

DP Assignment 3

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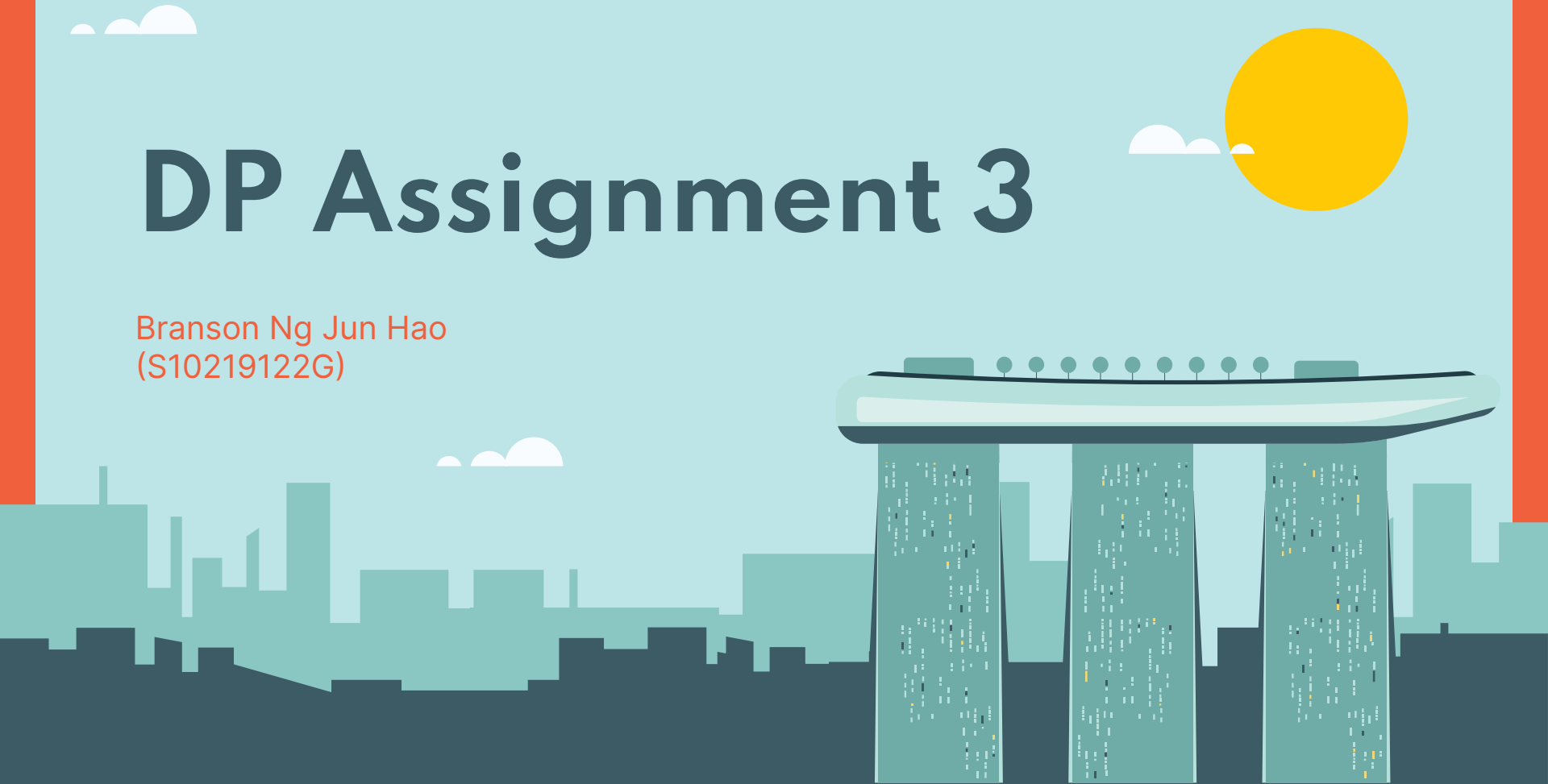


TABLE OF CONTENTS



01

Introduction

Background Information
About YouTrip



02

Research

Ideas that helped the
Design Process



03

Initial Design

Initial Ideas that helped
the Final Design



04

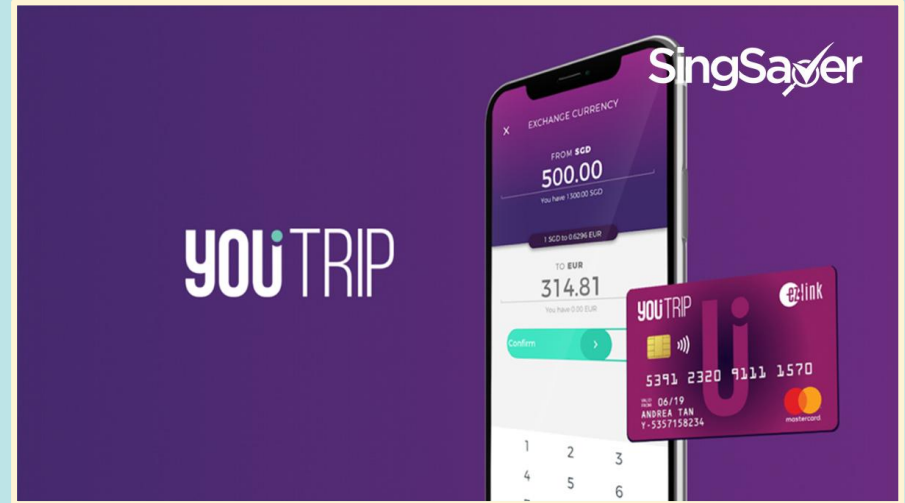
Final Design

Final Design for the
Assignment

Introduction

A little background information of the companies app.

- YouTrip cut outs the small fees charged by banking for overseas transaction
- The app serves the purpose of topping the card and checking its value.
- It is often referred by many as being a travellers card.



Colours

The company's colour comprises of mainly these colours :

All ideas will be based on this colour combinations to focus on the brand's colour

2020 Brand Palette

Primary Colour



HEX : #6D37AC
RGB: 109 , 55, 172



HEX : #AF52E7
RGB: 175 , 82, 231

Secondary Colour



HEX : #3FE5C2
RGB: 45, 203, 171

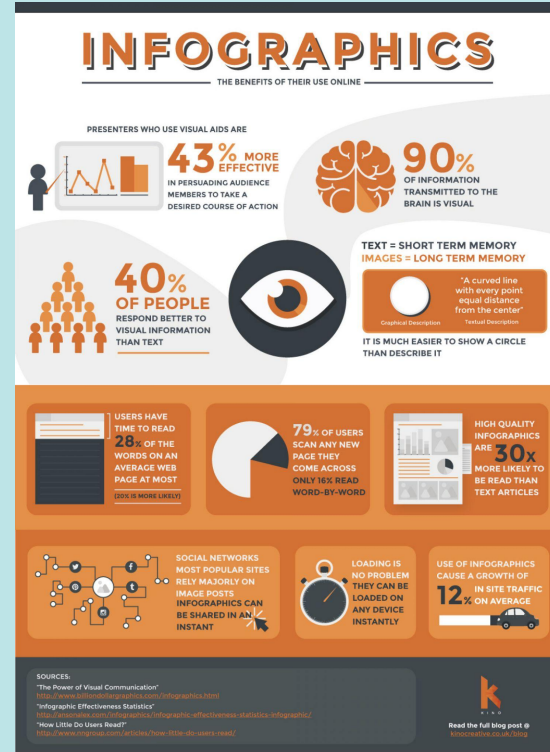
Research

- Bright in colours
- Simple



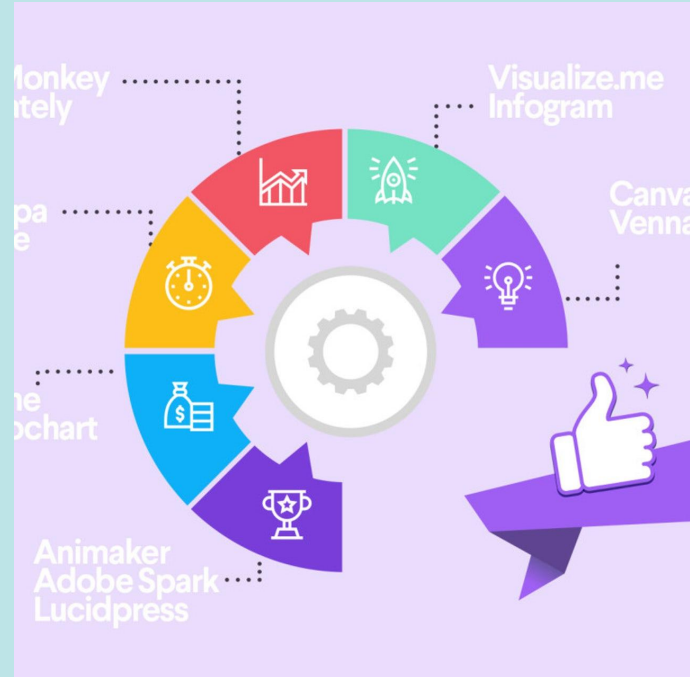
Research

- Boxes for each section
- Bright in colours
- Images for each subsection



Research

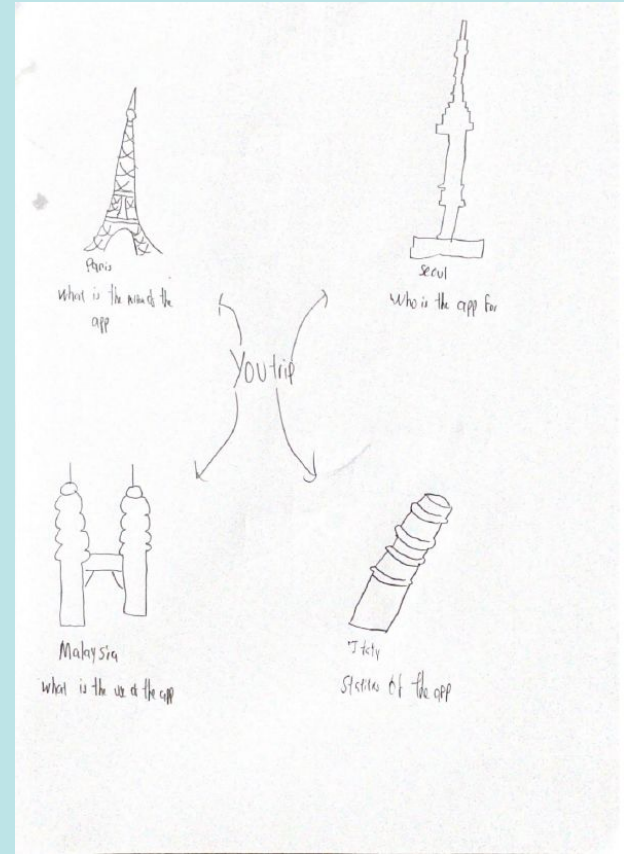
- Bright in colours
- Icons for each subsection



Initial Sketches

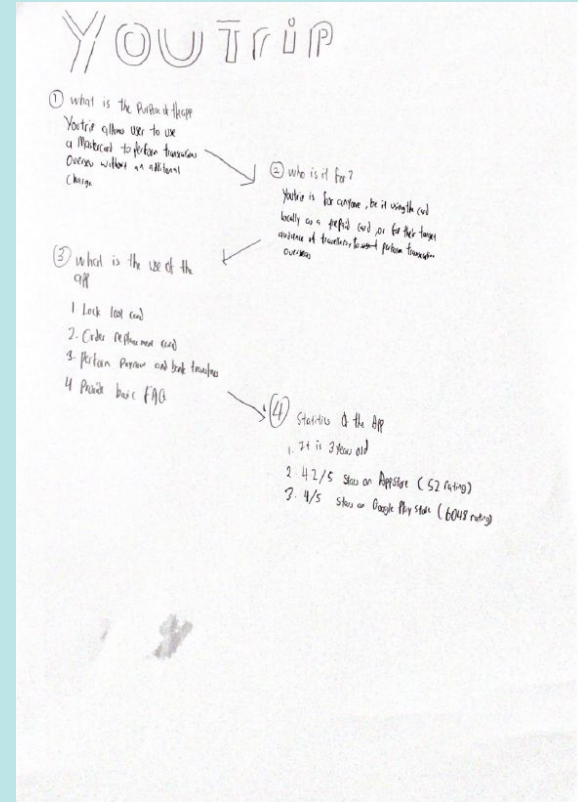


- landmarks of popular countries
- answers to questions such as the purpose of the app ,the target user, the use of the app and the app's Statistics



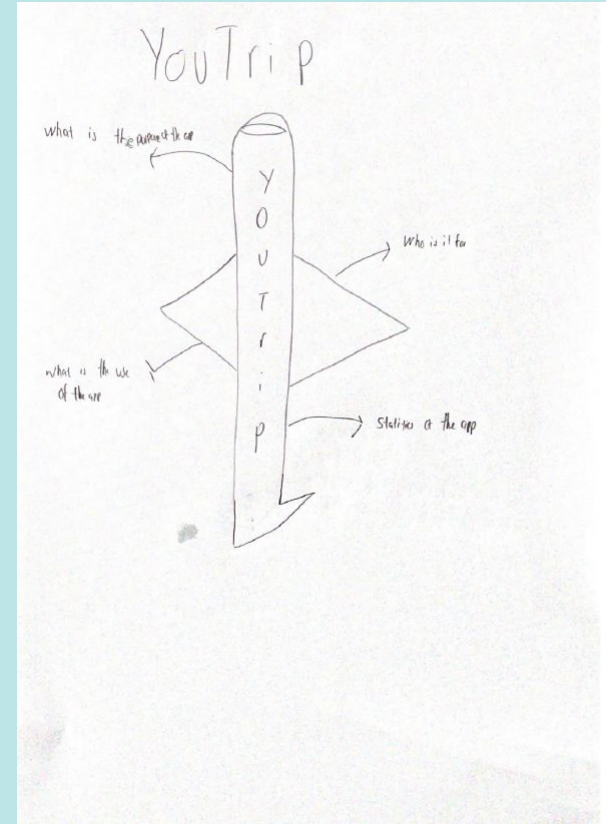
Initial Sketches

- Arrow chart ,
- Icons instead of the numbers.
- There will be answers to questions



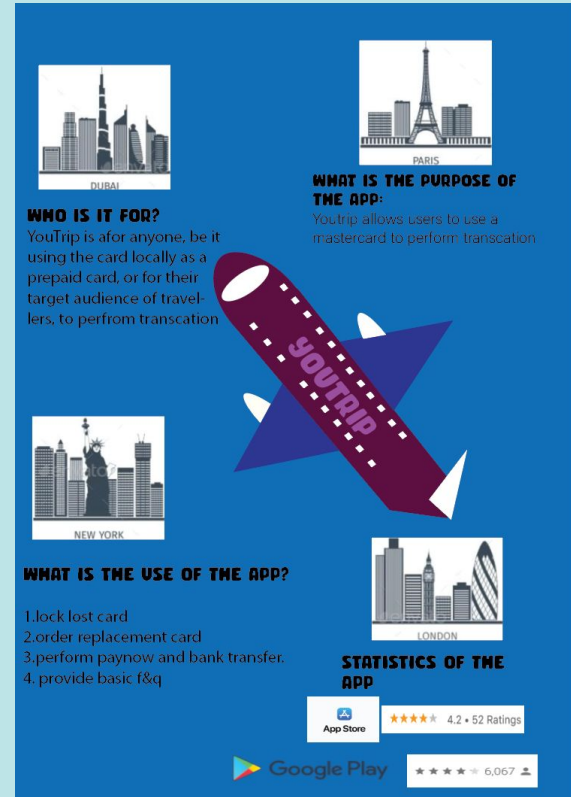
Initial Sketches

- Plane with arrows out to the information.



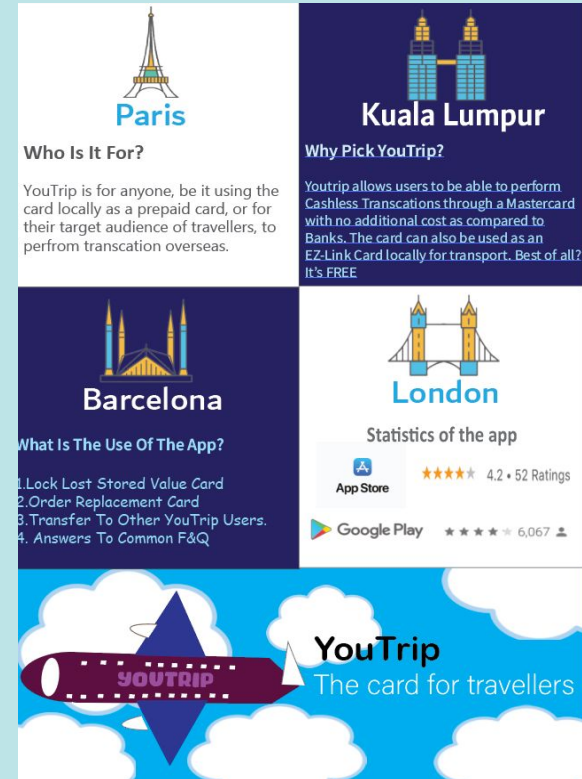
Initial Design

- Adding a plane to idea 1
- A blue background



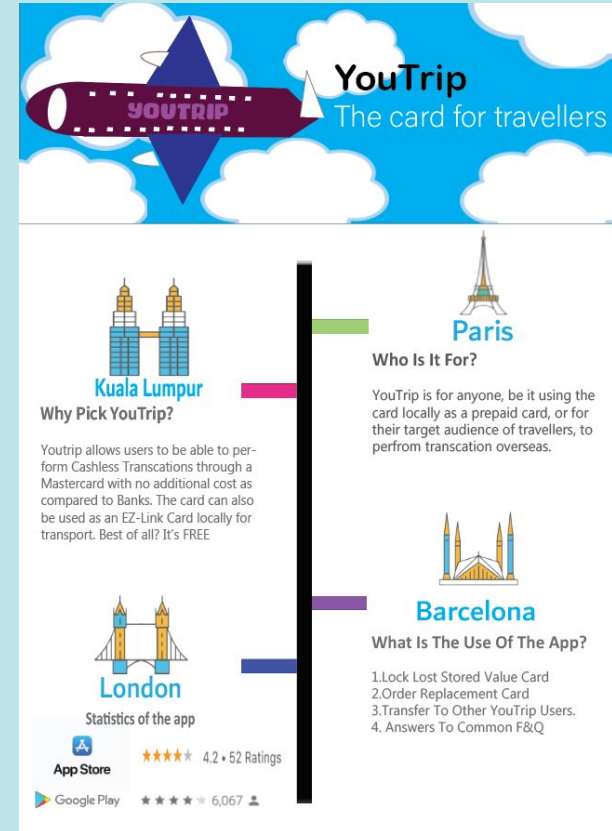
Second Design

- Boxes for each section
- Neat and Orderly.
- Plane with a cloud background
- Iconic landmark used to give the idea of travelling and a minimalistic look



Final Design

- Header
 1. Cloud background for the plane at the top together
- Body
 1. Similar to a “ Flow Chart “
 2. At each point there is a iconic landmark used to give the idea of travelling and for a more minimalistic look
 3. Questions and answers



Sources



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The background features a stylized city skyline at the bottom with various teal and dark blue rectangular buildings. The sky is a light blue gradient, framed by a thick orange border. Three sets of white, semi-circular clouds are positioned in the sky: one on the left, one on the right, and one on the right side near the horizon.

Thank
You