

dhṛīṣṭī



# *meaning*

*Drishti* (दृष्टि) is a Sanskrit word that translates to "vision," "perspective," or "sight." It represents the ability to perceive, understand, and observe with clarity.





## *concept*

*Drishti is a digital platform that showcases India's diverse cultural and historical heritage. It offers insights into each state's traditions, architecture, cuisine, music, and more, creating an immersive and authentic experience for tourists and culture enthusiasts.*

## *problem statement*

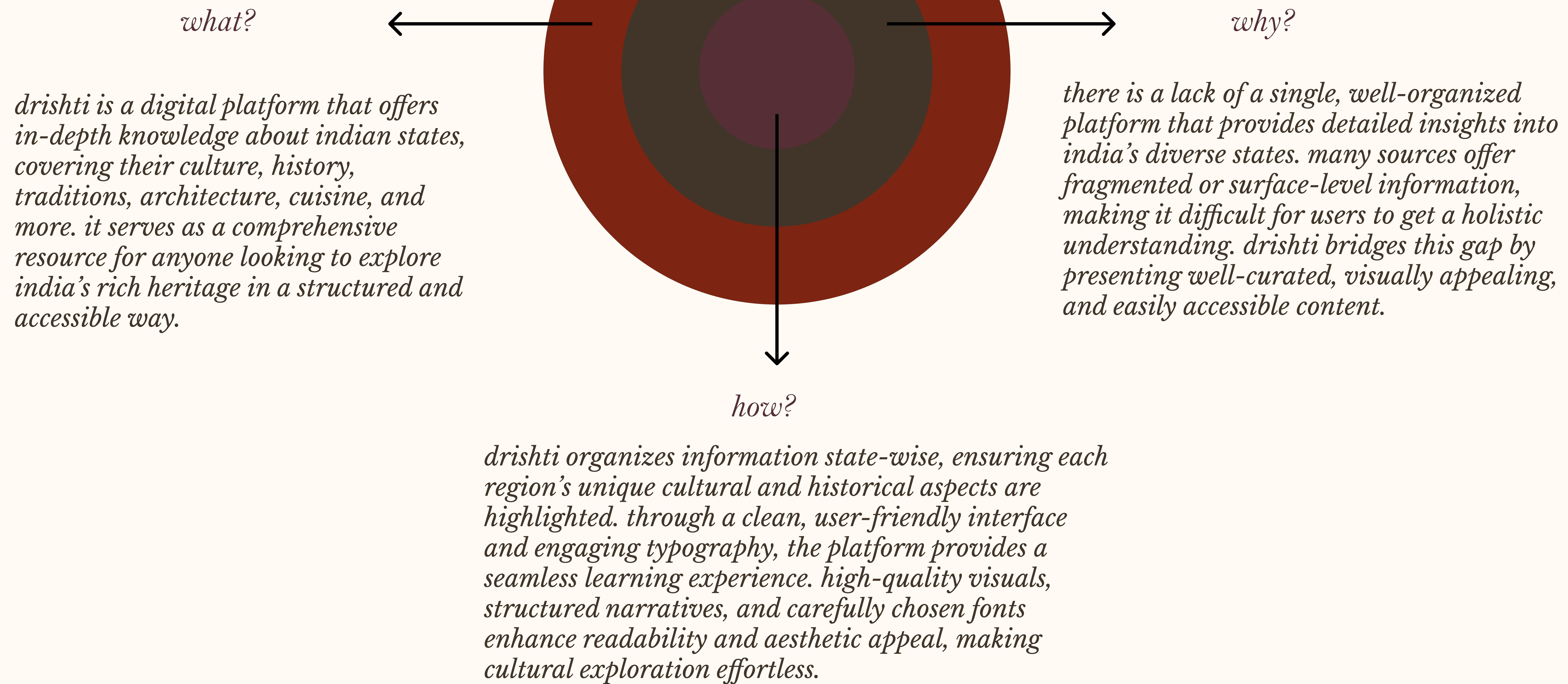
*India is a land of diverse cultures, languages, and traditions, yet comprehensive and accessible knowledge about each state's unique identity remains scattered and inconsistent. Many individuals struggle to find reliable, well-structured information about different states, including their history, heritage, art, and way of life.*

*Drishti aims to bridge this gap by offering a platform where people can explore and understand the rich cultural fabric of Indian states in a visually engaging and informative way.*

# *Drishti: our solution*

1. *Drishti serves as a digital archive that presents verified and well-researched insights about each Indian state, ensuring accuracy and depth.*
2. *The platform offers a user-friendly interface, allowing users to easily navigate and explore India's cultural, historical, and traditional aspects without barriers.*
3. *Rather than fragmented facts, Drishti weaves narratives that bring the past and present of each state to life, fostering a deeper connection with India's heritage.*
4. *Aesthetic and structured visuals make learning immersive, ensuring that culture is not just read but experienced.*

# *golden rule*



# *target audience*

## Demographic

- *Age Group: 16 - 50 years*
- *Education Level: High school students, college students, researchers, travelers, and history enthusiasts*
- *Occupation: Students, educators, cultural enthusiasts, historians, travel bloggers, and professionals interested in Indian heritage*
- *Income Level: Middle to upper-class individuals with access to digital platforms*

## Psychographics

- *Personality Traits: Curious, knowledge-seeking, culturally aware, and appreciative of heritage*
- *Values & Beliefs: Strong inclination toward learning about history, traditions, and diverse cultures; values authenticity and storytelling*
- *Lifestyle: Enjoys reading, traveling, visiting museums, and participating in cultural events*
- *Motivations: Desire to explore India's rich history and traditions, deepen cultural understanding, and discover lesser-known facts about states*

## Behavioral Traits

- *Interests: Indian culture, history, architecture, traditions, travel, and heritage exploration*
- *Online Behavior: Engages with educational content, cultural blogs, travel websites, and documentary-style videos*
- *Engagement Level: Seeks in-depth knowledge, prefers interactive and visually appealing platforms, values authenticity in information*
- *Tech-Savviness: Comfortable using digital platforms and social media for research and exploration*

## Geographical

- *Primary Audience: India (urban and semi-urban regions with high digital literacy)*
- *Secondary Audience: Global audience with an interest in Indian heritage (NRIs, cultural researchers, foreign travelers, and students studying Indian history)*

*competitors*

Incredible!ndia

Cultural India



WIKIPEDIA

### *Incredible India (Government Initiative)*

- *focus: tourism promotion, covering indian heritage, culture, and travel destinations.*
- *strengths: official government backing, credibility, extensive tourism resources.*
- *limitations: primarily focuses on tourism rather than deep cultural exploration.*

### *Wikipedia (India-Related Pages)*

- *focus: general knowledge about indian history, states, and culture.*
- *strengths: extensive information, crowd-sourced updates, and multilingual availability.*
- *limitations: can contain inconsistent or unauthenticated information, lacks a visually appealing and immersive storytelling format.*

### *Indian Heritage Portal (Indira Gandhi National Centre For The Arts)*

- *focus: archival data, historical manuscripts, and traditional knowledge systems.*
- *strengths: rich in primary sources, well-researched material.*
- *limitations: more academic in nature, less user-friendly for casual visitors.*

### *culturalindia.net*

- *focus: indian history, festivals, traditions, art, and famous personalities.*
- *strengths: well-structured content covering multiple cultural aspects.*
- *limitations: lacks an engaging, modern ui and interactive elements*

# *drishti's competitive edge*

## *1. holistic cultural perspective*

*unlike travel-focused platforms, drishti unfolds the essence of each indian state, covering its history, art, traditions, architecture, festivals, languages, literature, and cuisine—creating a complete cultural repository.*

## *2. aesthetic & user-centric design*

*drishti isn't just informative; it's visually captivating and easy to navigate. the platform's elegant typography, structured layout, and interactive elements ensure a seamless user experience.*

## *3. knowledge beyond travel*

*while competitors primarily focus on tourist attractions, drishti is designed for history enthusiasts, students, researchers, and culture lovers who want to understand india beyond itineraries.*

## *4. authentic & well-curated content*

*every piece of information on drishti is thoroughly curated from credible sources, ensuring depth, accuracy, and storytelling that connects the past with the present.*

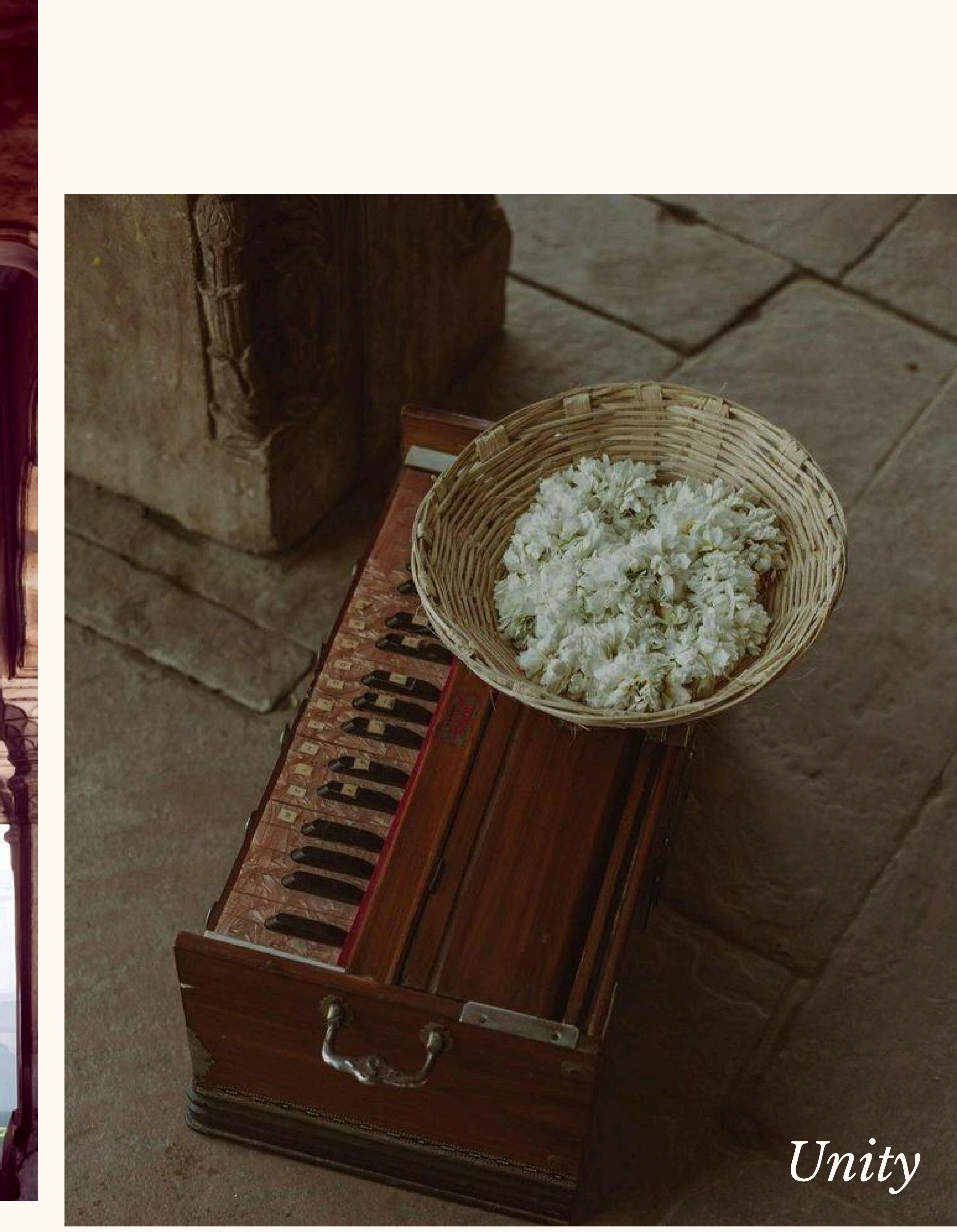
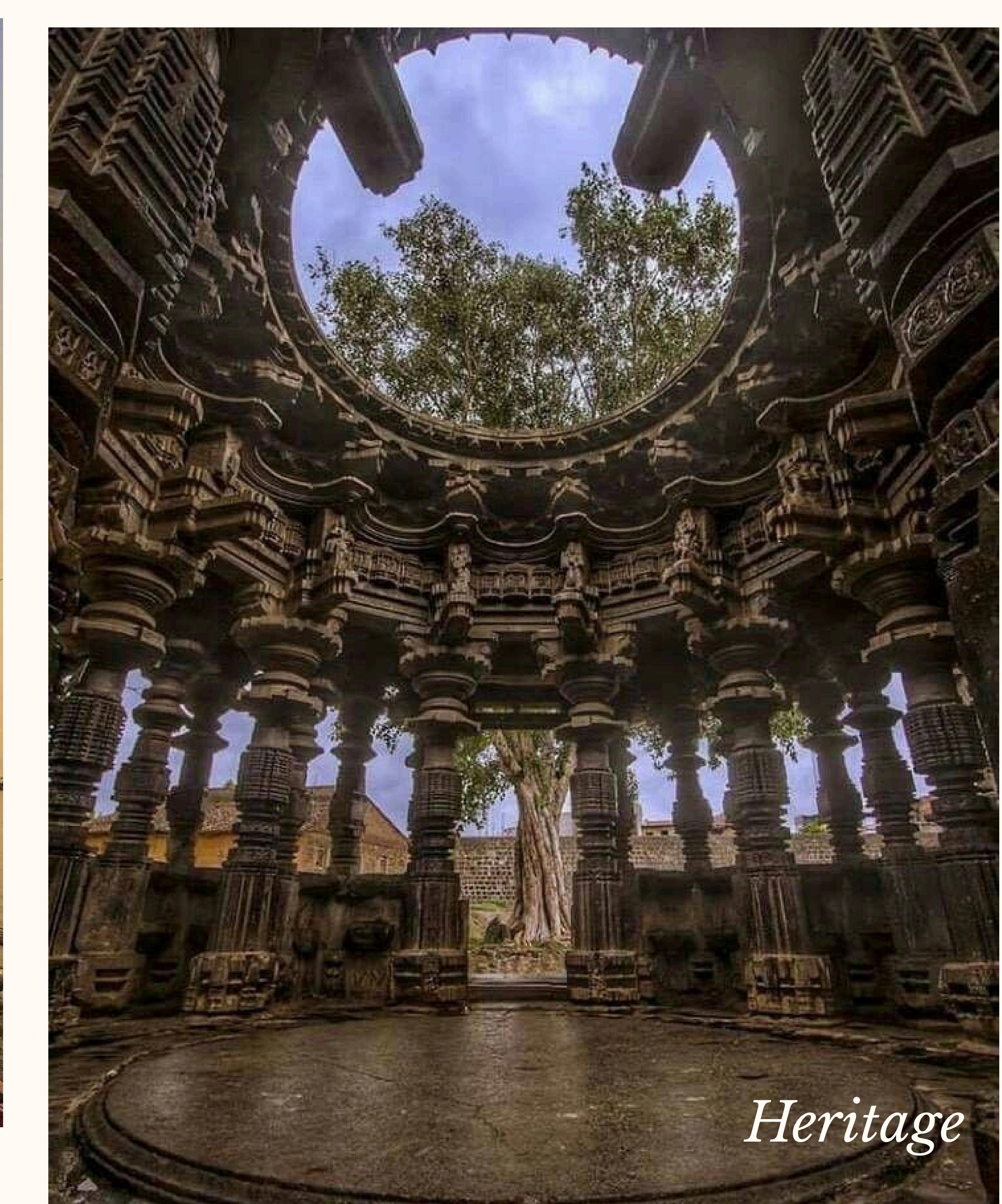
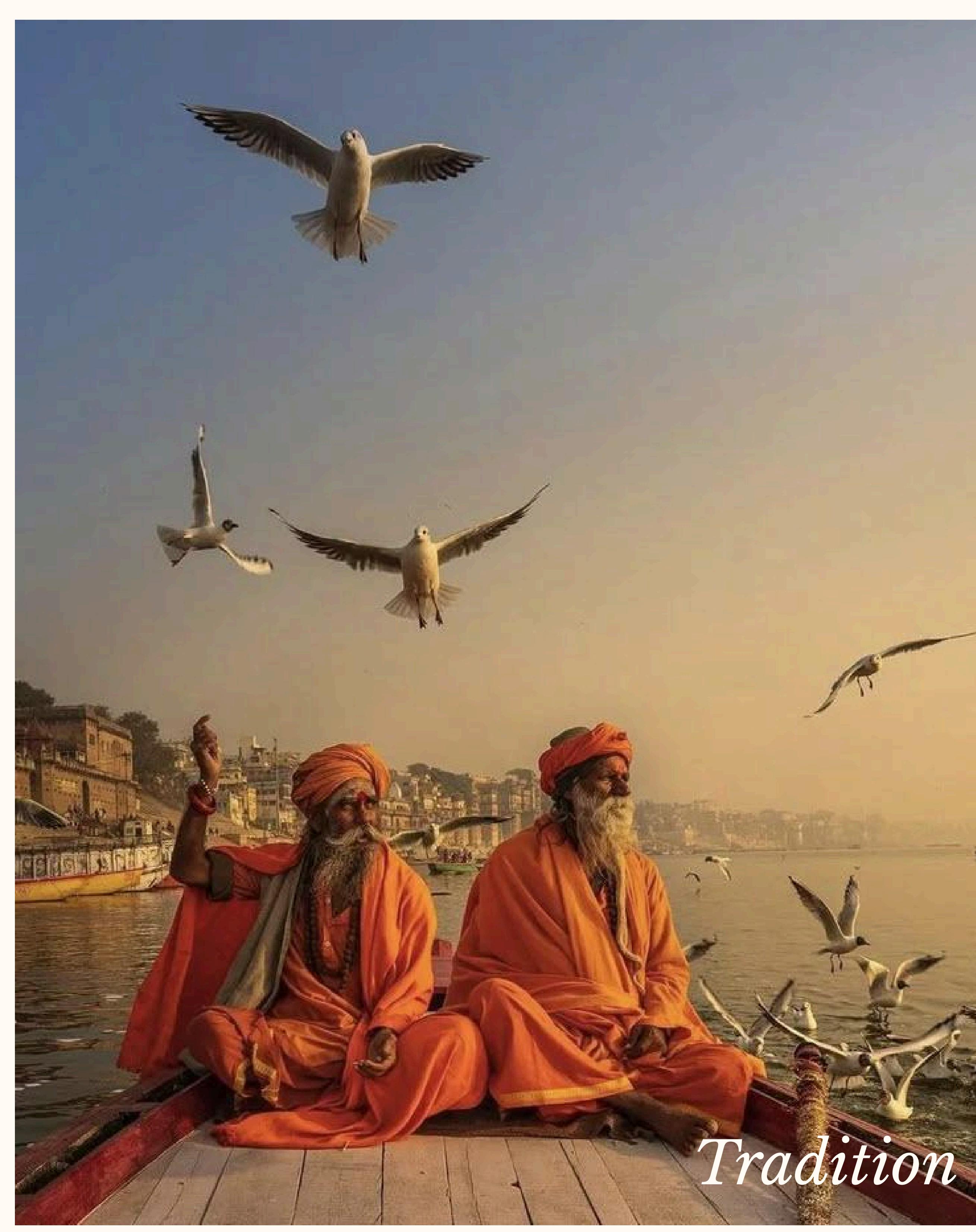
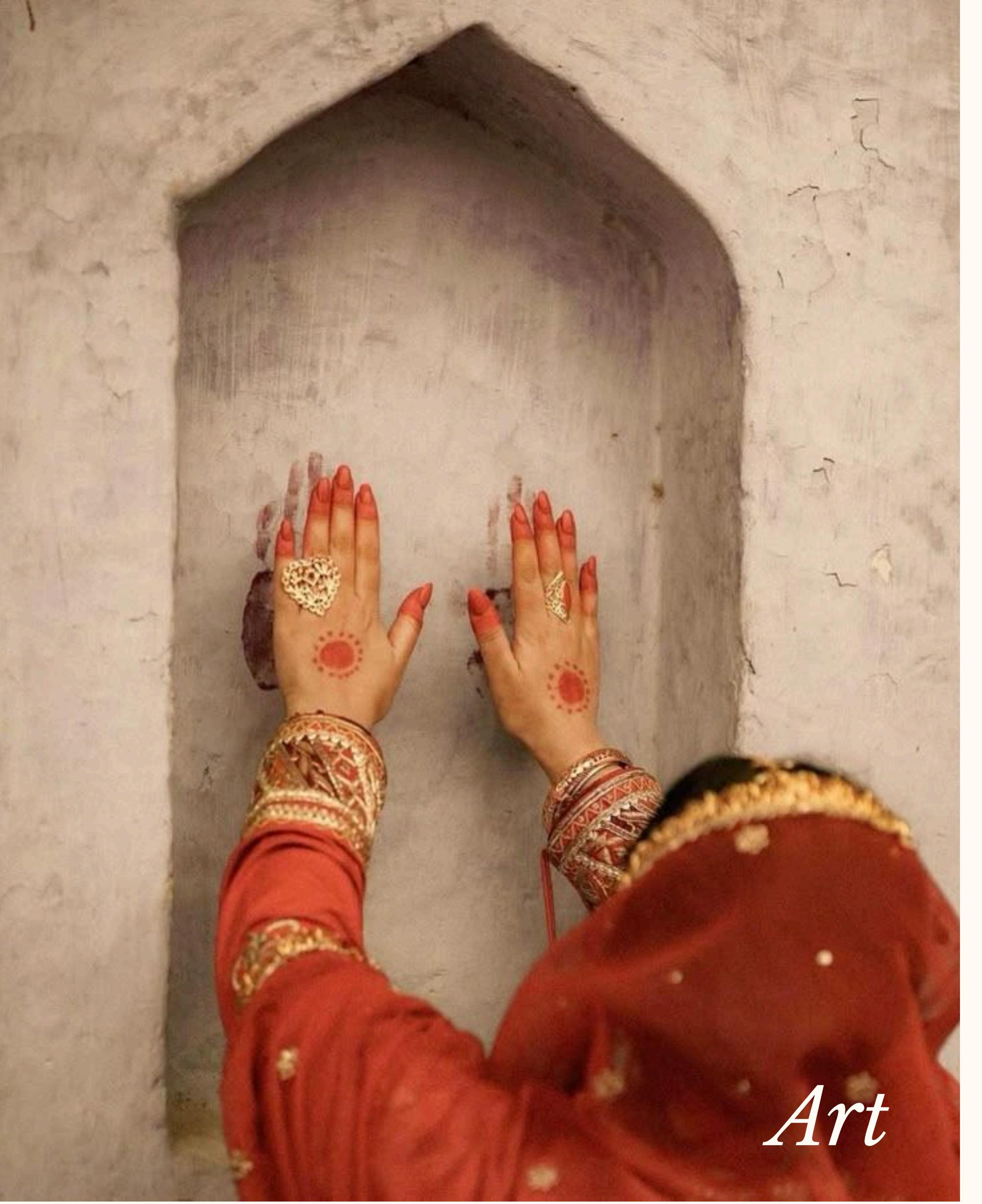
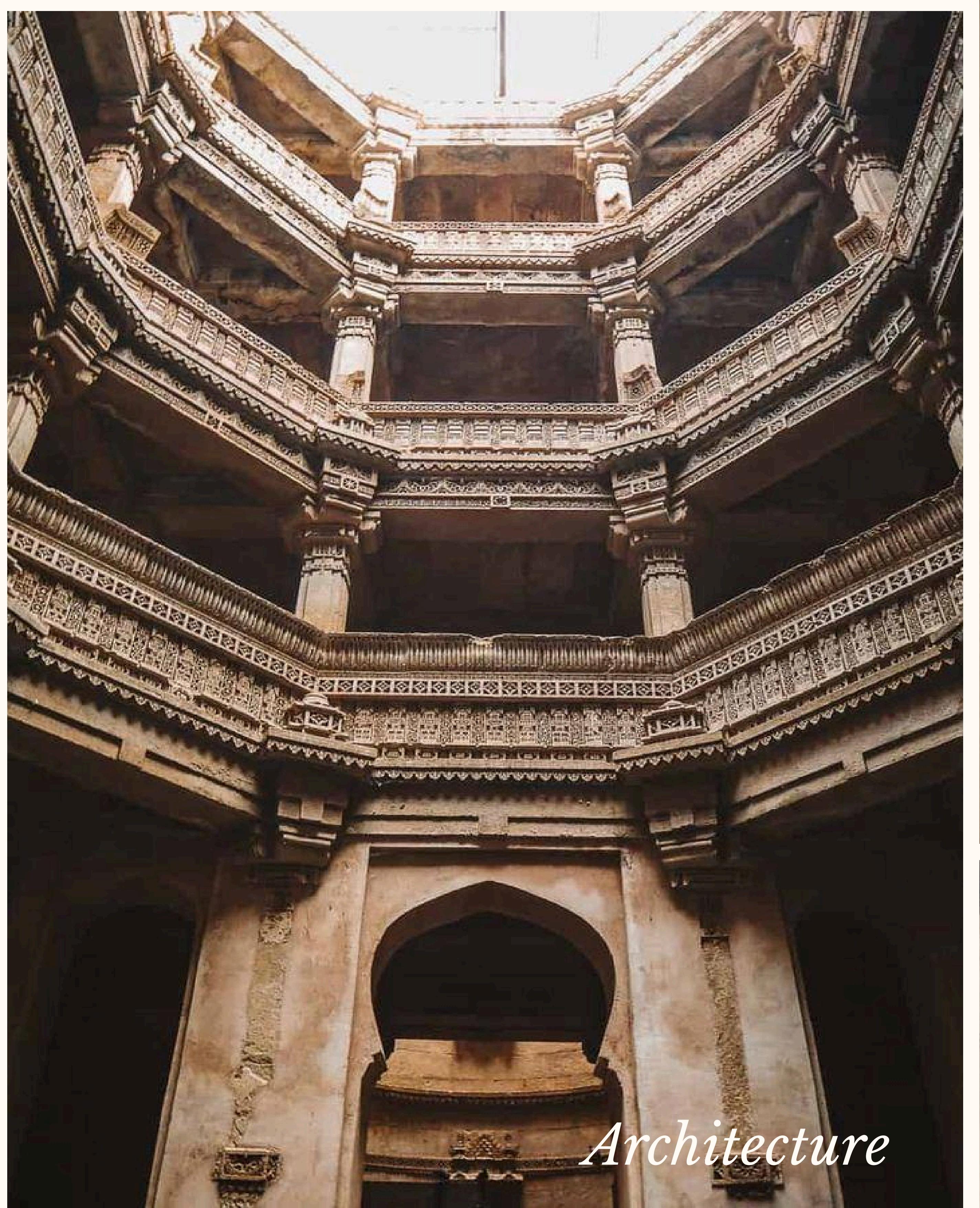
## *5. state-by-state exploration*

*drishti allows users to explore each indian state individually, making it easy to discover unique identities, regional variations, and hidden cultural gems that are often overlooked.*

## *6. educational & research-friendly*

*whether you're a student, educator, historian, or an inquisitive traveler, drishti serves as a rich educational resource, bridging the gap between textbooks and lived experiences.*

*by blending aesthetics, authenticity, and accessibility, drishti redefines how india's cultural heritage is experienced digitally—making it not just a website, but a journey through india's soul.*

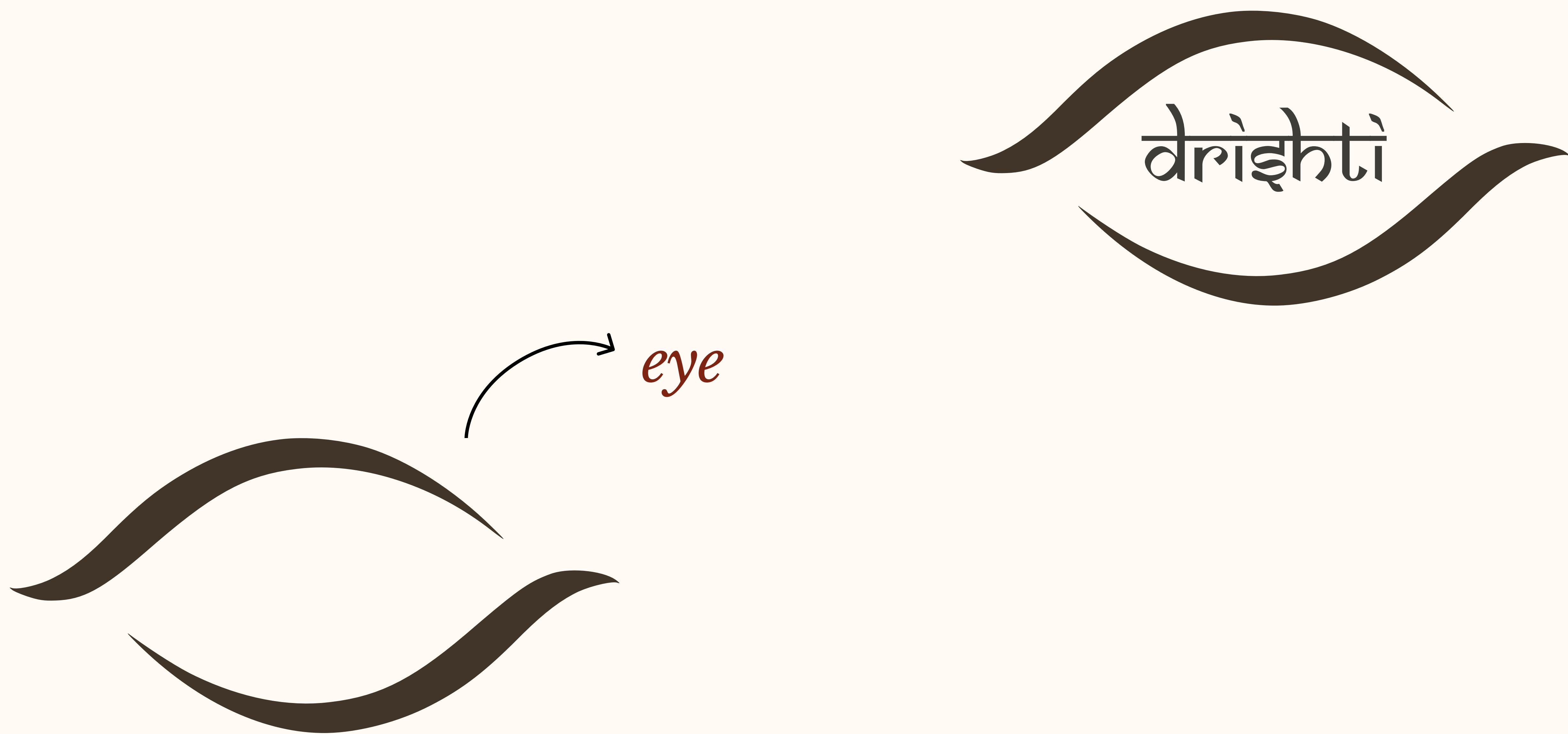


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*font exploration*



# *logo breakdown*



The eye symbolizes perception, awareness, and vision, aligning with Drishti's mission of exploring and showcasing India's cultural depth. It represents seeing beyond the surface, discovering hidden stories, and embracing India's diverse traditions.

The text "Drishti" is styled in Samarkan, a font inspired by Indian calligraphy and traditional scripts. The ornate curves and distinct letterforms reflect India's deep-rooted history and artistic expression.

#*FFFFBF5*



#*572F37*



#*413529*



#*7E2513*



*color palette*

*f*onts

# *Drishti: A Vision into India's Cultural Tapestry*

*Unraveling the Stories, Traditions, and Heritage of Every Indian State*

*Sharpe PERSONAL  
(Medium Italic)*

*Bell MT  
(Italic)*

*Libre Baskerville  
(Italic)*

*Drishti is a digital window into the heart of India, offering an immersive journey through the diverse cultures, traditions, and historical narratives of every state. From art and architecture to music, cuisine, and folklore, Drishti brings together the essence of India's rich heritage in one platform. With an intuitive and visually engaging interface, the platform ensures that every visitor experiences the depth and beauty of Indian culture in its most authentic form. Whether you're a traveler, history enthusiast, or culture lover, Drishti provides a seamless way to explore, learn, and connect with India's past and present.*

# *typography selection*

*The choice of typography in Drishti reflects a balance between tradition, elegance, and readability, ensuring a seamless visual experience. For the heading, Sharpe PERSONAL (140 px) has been selected for its bold and striking presence, capturing attention while maintaining a modern yet artistic feel. The sharp letterforms add a sense of sophistication, reinforcing the platform's identity.*

*For subheadings, Bell MT (80px) has been chosen to provide a refined and classic touch. Its elegant structure ensures clarity and emphasis without overpowering the main heading, offering a perfect balance between modernity and tradition.*

*To ensure an engaging reading experience, the body text is set in Libre Baskerville (60px). This serif typeface enhances readability with its well-spaced letterforms, making it comfortable for users to explore detailed information. Its subtle elegance blends seamlessly with the platform's cultural narrative, creating an immersive and informative experience.*



drishti