**Project Title: Echoes of India – Cultural Heritage Digital Platform**

**Submitted by prof. Amit sengarz**

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**Project Role as a Designer**

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**Design objective**

"Echoes of India" is a culturally immersive digital platform designed to celebrate and preserve India's diverse heritage. As the lead designer, my primary responsibility was to craft an engaging, accessible, and culturally authentic user experience. The platform includes virtual heritage tours, artisan showcases, and AI-driven recommendations—each presented through a user interface that harmonizes traditional Indian design elements with modern usability standards.

From wireframing and prototyping to high-fidelity mockups, I focused on visual storytelling that evokes emotion and curiosity. Colors, typography, icons, and layouts were all inspired by regional art and culture, ensuring that the design itself becomes a vessel of heritage. Usability testing and iterative improvements helped refine the experience for a wide range of users.

The primary objectives from a design perspective were:

* Cultural Authenticity: Ensure that visual elements reflect the diversity of Indian traditions and regions.
* User Engagement: Create an intuitive and emotionally compelling experience that encourages exploration.
* Accessibility and Usability: Make the interface friendly for all users, regardless of age or tech familiarity.
* Responsive Design: Ensure smooth performance and consistency across devices (mobile, tablet, desktop).

**Scalability**:

Design components that can grow with the platform as more cultural data and features are added.

**Design Process**

1. **Research & Inspiration**

The first step involved deep research into Indian art, architecture, regional aesthetics, and cultural symbolism. I explored folk art styles like Madhubani, Warli, and Pattachitra, as well as historical monuments and textiles, to draw inspiration for color palettes, iconography, and layout elements.

2. **Wireframing and User Flow**

Low-fidelity wireframes were created to visualize user journeys—from landing on the homepage to exploring a virtual tour or artisan showcase. Clear navigation and minimal cognitive load were key priorities.

3. **Visual Design**

A warm, earthy color palette was chosen to reflect tradition and authenticity—reds, indigos, mustards, and greens inspired by Indian textiles and nature. Typography was selected to balance modern readability with a hint of traditional elegance. Custom icons and textures were created .

4. **Prototyping and User Testing**

Interactive prototypes were developed using tools like Figma, allowing for early feedback from peers and target users. Several design iterations were made to refine readability, contrast, and click/tap behaviors.

5. **Responsive Layouts**

Using a grid system, components were designed to adjust fluidly across screen sizes. Mobile-first design principles ensured performance and usability across all devices

**Conclusion**

The design of Echoes of India goes beyond aesthetics—it serves as a bridge between the digital world and centuries of tradition. Through thoughtful design, this project successfully transforms cultural exploration into an intuitive and memorable journey, proving that design can preserve the past while inspiring the future.