

Pelli Choopulu Case Study

A comprehensive design case study for Pelli Choopulu, a matrimony app concept designed to help families navigate the traditional matchmaking process in a modern, digital-first way.



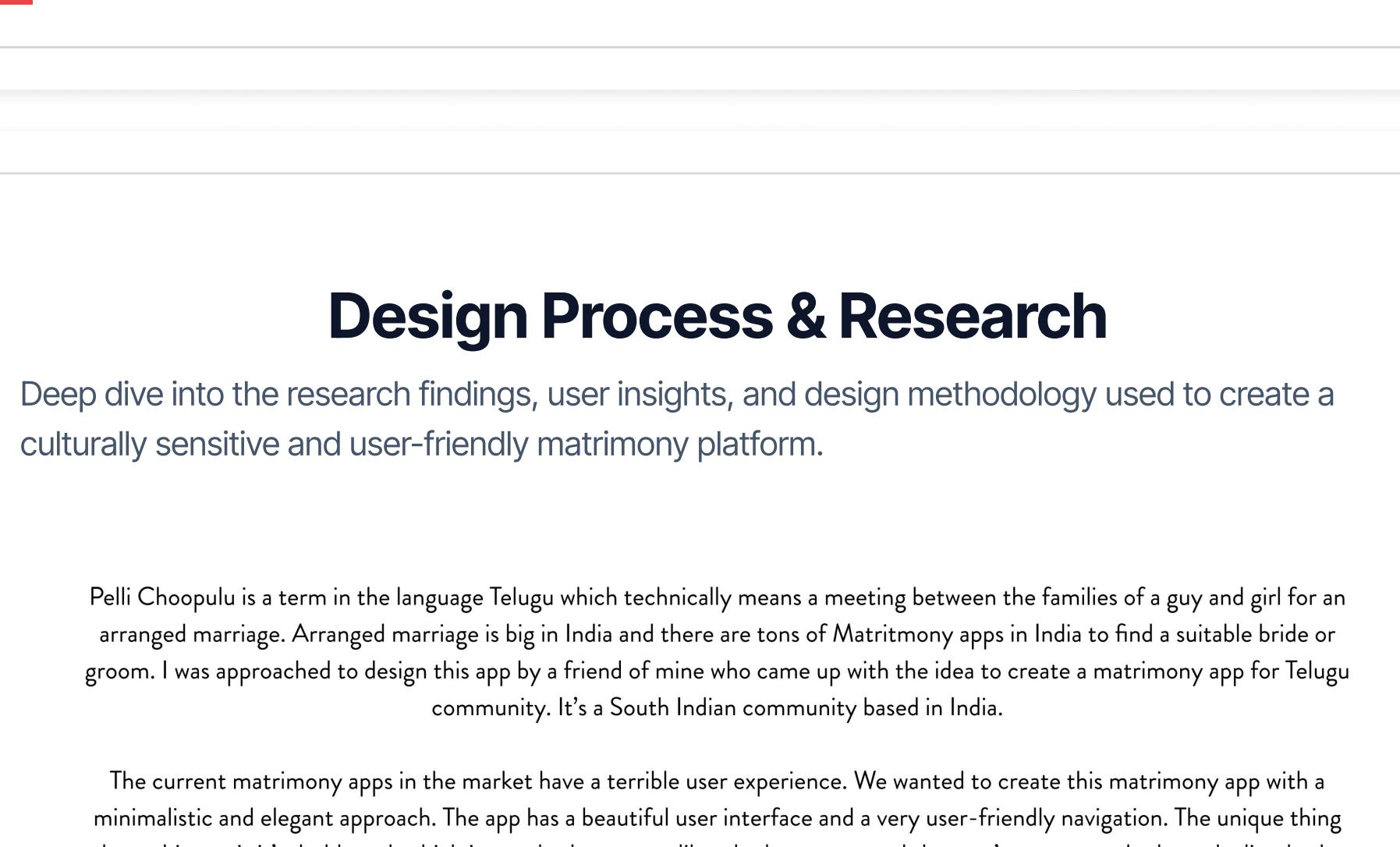
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Project Overview

Introduction to the Pelli Choopulu matrimony app, highlighting the problem statement, target audience, project goals, and the cultural context that shaped the design direction.



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Design Process & Research

Deep dive into the research findings, user insights, and design methodology used to create a culturally sensitive and user-friendly matrimony platform.

Pelli Choopulu is a term in the language Telugu which technically means a meeting between the families of a guy and girl for an arranged marriage. Arranged marriage is big in India and there are tons of Matrimony apps in India to find a suitable bride or groom. I was approached to design this app by a friend of mine who came up with the idea to create a matrimony app for Telugu community. It's a South Indian community based in India.

The current matrimony apps in the market have a terrible user experience. We wanted to create this matrimony app with a minimalistic and elegant approach. The app has a beautiful user interface and a very user-friendly navigation. The unique thing about this app is it's dashboard, which instantly shows stats like who have accepted the user's requests, who have declined, who have visited the user's profile, who has sent an invitation to meet. It also has messaging feature to initiate a conversation with the people the user picks on the app. It also has a very elegant and user-friendly way of helping the user build its profile step by step and also add their partner preferences very easily. The main audience for this app are parents who are looking the perfect match for their kids, so we can assume the target audience is above 40's. In India, not a lot of parents are tech savvy and often need help of the younger generation to learn how to use mobile phone and computers. So I designed this app very vivid details and large fonts, easy-to-use interface where the user wouldn't have to spend too much time understanding how to navigate through the application.

Please Visit my url to see the complete case study of this project and the functional prototype
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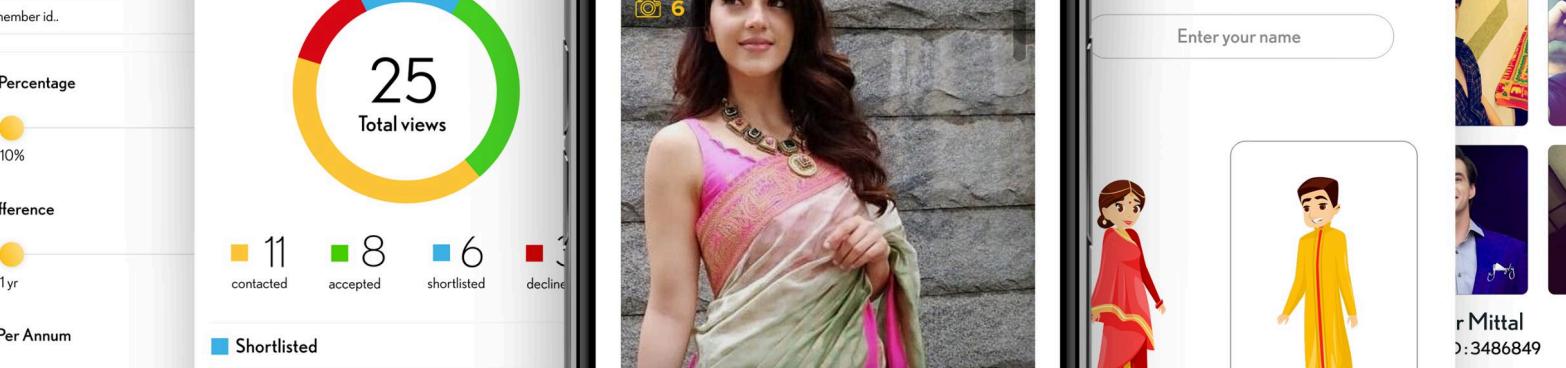
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Wireframes

Low-fidelity wireframes showcasing the app's information architecture, user flows, and screen layouts before moving to high-fidelity designs and visual styling.

Pelli Choopulu App wireframe



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Final Mockup

High-fidelity mockup demonstrating the final visual design, showcasing the mobile interface in a realistic context with all branding, colors, and UI elements in place.



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