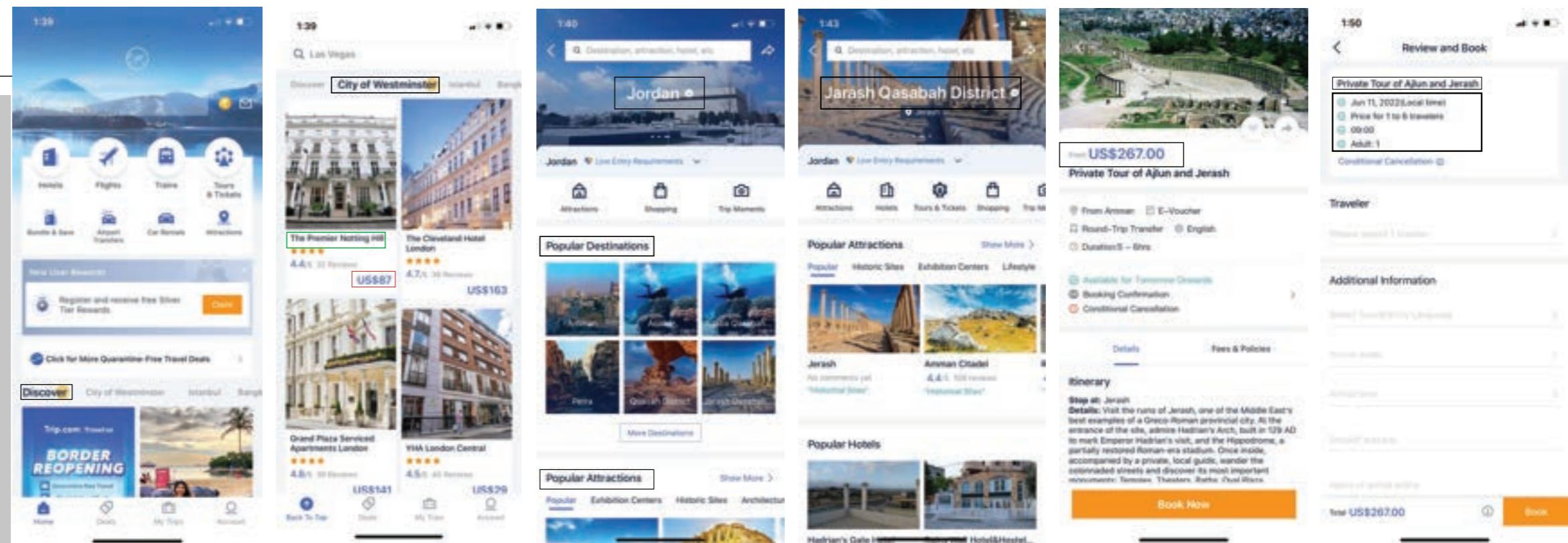
Sans serif Font Name: Avenir Next

<https://www.behance.net/gallery/76291003/Trip-com-Brand-design-renewal>

the typography can be readable and has legibility

There is a hierarchy using typography to help the user or guide the person where to look first such as in picture one, the user will look first in the word discover due to biggest size.

In the second picture, the user will see the price first then the name of the place also the same thing comes with the fifth picture



Avenir Next Ultralight

Avenir Next Regular

Avenir Next Medium

Avenir Next Demi

Avenir Next Bold

Avenir Next Heavy

Avenir Next Ultralight Italic

Avenir Next Italic

Avenir Next Medium Italic

Avenir Next Demi Italic

Avenir Next Bold Italic

Avenir Next Heavy Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm

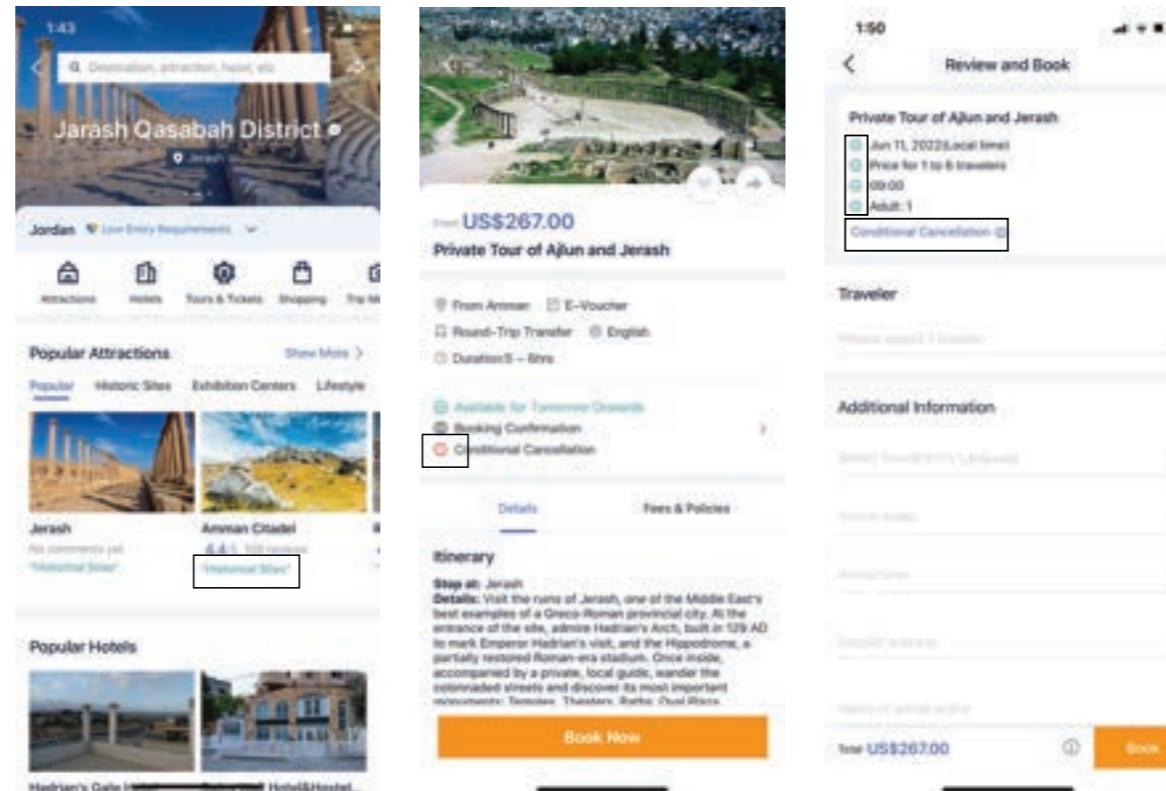
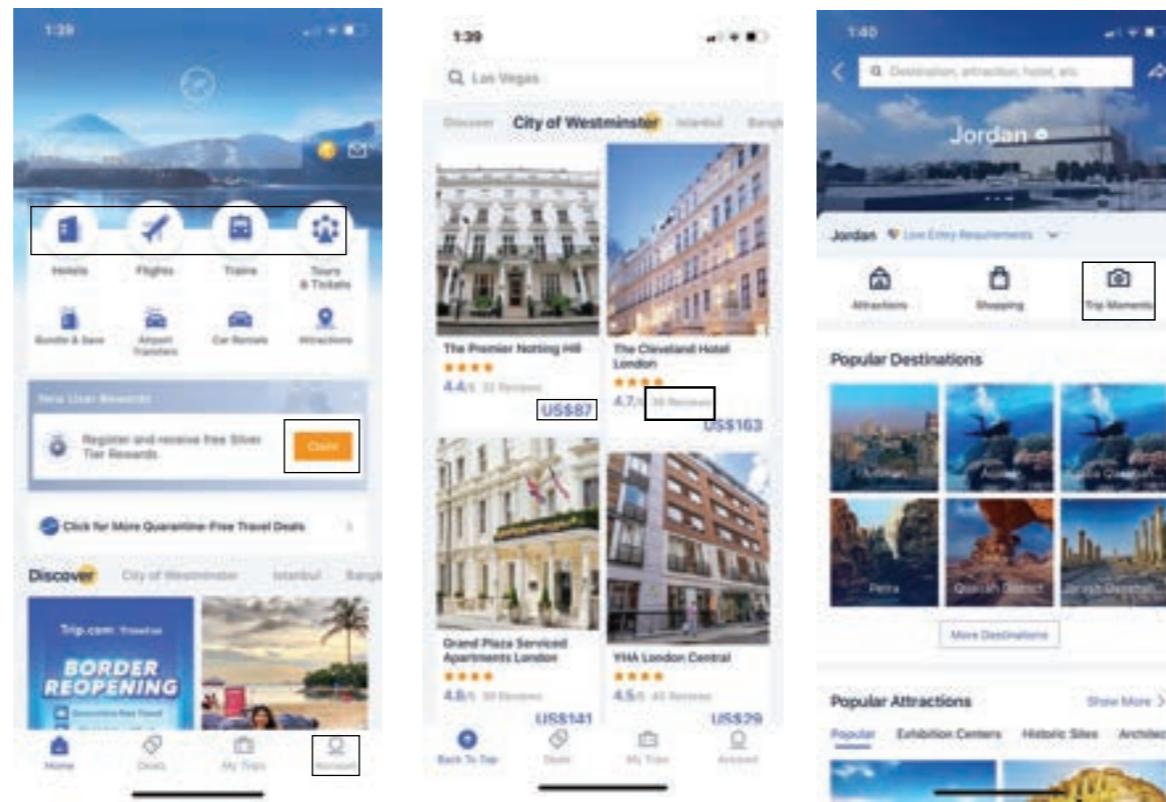
nopqrstuvwxyz

0123456789

\$?&%@!#*=

Colors

The majority of colors of the App are blue and yellow and orange which means the blue gives trust, yellow cheer, and orange excitement feeling to the customer



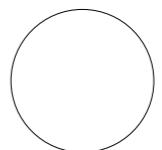
Logo



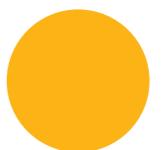
Primary palette



RGB (40,125,250)
HEX #FF496A



RGB (255,255,255)
HEX #FFFFFF



RGB (255,180,0)
HEX #FFB400

Secondary palette



RGB (139,161,211)
HEX #8BA1D3



RGB (72,104,177)
HEX #4868B1



RGB (245,149,32)
HEX #F59520



RGB (59,159,158)
HEX #3B9C9E



RGB (228,76,88)
HEX #E44C58



RGB (27,52,70)
HEX #1B3446



RGB (200,224,228)
HEX #DCE0E4

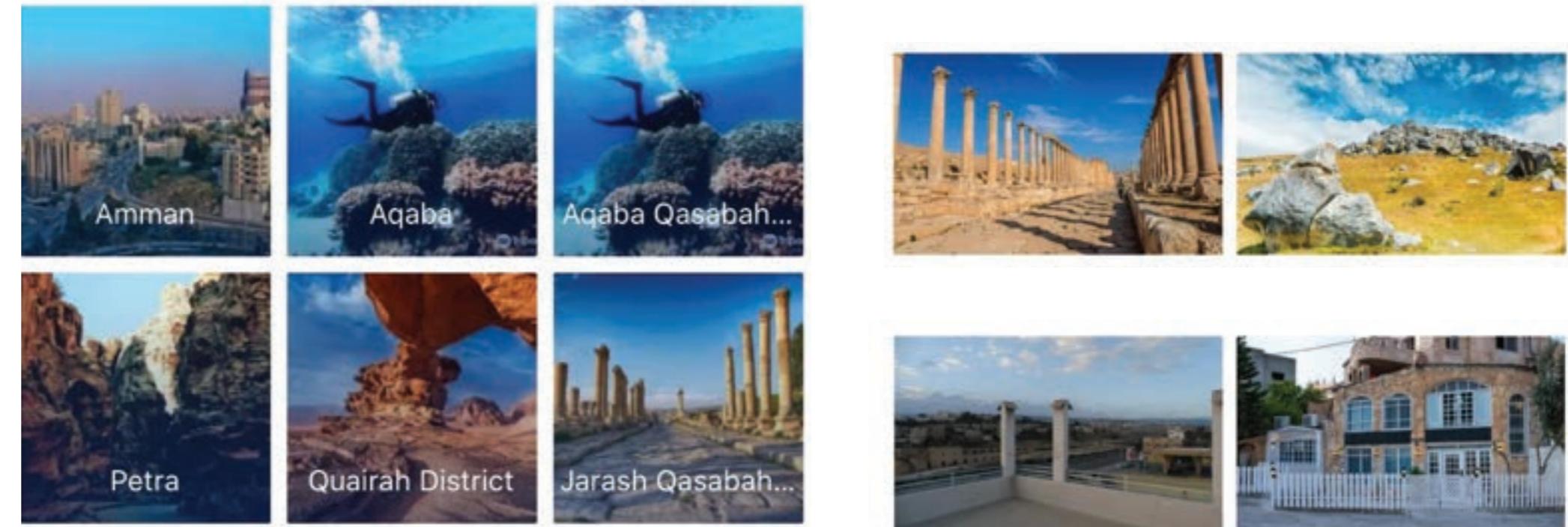
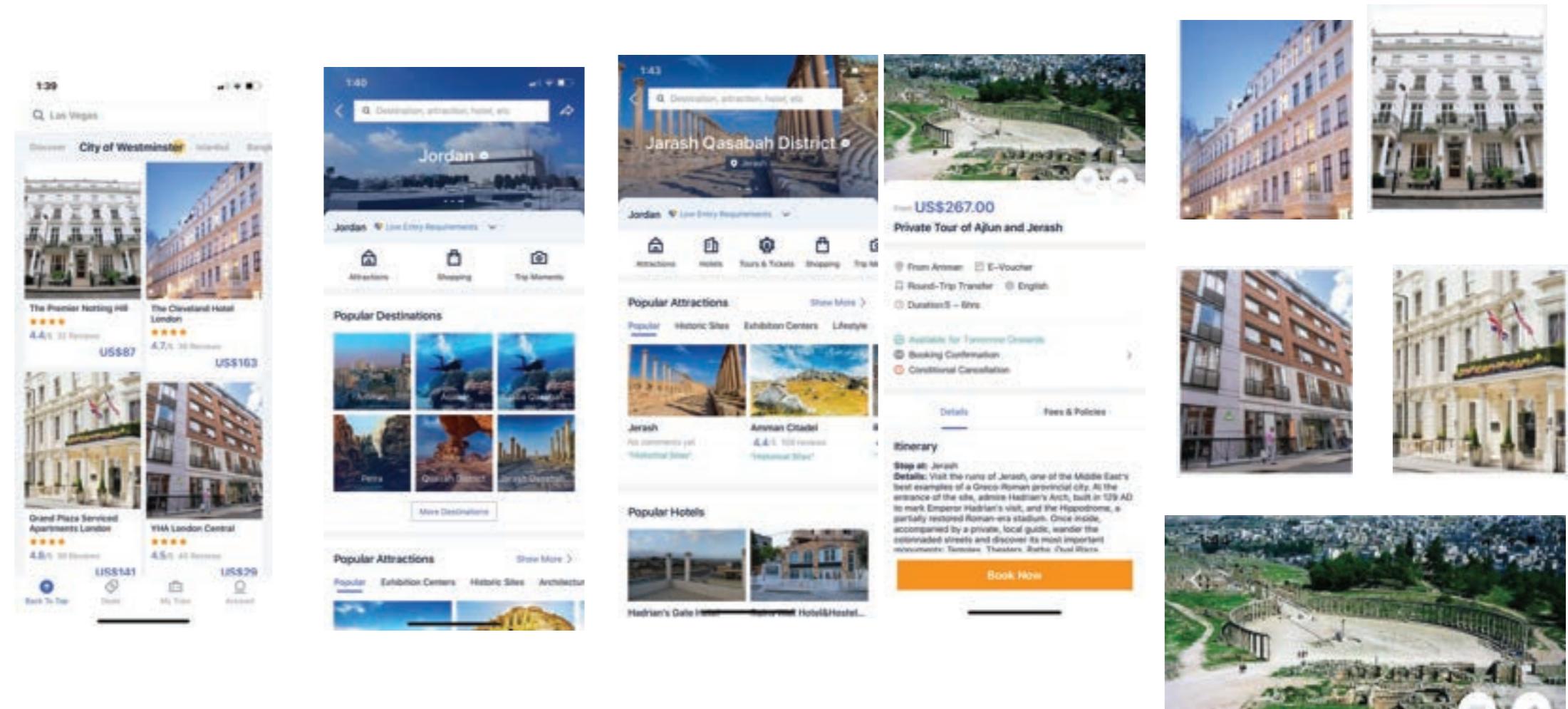


RGB (133,143,156)
HEX #858F9C

Imagery

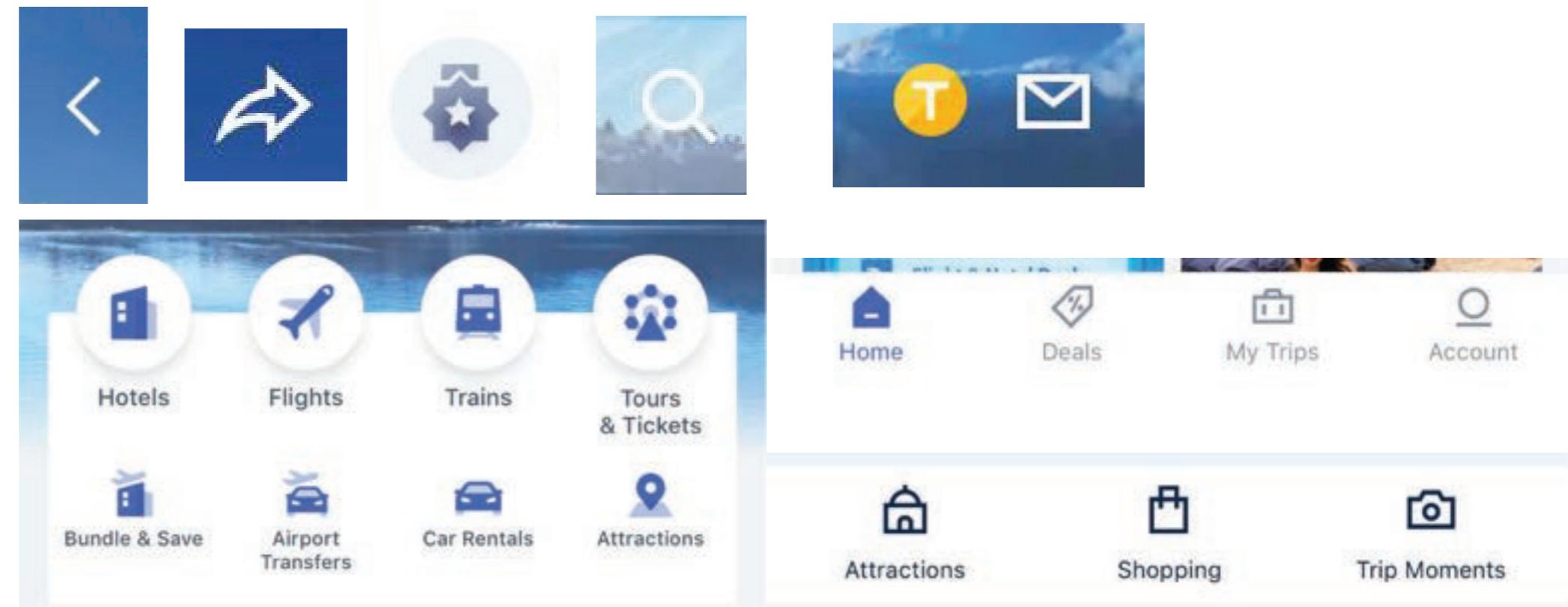
The images have the same colors that are used on the app to make the design harmonies like blue and yellow .

The app focused more on the landmark pictures of the the country, the pictures look professional, and clear. the images show the historical places of the country from diffrent angles or perspective to make the design more appealing to the user's eyes and get excited to complete and keep his desicion.



Icons and Buttons

Some of the icons are outlined and some of them are filled with color which doesn't show consistency on the design, as well as the design of the button does not match the design of icons because of sharp edges .



Available for Tomorrow Onwards

Booking Confirmation

Conditional Cancellation



Book

Claim

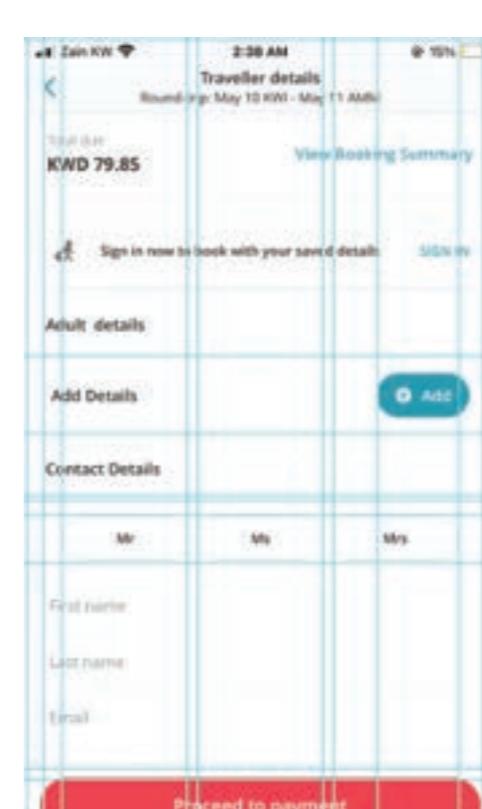
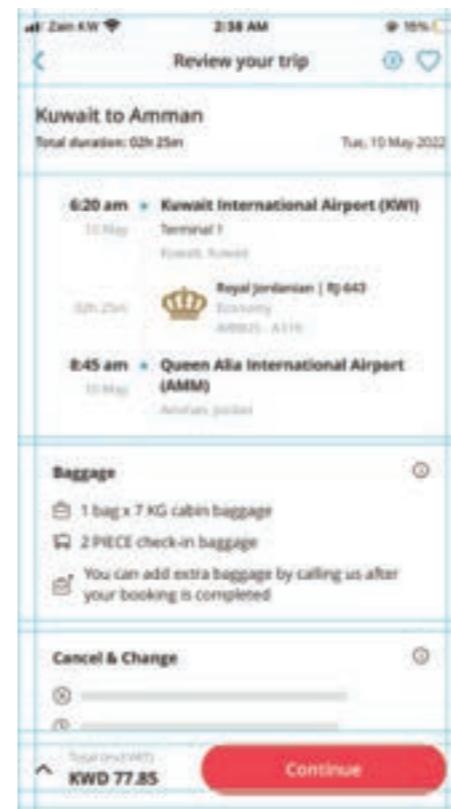
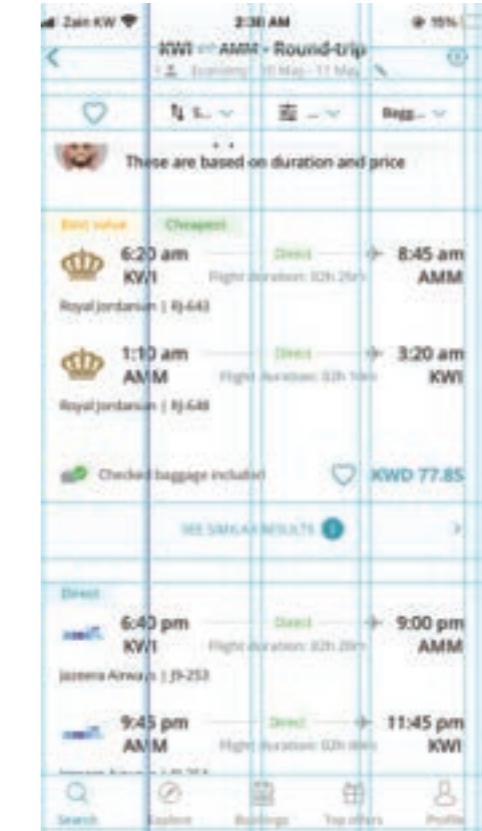
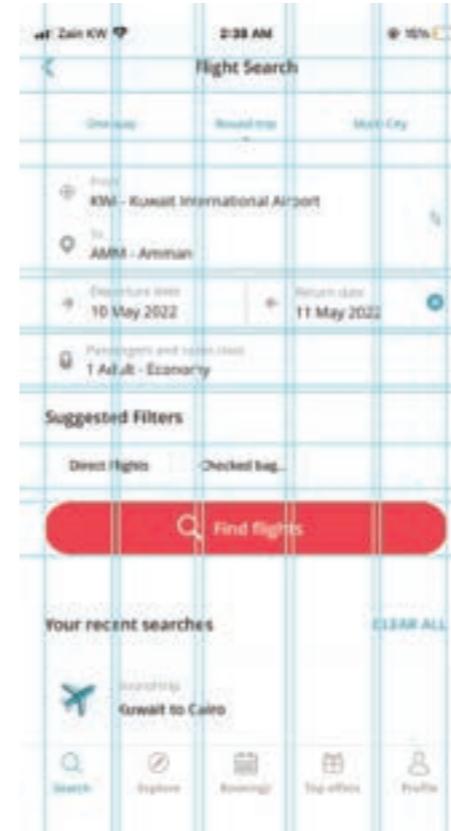
Book Now

From Amman E-Voucher

Round-Trip Transfer English

Duration: 5 – 6hrs

Grid

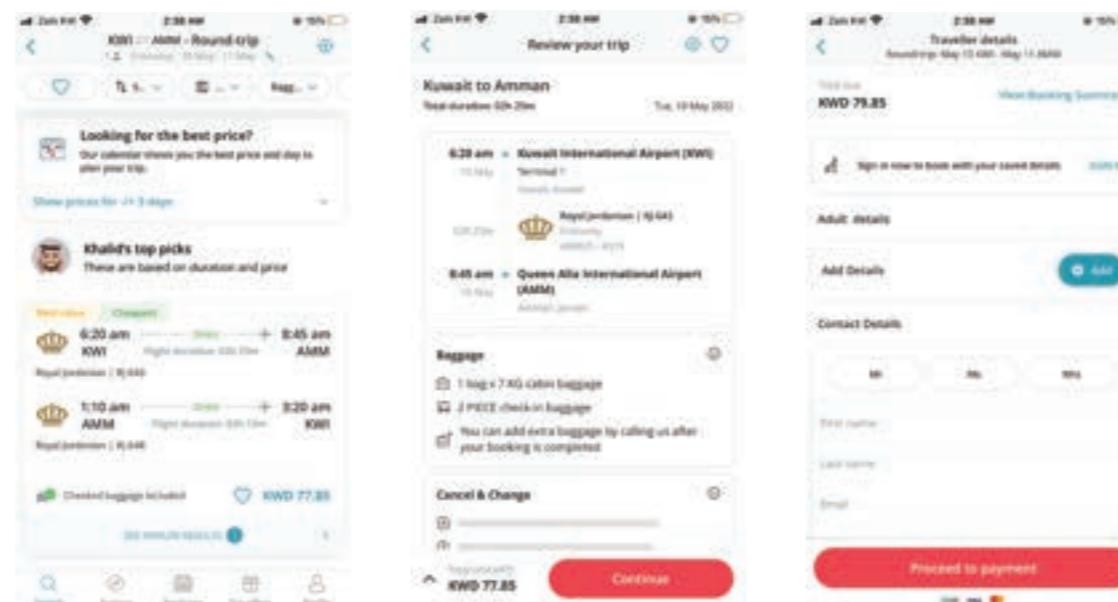
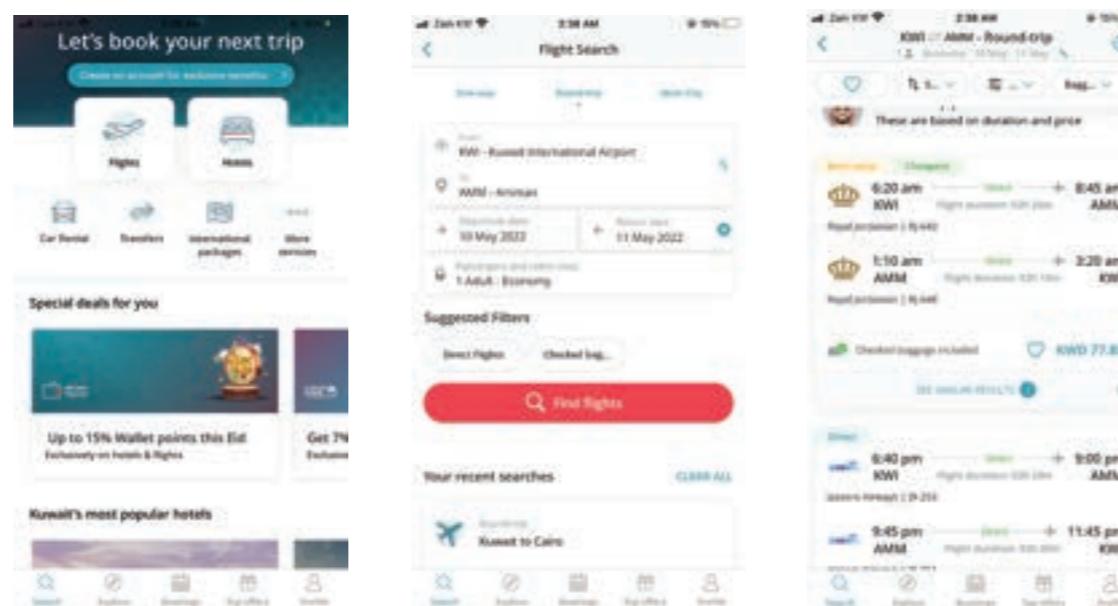


Typography

Sans serif Font Name: Helvetica Neue

https://www.behance.net/gallery/40529417/Almosaf-er-Corporate-Branding?tracking_source=search_projects_recommended%7CAlmosafer

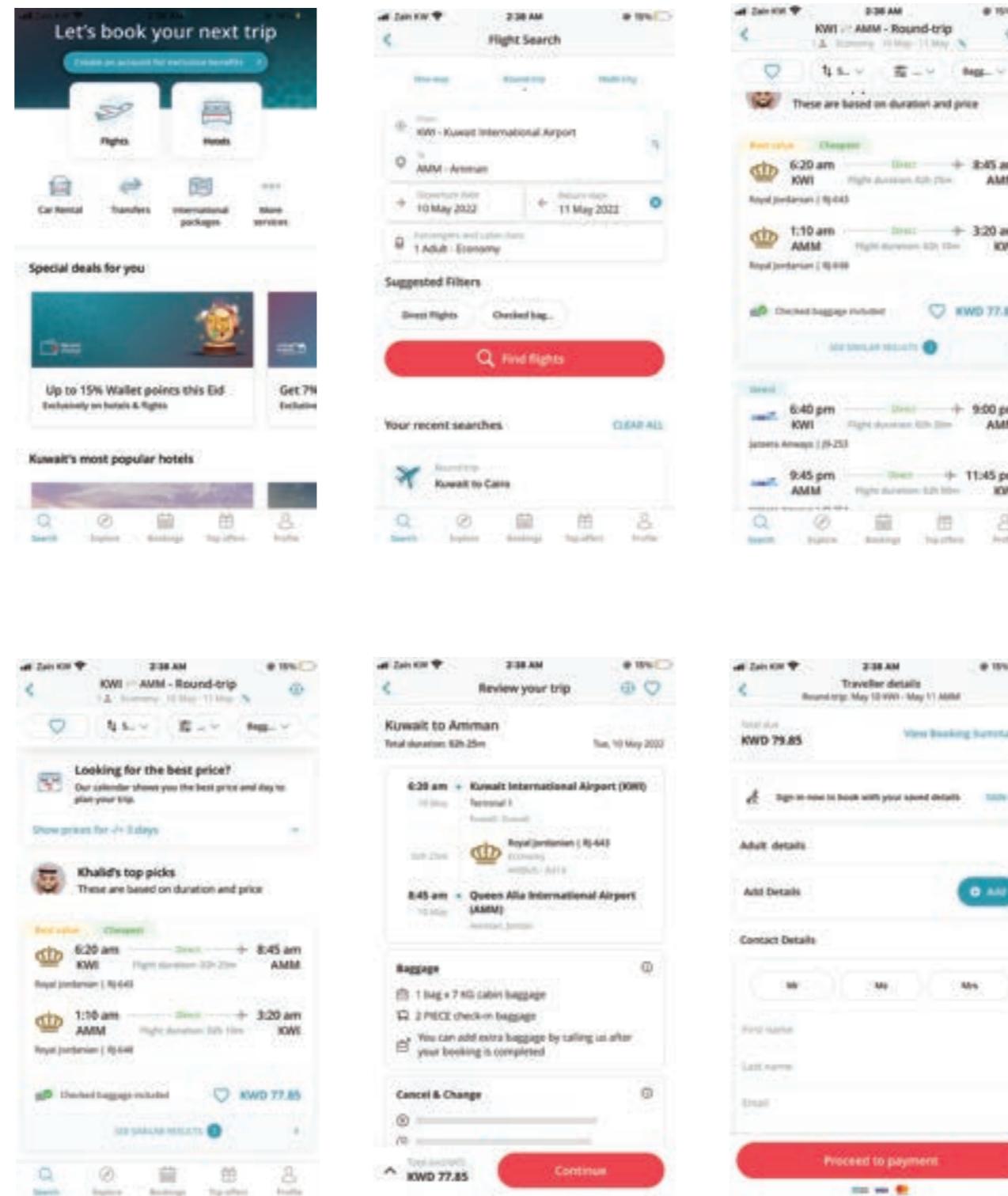
The typography is readable, However, there is no guide for the user, the user will not know where to look exactly because the sizes of the typography are similar and some of them are bolded but it is not effective to the user.



Helvetica Neue 85 Heavy
Helvetica Neue 85 Bold
Helvetica Neue 65 Medium
Helvetica Neue 55 Roman
Helvetica Neue 45 Light
Helvetica Neue 35 Thin

Colors

the most color shows on the App is blue which common color used for giving sense of trust for customer and vibrant pink used for call to action button



Logo



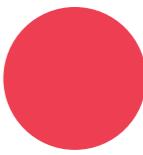
Primary palette



RGB (2,50,67)
HEX #023243



RGB (33,166,186)
HEX #21A6BA



RGB (239,65,82)
HEX #EF4152

Secondary palette



RGB (230,241,243)
HEX #E6F1F3



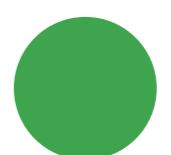
RGB (50,51,51)
HEX #323333



RGB (153,153,153)
HEX #999999



RGB (252,181,22)
HEX #FCB516

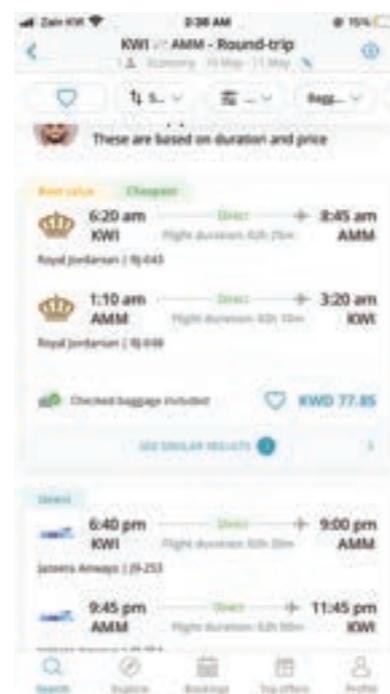
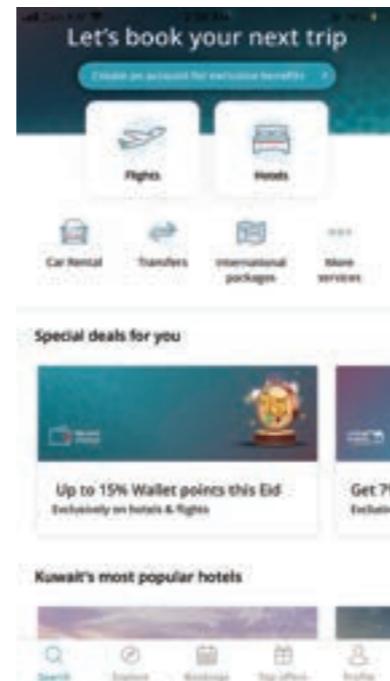


RGB (64,165,77)
HEX #40A54D

Imagery

There are no images of the places, it is just the pictures or logo of the airport.

there is nothing visually interesting which might lead the customer not keep searching or booking a flight.

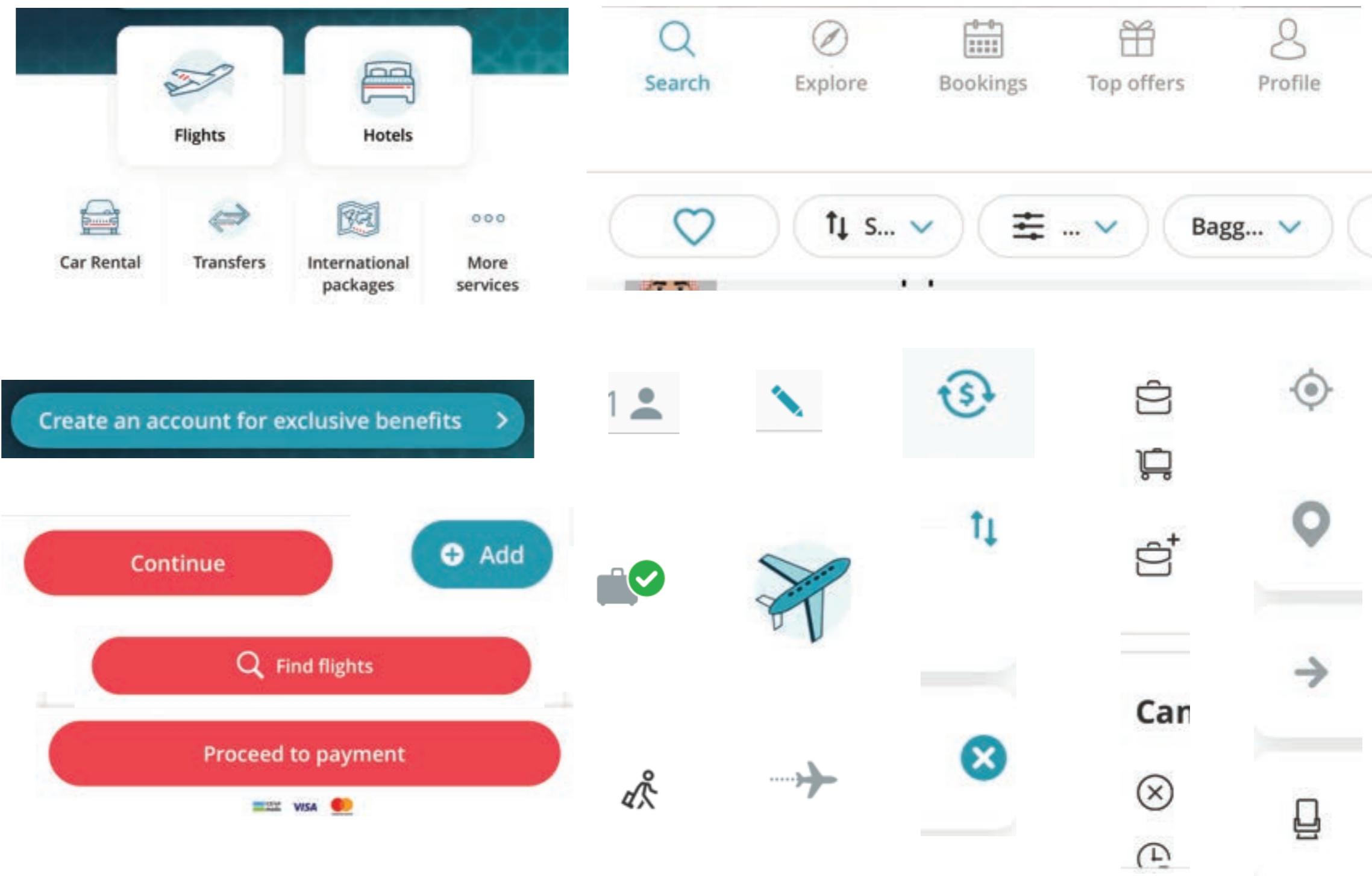


الجزيرة
Jazeera.



Icons and Buttons

Some of the icons are outlined and some of them are filled with color as well as illustration which doesn't show consistency on the design however, it matches with rounded buttons

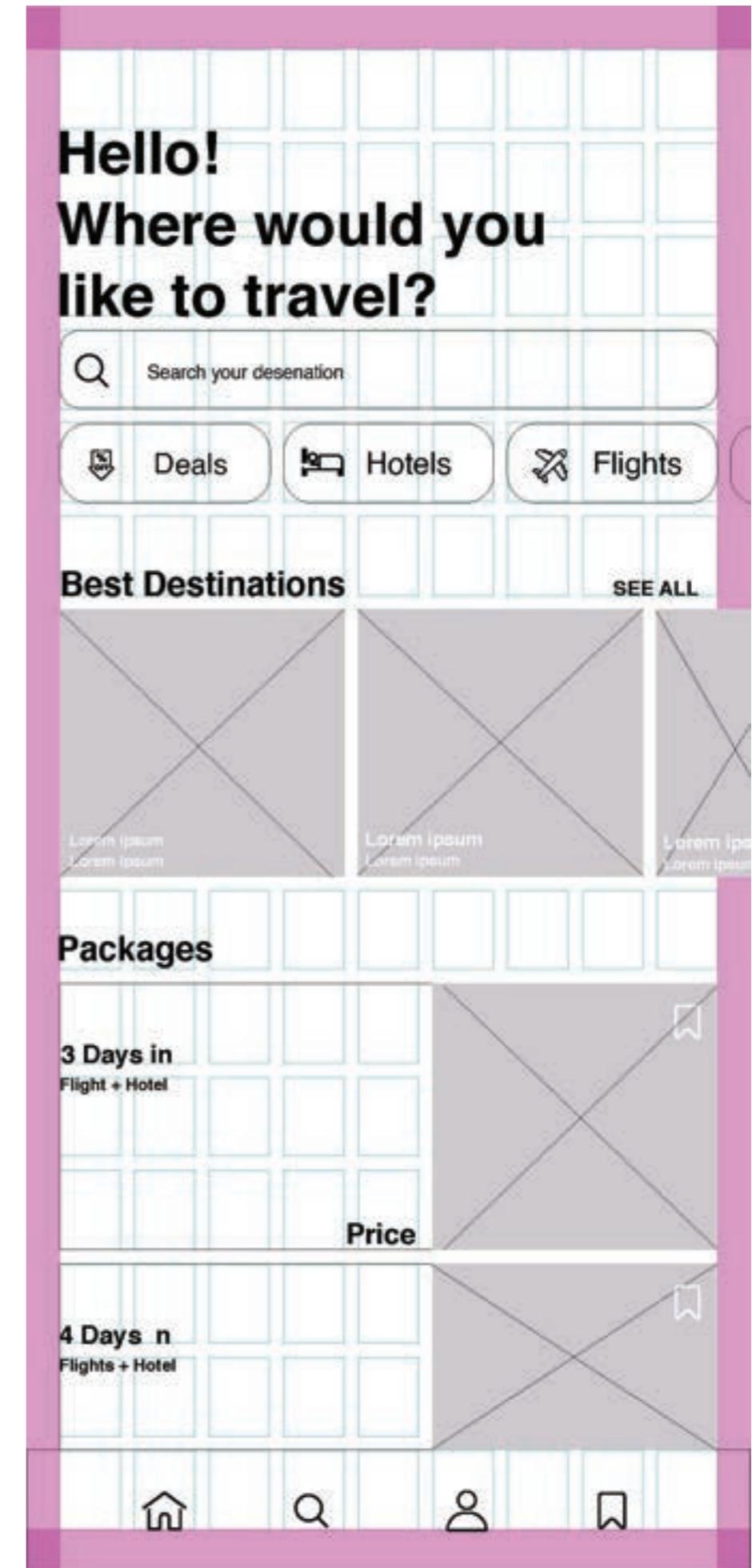
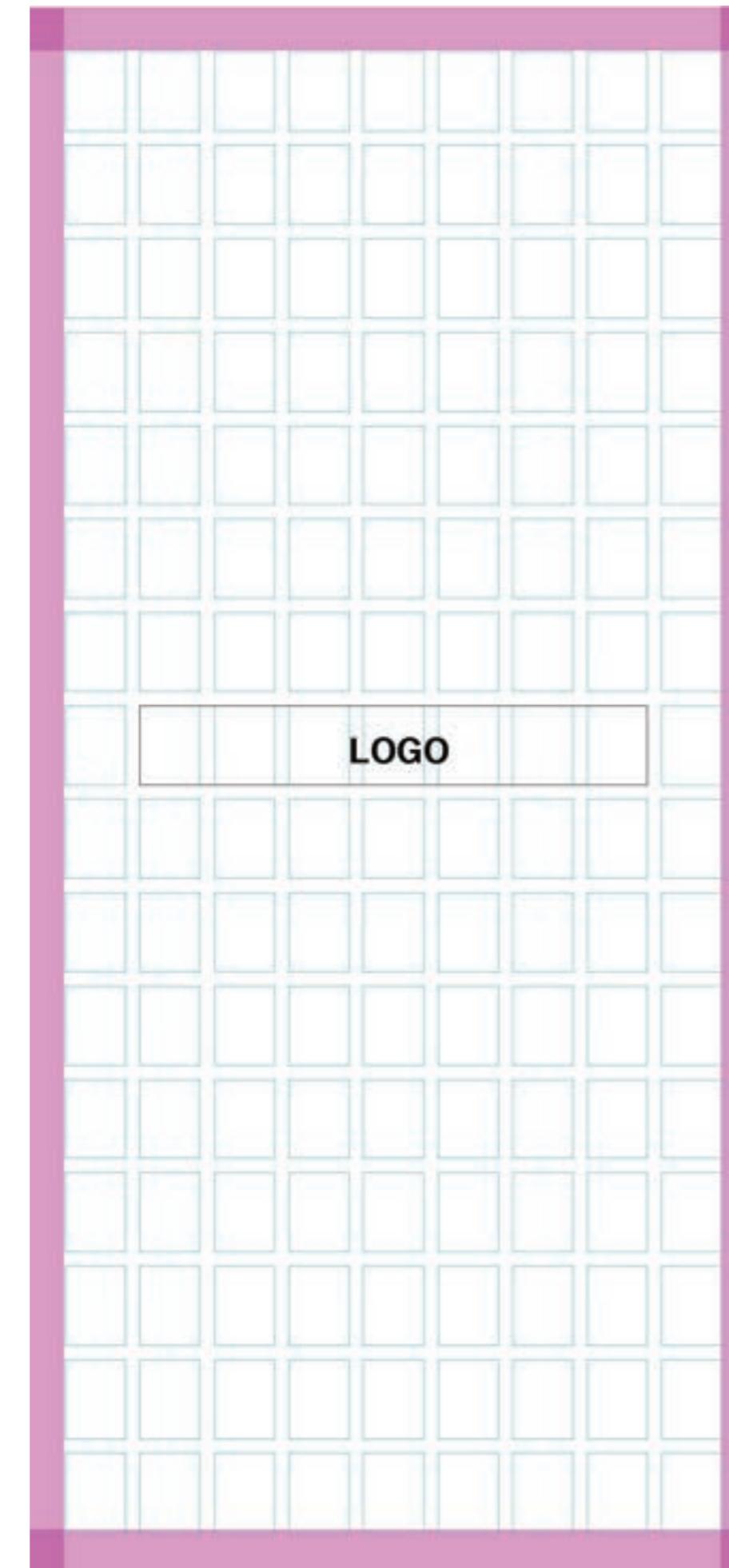


Wireframes

starting wireframing by applying the grid that includes 9 columns and 16 rows

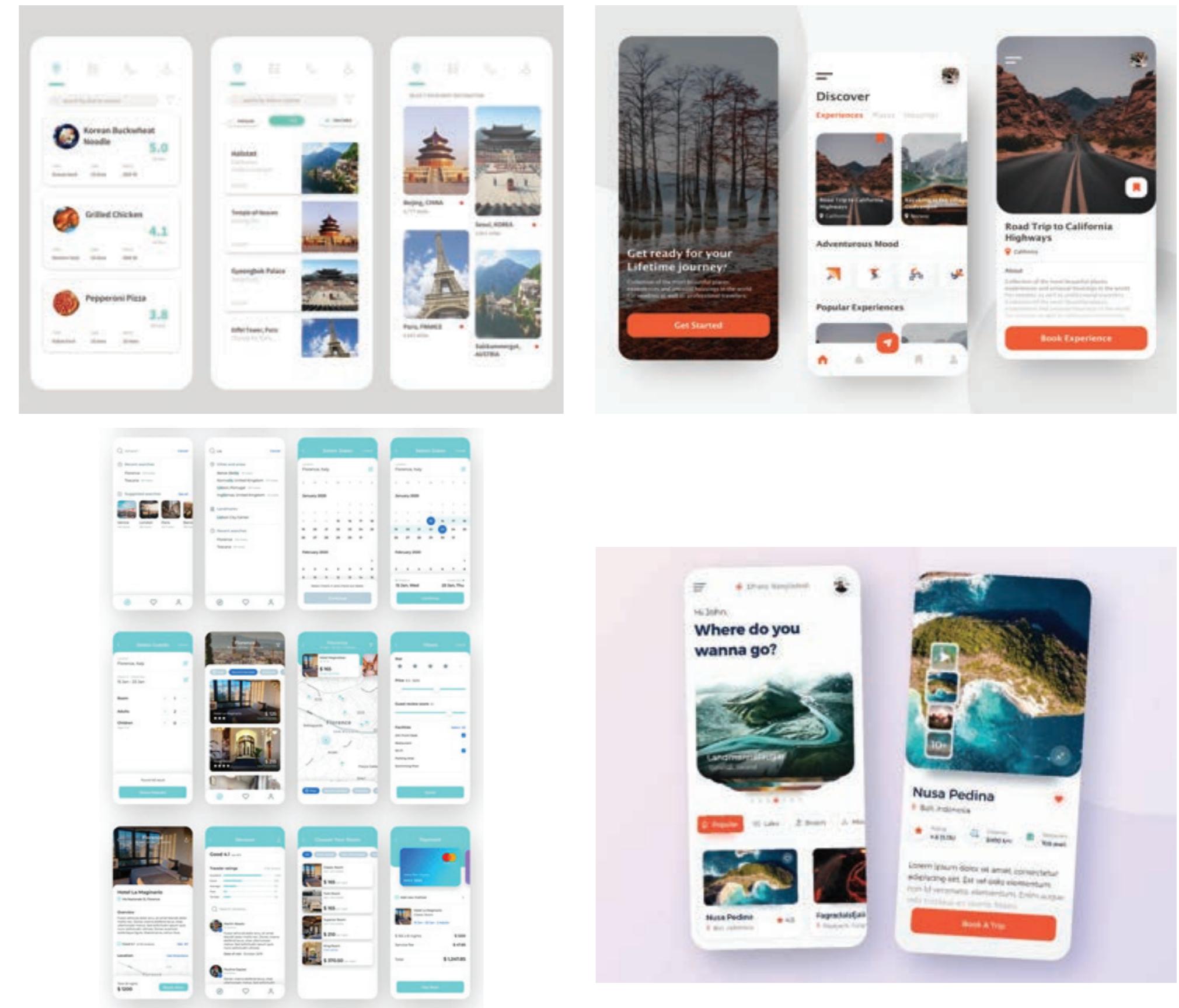
the width of the margins is 7mm

the width of the gutter is 3mm



Inspiration

For inspiration, I look out for modern design which mostly used rounded elements like card , buttons, icons and pictures. For modern look, between the elements, there is a room to breath which called white space, also in term of colors, it just stick with one color and take shades and tint from this color and used the grey for less important elements

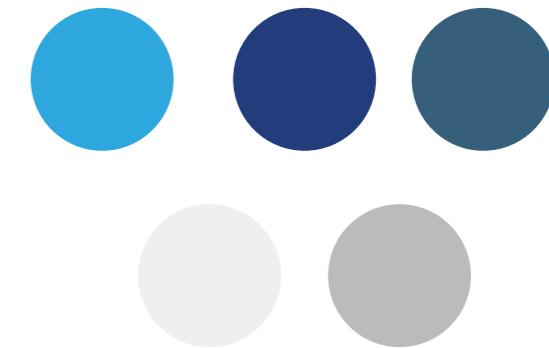


Conclusions

I will be go with Helvetica font, monocrmatic colors, and outlined and rounded icons as well as rounded button for clean and modern design

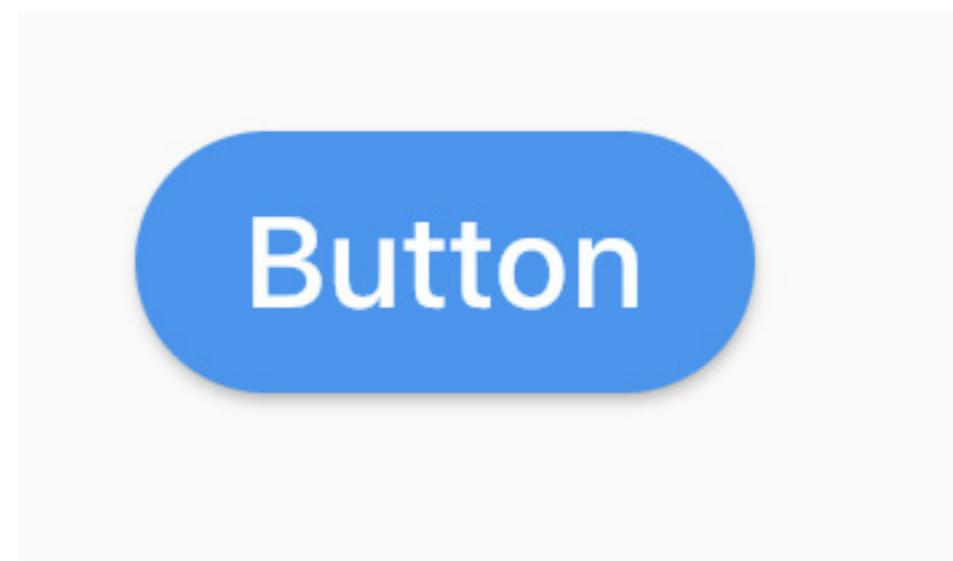
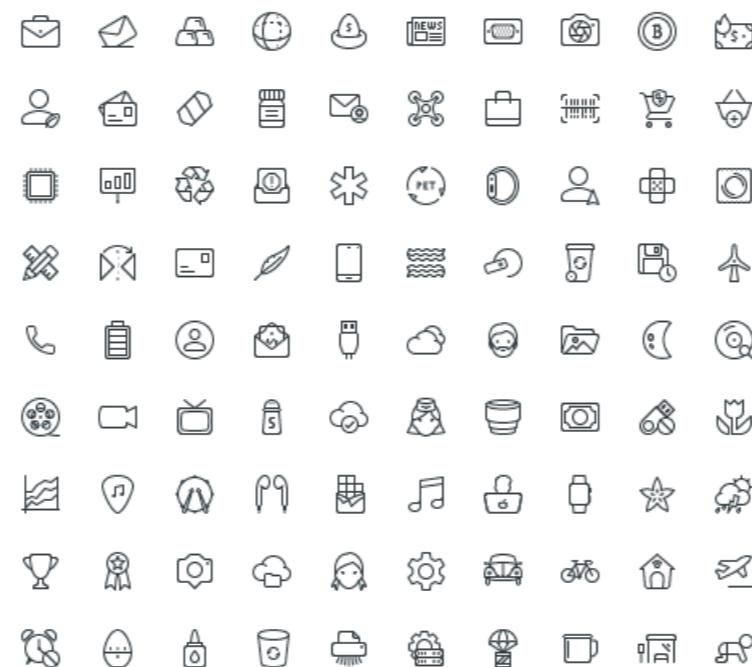
Typography

Colors



Icons

Buttons



What is Wireframes?

Wireframing is a process to make layout content and the structure before we add the visual elements. it used for see the functionality which rely on user goals

Types of wireframes?

Low-fidelity wireframes are basic visual representations of the webpage or app. they are rough sketches with no details to avoid any distraction ,created without any grid. It contains block shapes, and mock content—such as placeholder text as you can see in figure 1

Mid-fidelity wireframes are more clear and organized layout without adding a lot of details. The details are just the weights of typography and different shades of gray “to communicate the visual prominence of individual elements.” (Hannah) as you can see in the figure 2 in the left picture.

High-fidelity wireframes are final step which mostly shows the look and feel of an app or website “They normally include all the branding, copy, colors, logos, fonts, and graphics that will be part of the final product.” (mockups) as you can see in the figure 2 in the right picture.

Another example in figure 3 of the process of doing wireframe for a website.

Figure 1

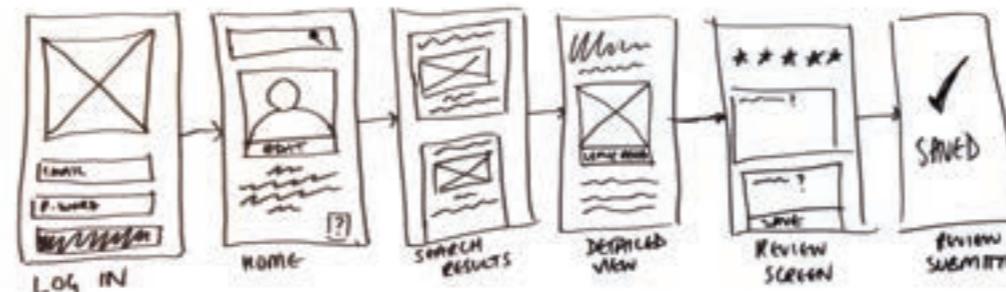


Figure 2

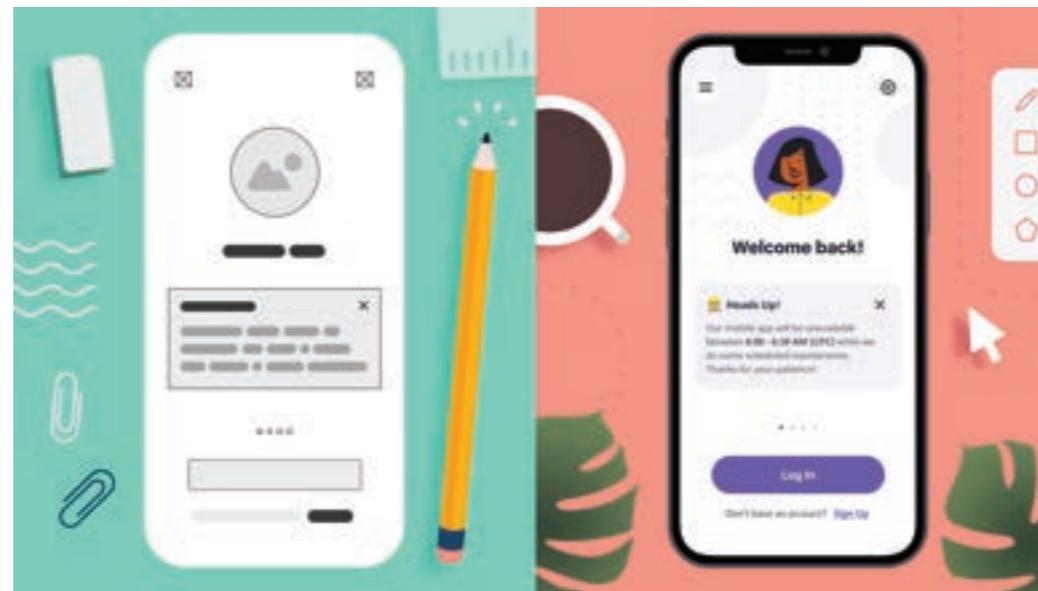
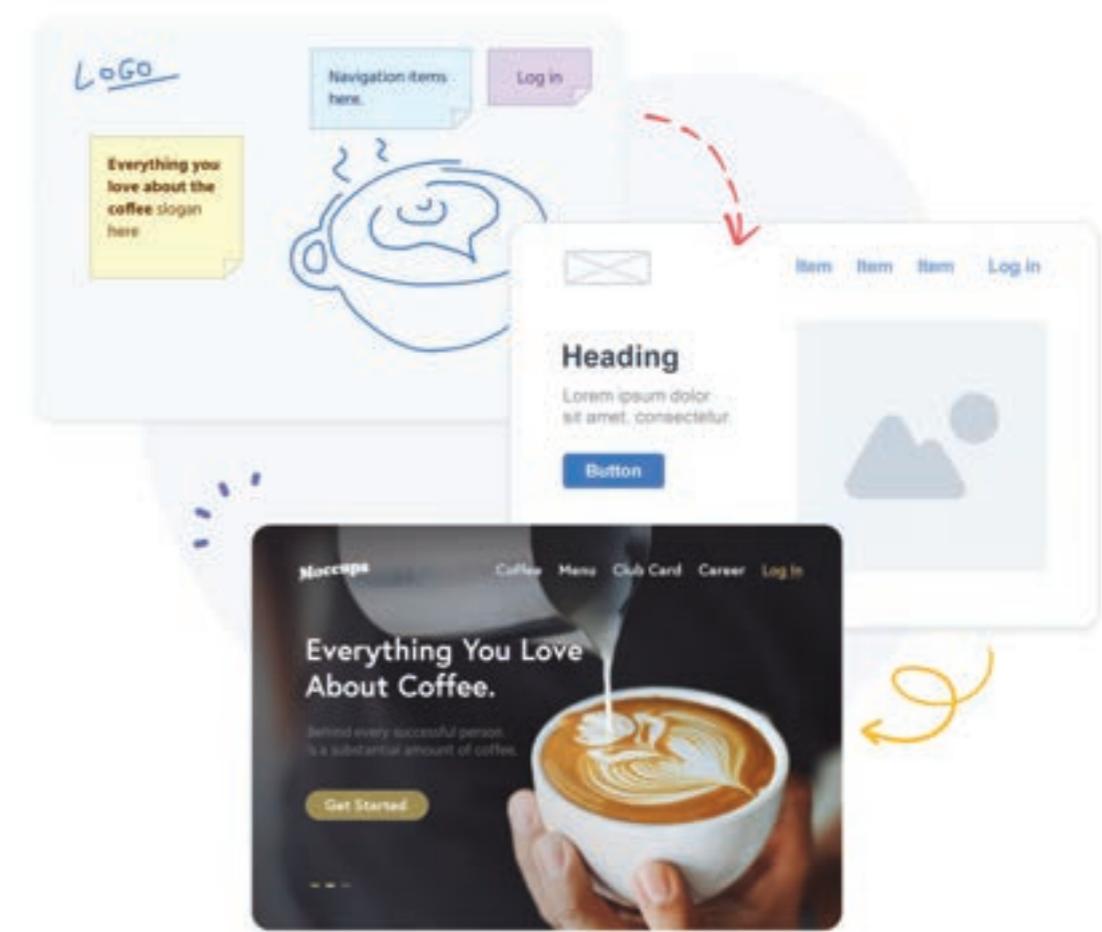


Figure 3



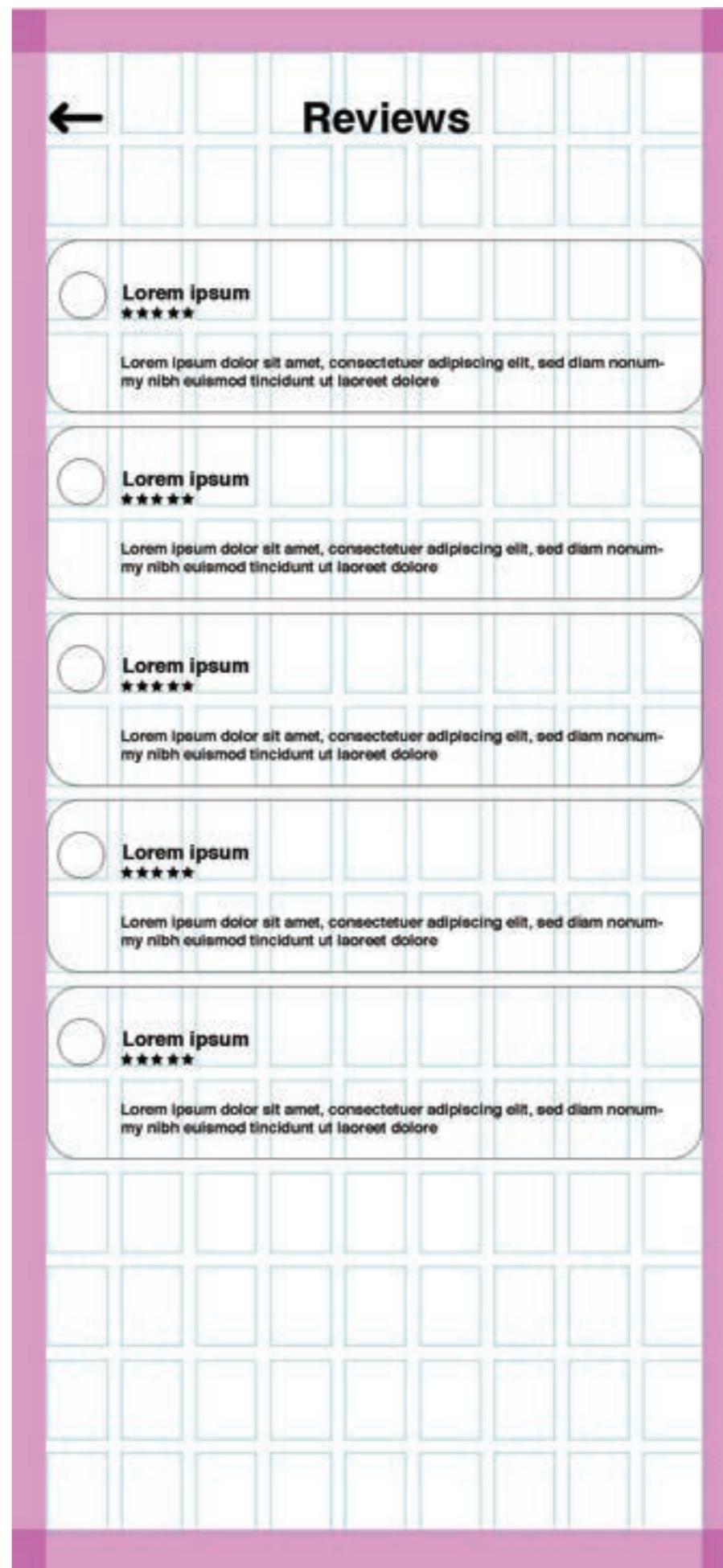
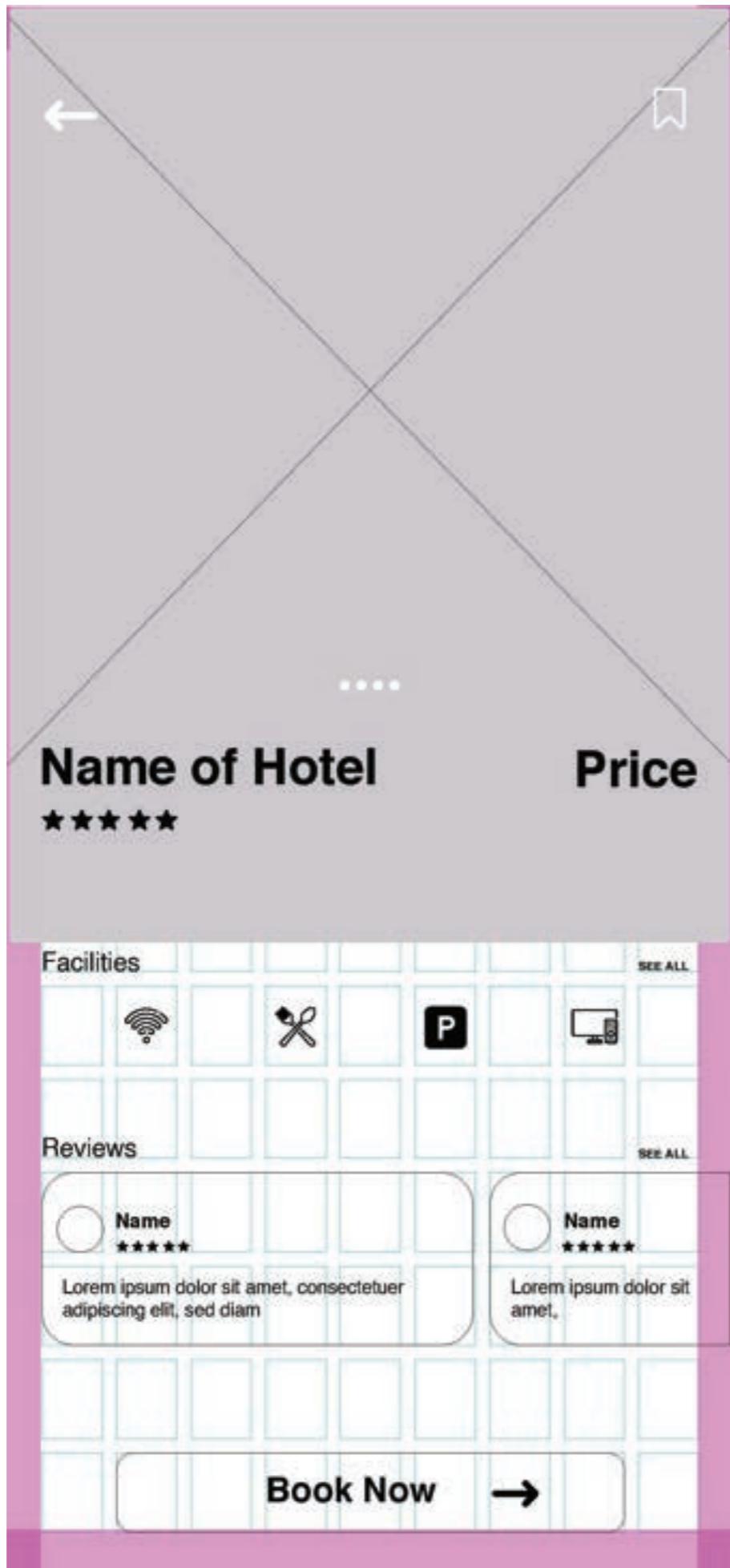
The wireframe illustrates a mobile application interface for hotel search and results.

Hotel search Screen:

- Header:** "Hotel search" with a back arrow icon.
- Where?**: Placeholder for destination input.
- Check In:** Date input field showing "Sat, June 11,2022".
- Check Out:** Date input field showing "Sat, June 18,2022".
- Rooms and Guests:**
 - Rooms:** Input field with value "1".
 - Adults:** Input field with value "1".
 - Children:** Input field with value "0".
- Search:** Search button.
- Popular Hotels:** Placeholder for a list of popular hotels, currently marked with a large "X".
- Bottom Navigation Bar:** Icons for Home, Search, User Profile, and Bookmarks.

Hotels Screen:

- Header:** "Hotels" with a back arrow icon.
- Price:** Placeholder for price filtering, currently marked with a large "X".
- Price:** Placeholder for price filtering, currently marked with a large "X".
- Price:** Placeholder for price filtering, currently marked with a large "X".
- Price:** Placeholder for price filtering, currently marked with a large "X".
- Price:** Placeholder for price filtering, currently marked with a large "X".
- Bottom Navigation Bar:** Icons for Home, Search, User Profile, and Bookmarks.



Guest information

Check In Check Out

Sat, June 11,2022 to Sat, June 18,2022

Your details

Full name

Email Address

+ 965 Phone Number

Next - Payment info →

Payment information

★ Rate our app to get a discount in your price >

Total Price : 295kd

Payment Method

 PayPal

 VISA

Cardholder's name

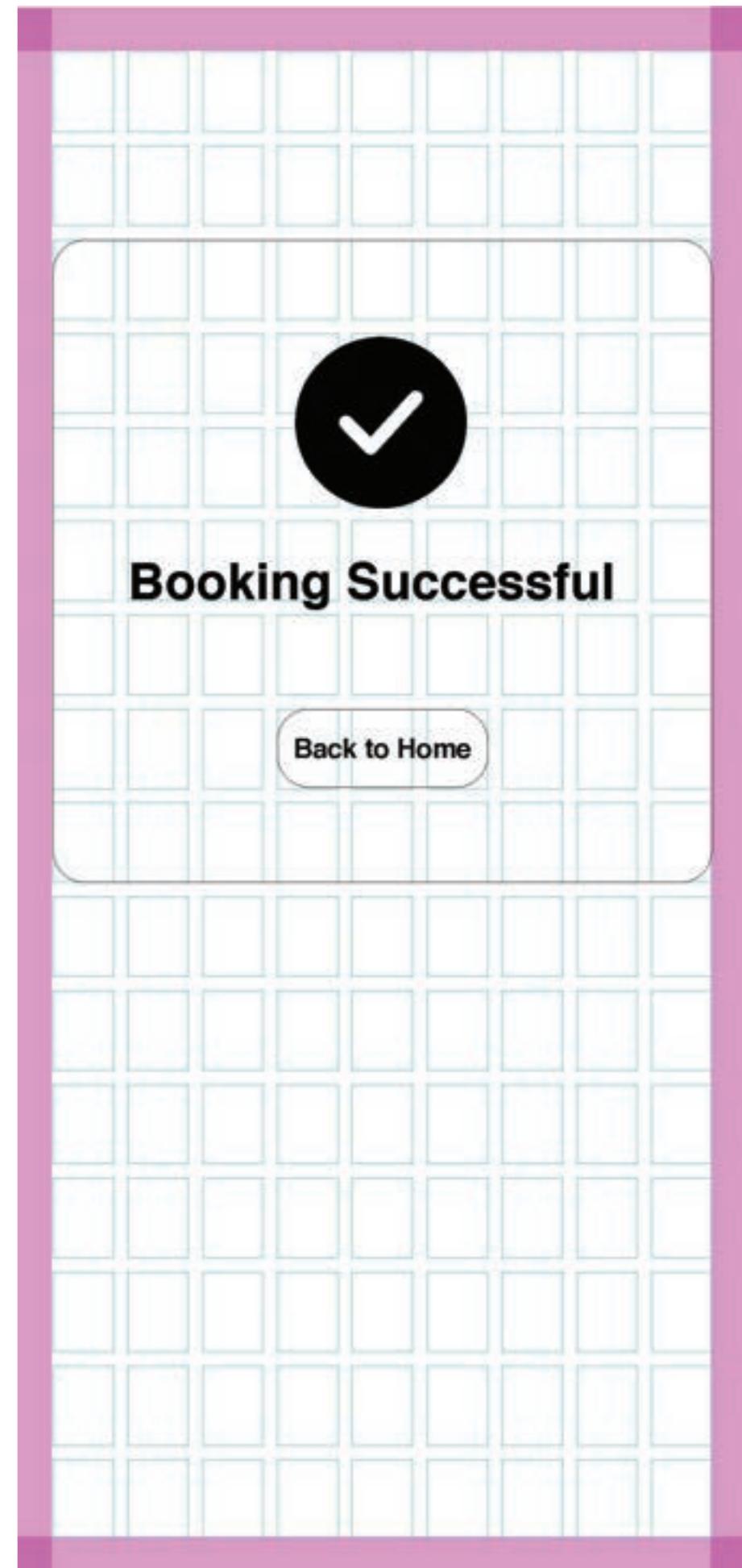
Card number

Expiry date

MM / YY

CVC

 Pay

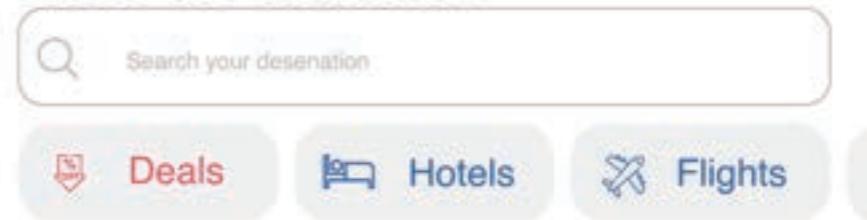


Final output

For minimalist design, I used monochromatic color of blue due to psychology of color that the blue color gives a sense of trust to the customer and I curved the borders to make the design look more friendly and modern.



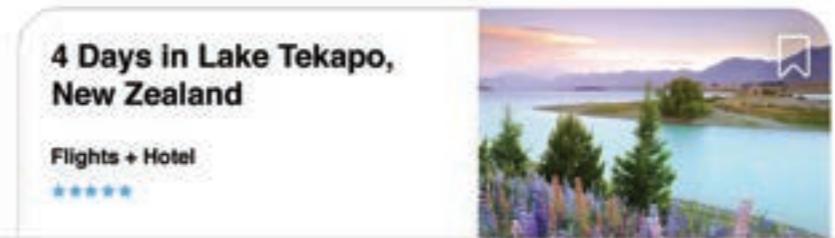
Hello!
Where would you
like to travel?



Best Destinations



Packages



Hotels

Relais du louvre Hotel
📍 303m nearby
 5 stars

Timhotel le Louvre Hotel
📍 240m nearby
 3 stars

Du Palais Royal Hotel
📍 294m nearby
 5 stars

Tonic du louvre Hotel
📍 447m nearby
 3 stars

L'Horset Opera Hotel
📍 993m nearby

Hotel search

Where?  Louvre Museum, Paris

Check In  Mon, June 11, 2022

to  Tue, June 12, 2022

Rooms and Guests

 Rooms - +

 Adults - +

 Children - +

[Search](#)



Burj Al Arab, Dubai
5 stars



Oyster Box, South Africa
5 stars



Explora
5 stars

The image shows a mobile application interface for booking a hotel room. At the top is a large image of a hotel room with a double bed, a small sofa, and a wooden coffee table with a laptop and some papers. Below the image, the hotel's name is displayed as "Relais du louvre Hotel" with a five-star rating. To the right of the name is the price "295kd". Underneath the name, there is a section titled "Facilities" with icons for Wi-Fi, dining, parking, and a computer. Below that is a "Reviews" section showing two snippets of reviews from users. At the bottom is a large blue "Book Now" button with a white arrow pointing to the right.

The image shows a "Reviews" page with a back arrow at the top left. The page lists five reviews, each in a rounded rectangular box. Each review includes a small profile picture, the name "Lorem ipsum", a five-star rating, and a short snippet of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore".

← Guest information

Check In

Sat, June 11, 2022

Check Out

Sat, June 18, 2022

to

Your details

Full name

Email Address



+ 965

Phone Number

Next - Payment info →

← Payment information

Rate our app to get a discount in your price >

Total Price : 295kd

Payment Method

 PayPal VISA

Cardholder's name

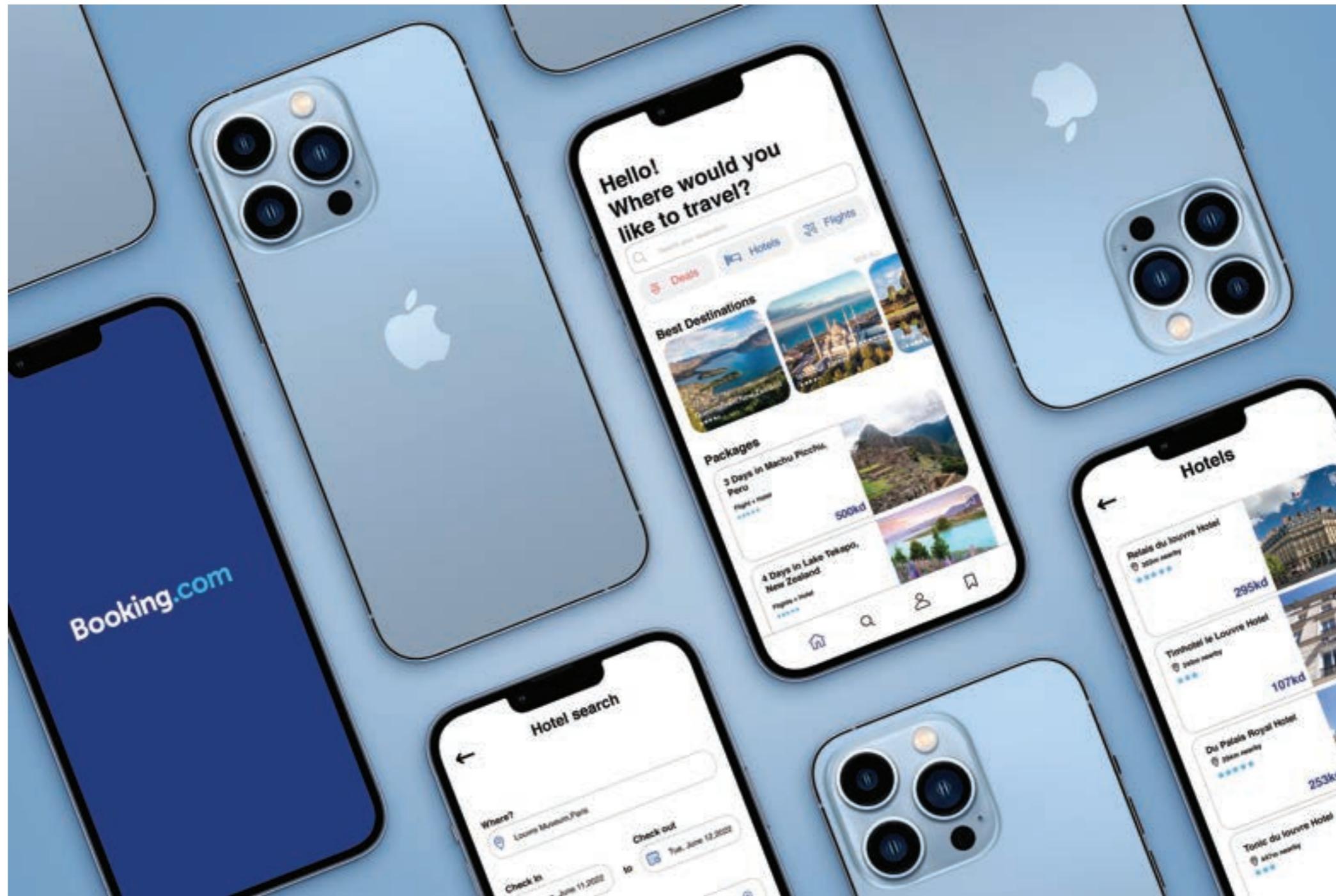
Card number

Expiry date

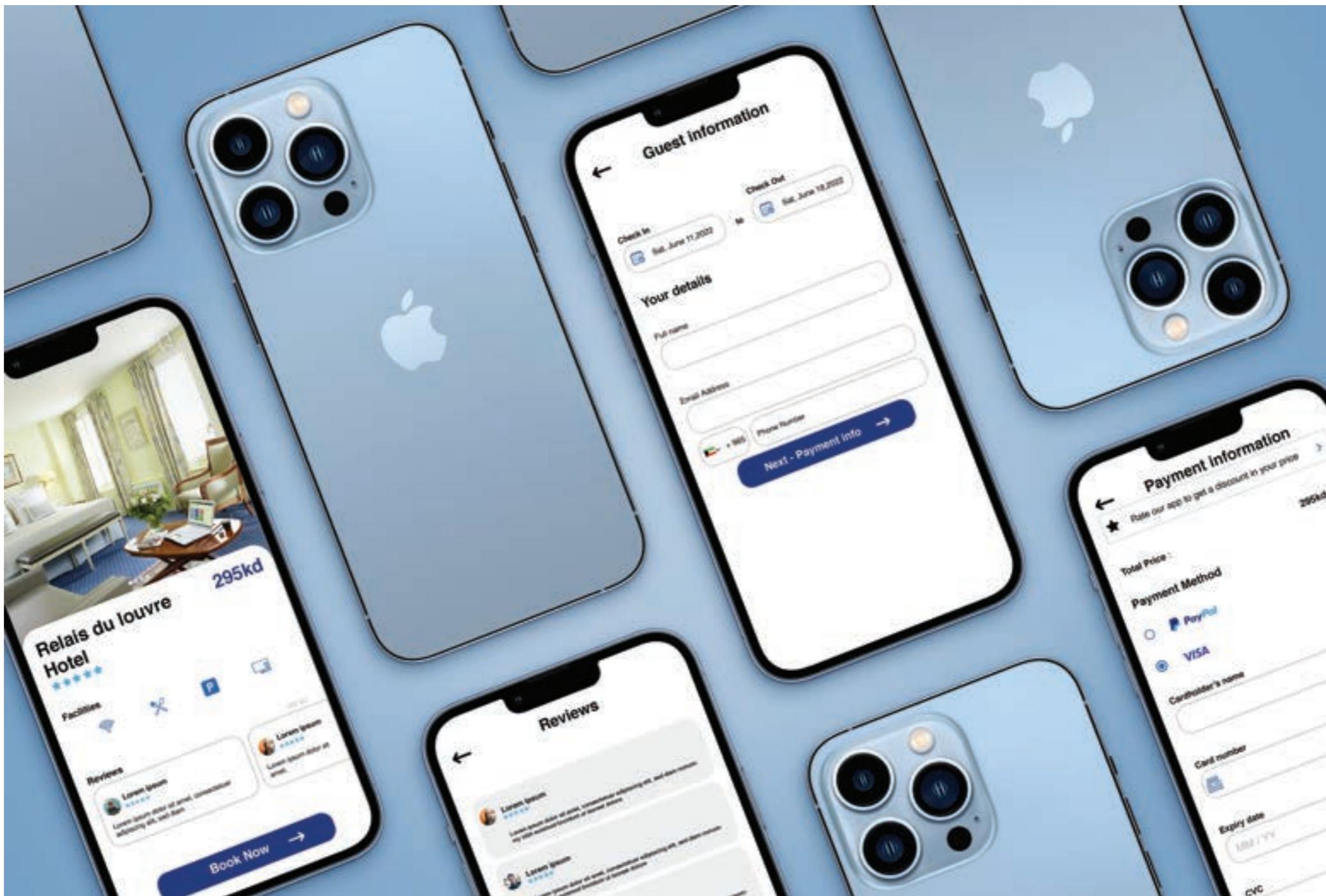
 MM / YY

CVC

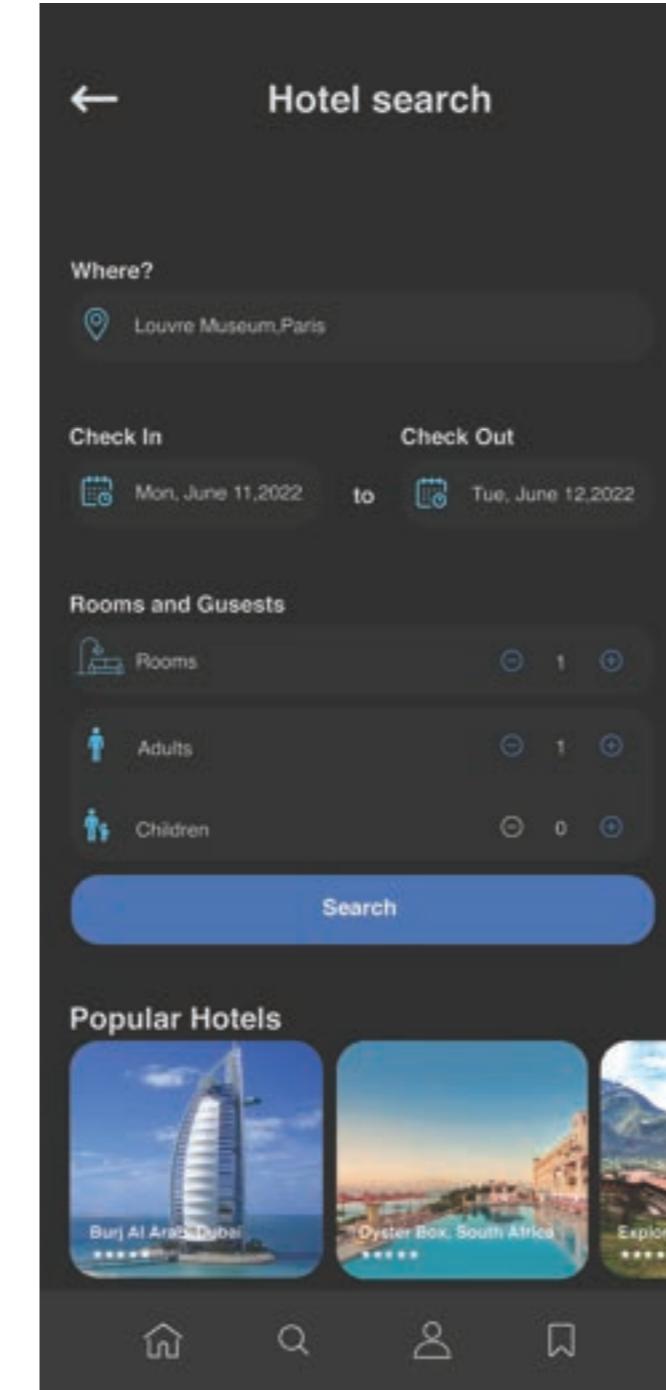
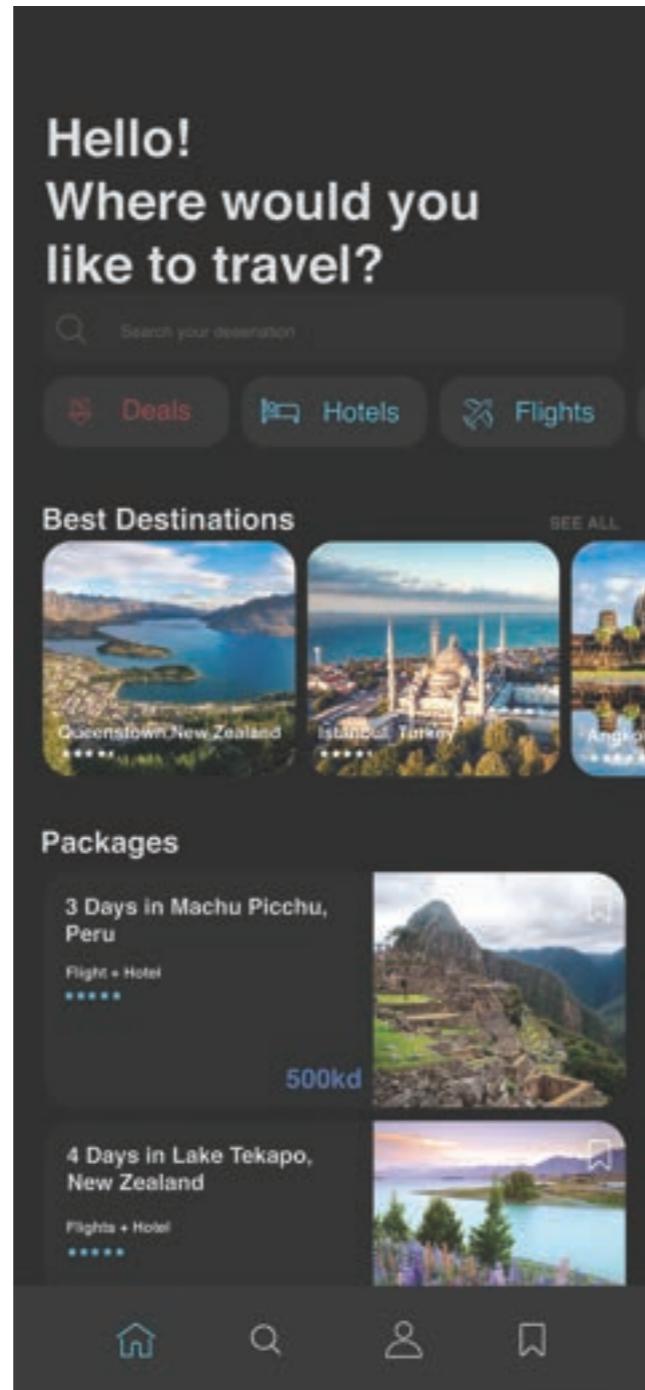
Pay**Booking Successful****Back to Home**

iPhone 13 Pro Max Mockup part 1

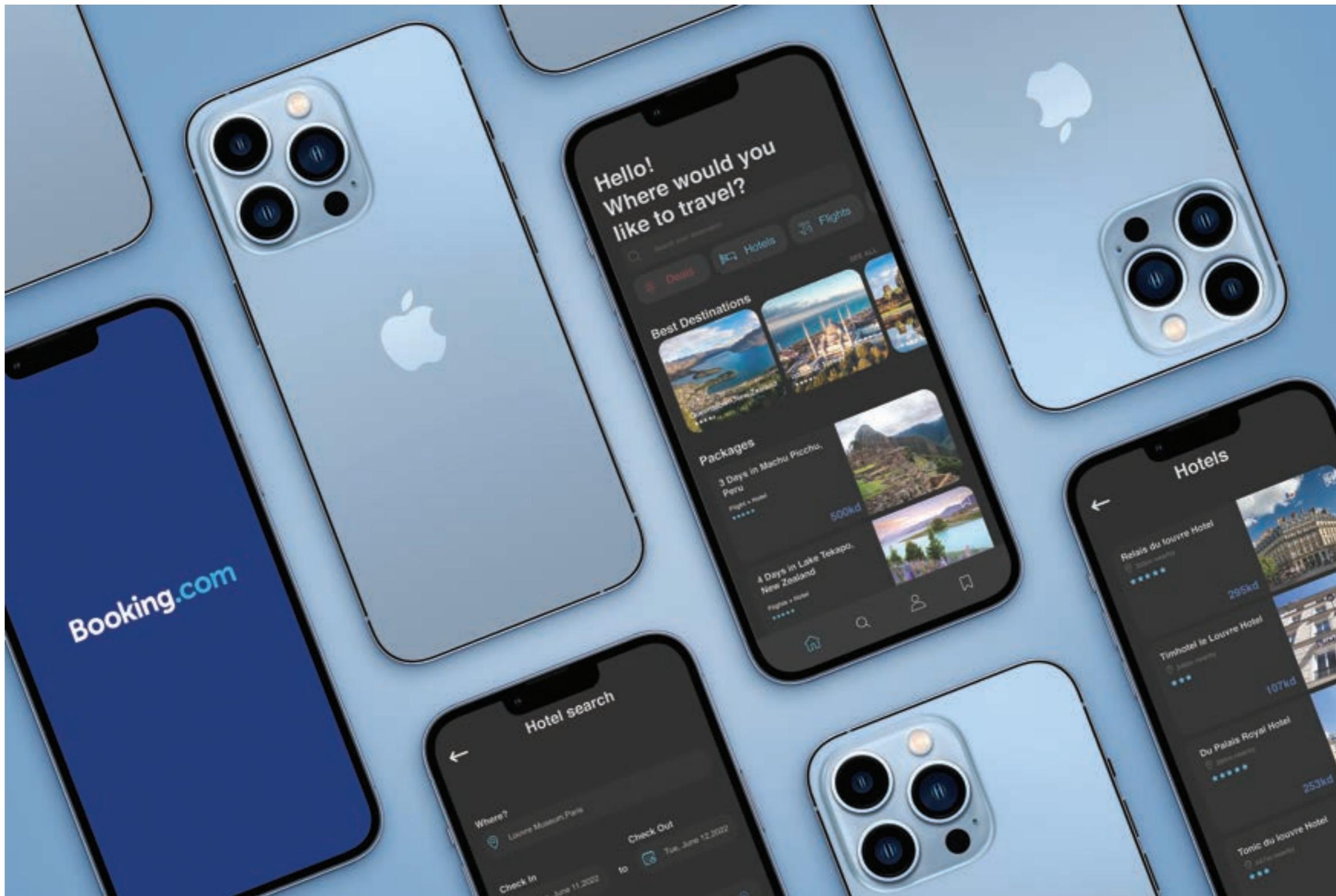
iPhone 13 Pro Max Mockup part 2



Dark mode version

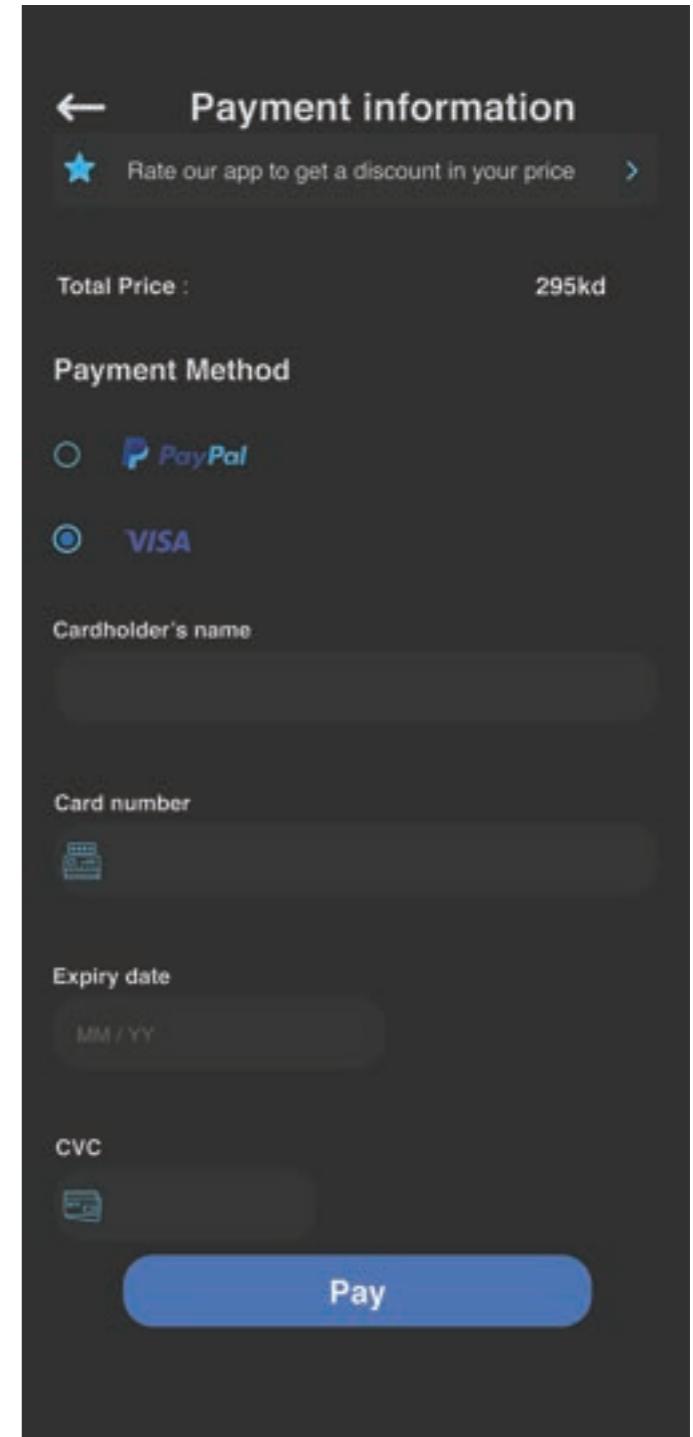
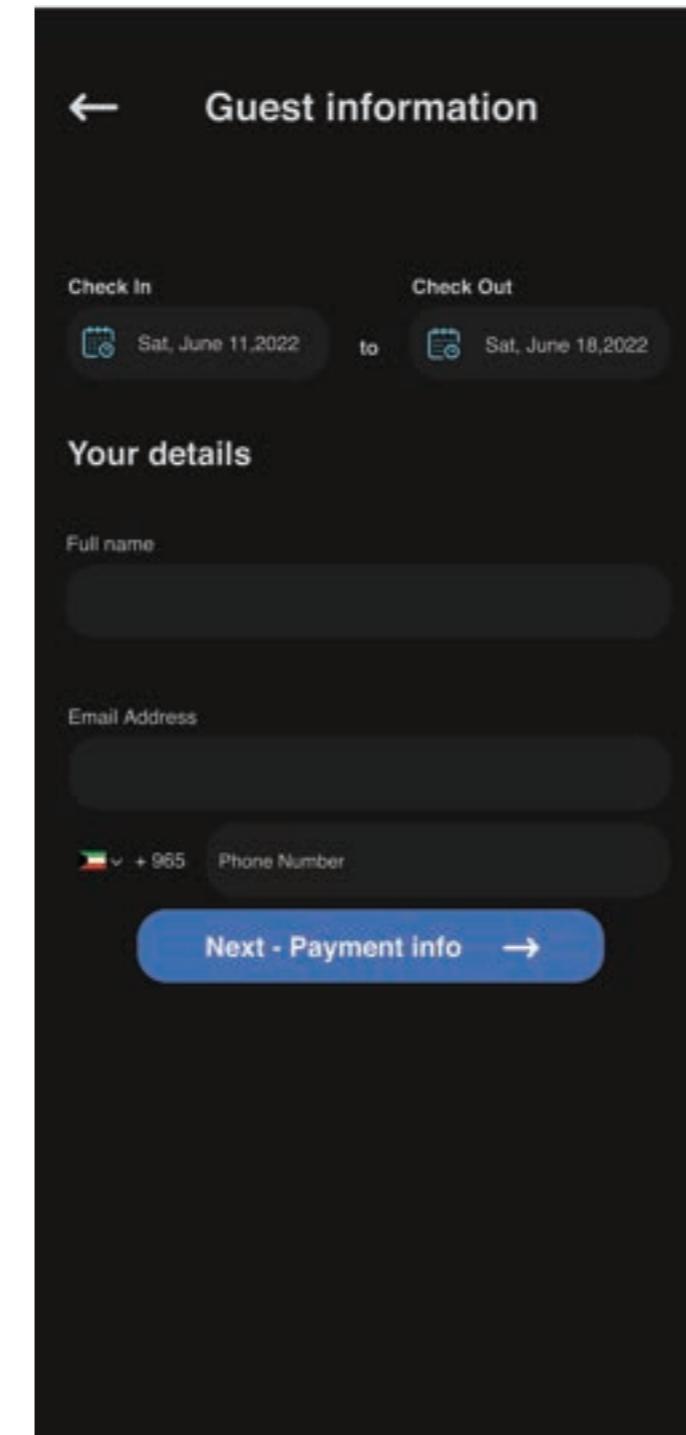
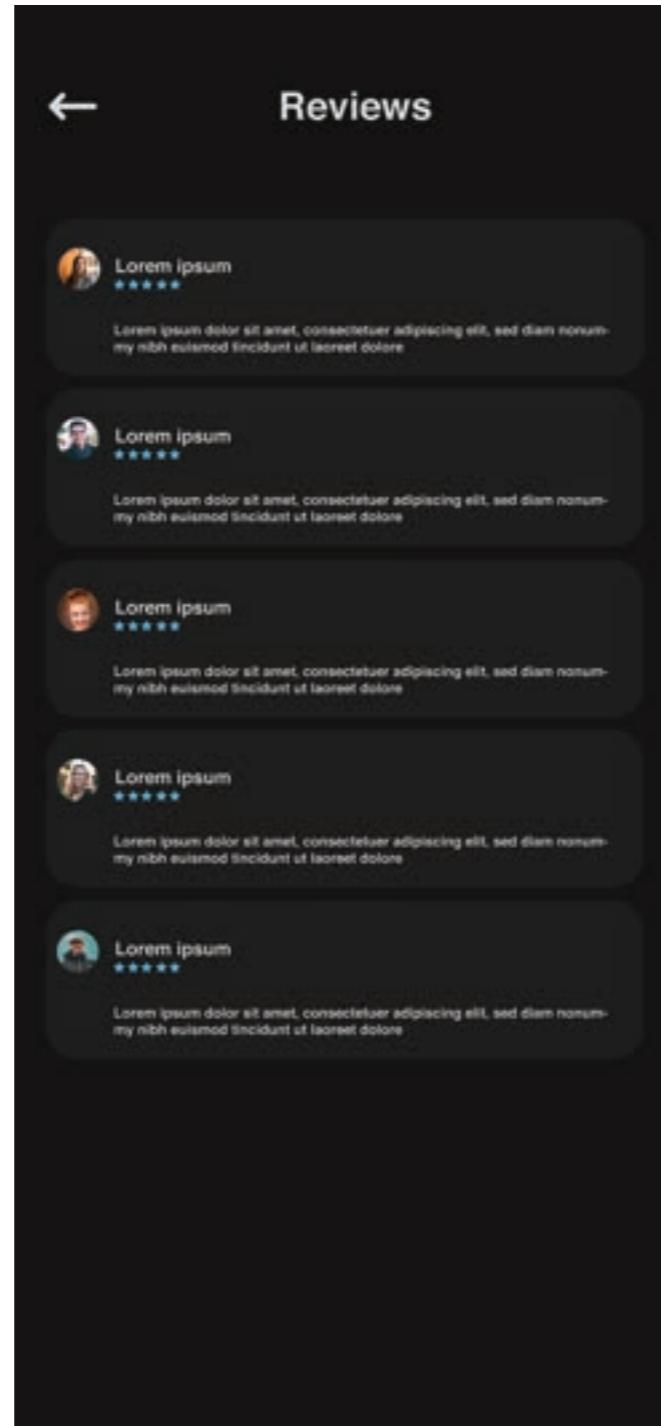
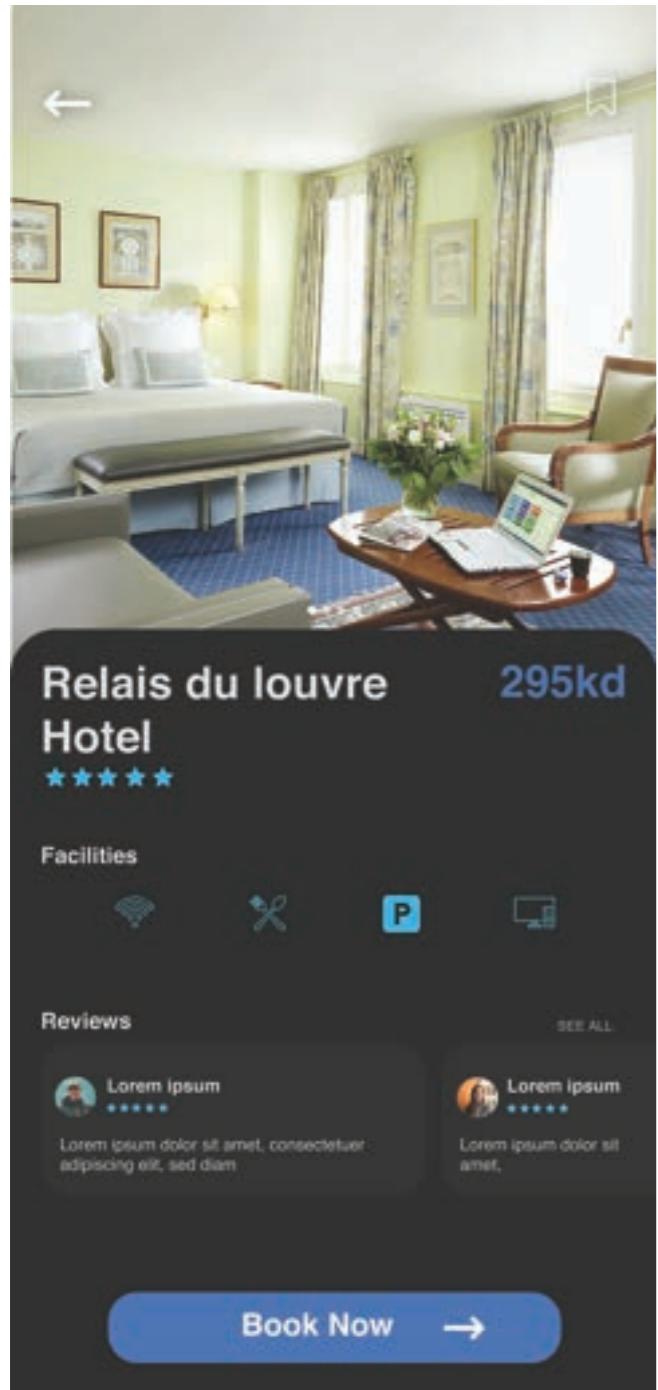


iPhone 13 Pro Max Mockup part 1 with Dark-Mode



iPhone 13 Pro Max Mockup part 1 with Dark-Mode

Dark mode version



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