DELIGHT CRIT



ADI'S

22 MAR 2023





# TWITTER DESCRIPTION

A simple solution to discover India beyond what is out there on web, to help users learn about the hidden gems in the country, and assist them in creating itineraries.







"Khoj" is a Hindi word that means "search" or "discovery" in English. It can also refer to a quest or exploration for knowledge or truth.

# TONE OF VOICE

intriguing confident informative playful friendly colorful





# WEBSITE AS A PERSON

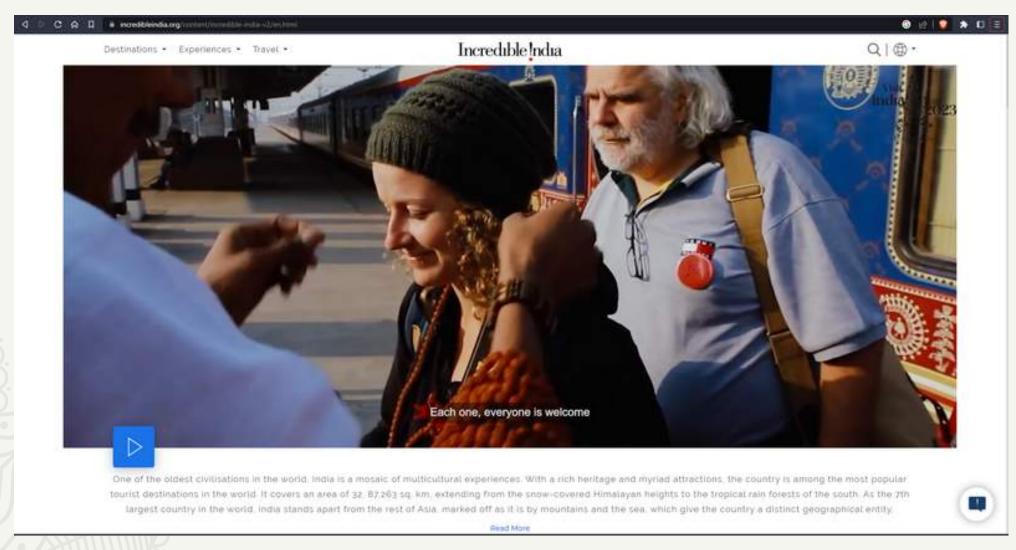


- 1. Communicative
- 2. Friendly
- 3. Consistent
- 4. Trustworthy
- 5. Complex

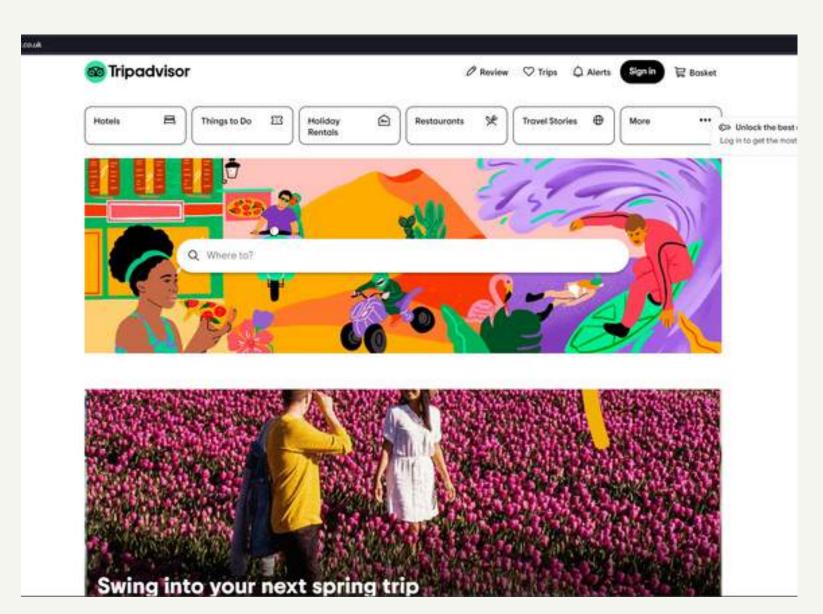




# COGNATE WEBSITES



incredible india

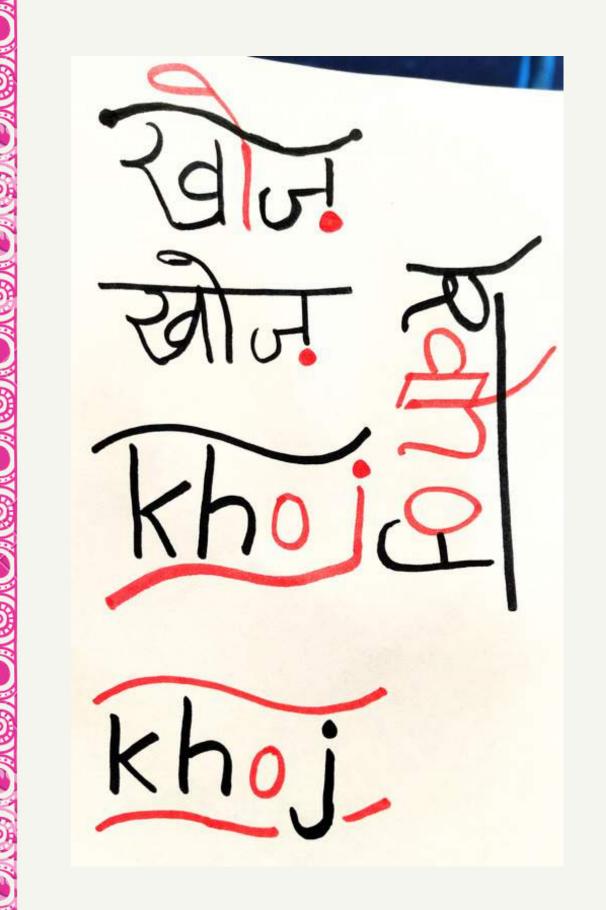


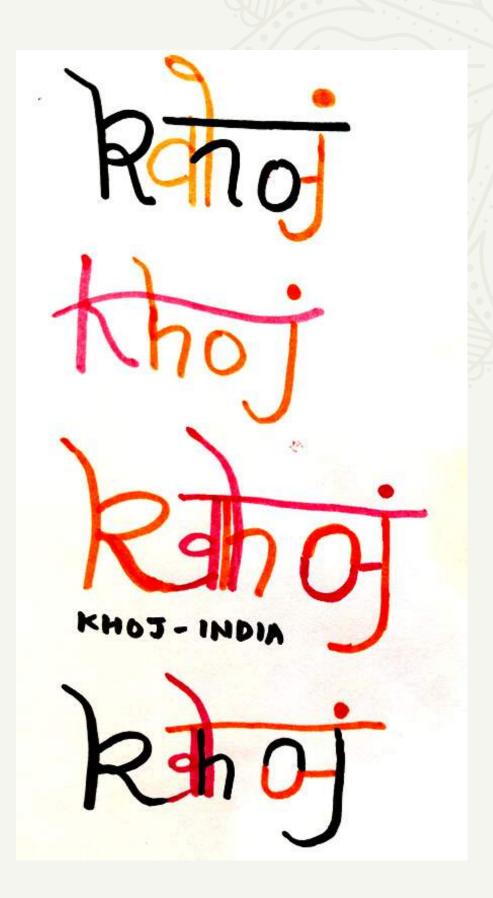
tripadvisor

### LOGO DESIGN WORK



POSSIBLE PATTERNS





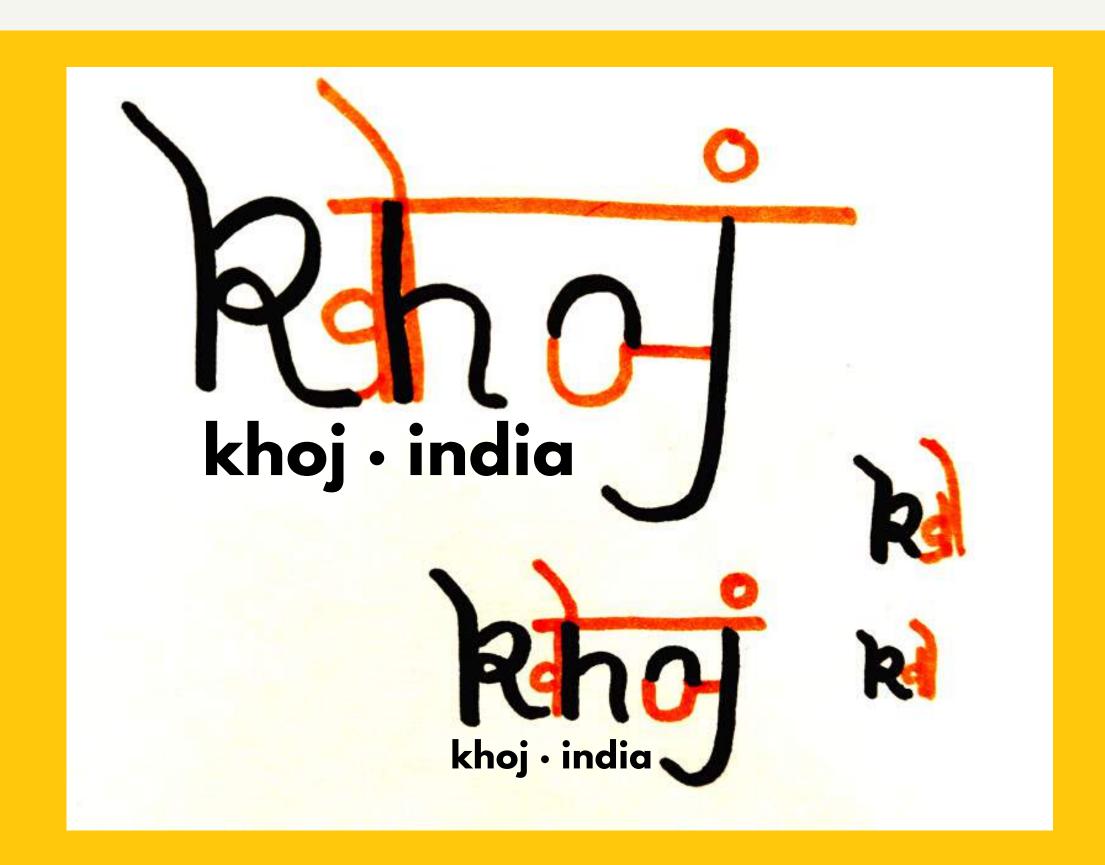


khoj

## PROVISIONAL LOGO











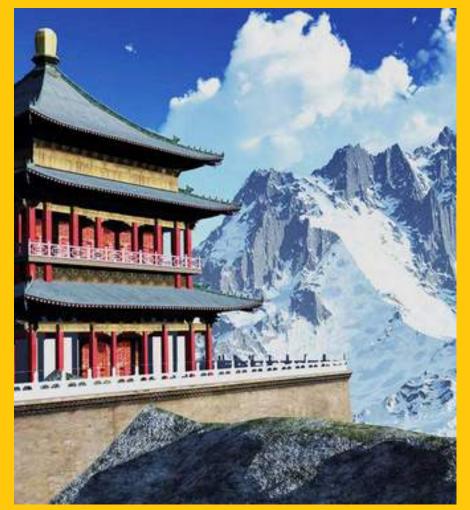
## TYPOGRAPHY

Fonts proposed as used in this presentation

# LEAGUE GOTHIC Overpass Overpass Light

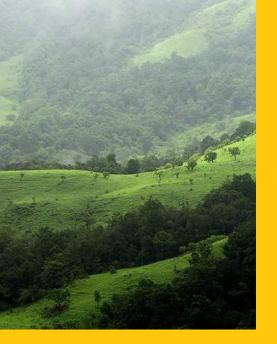
WEB SAFE FONT Tahoma









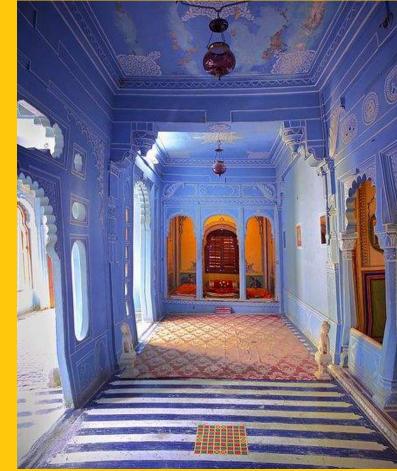


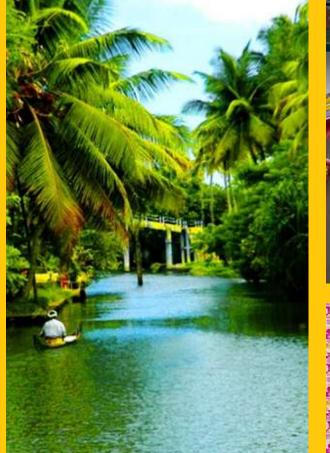




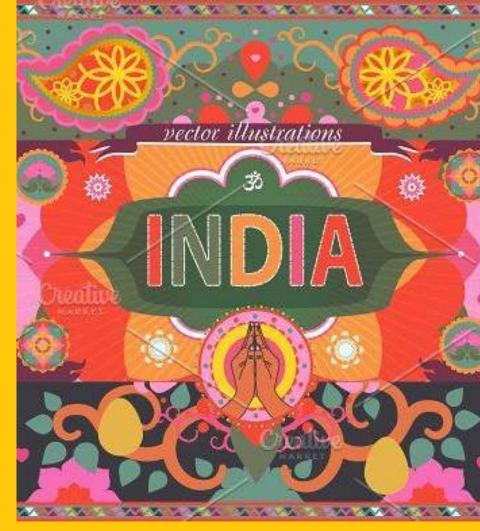
The Moodboard















#### Base Web Colors





FFFFFF





#### LANDING PAGE

A map of India, navigation to other pages, switch to view categories instead of map

#### **CATEGORIES**

Show all places of interest sorted categorically by type of the location

#### **FEATURETTE**

Space to feature social media content and other external references

#### **ABOUT PAGE**

About page to describe purpose, mission behind the website



#### LOCATIONS

Dedicated pages to access relevant but concise information for the locations featured

# SITEMAP





\* home Calegories Featurtle

RANGINDIA

home categries featurette about

featured
Location
Video

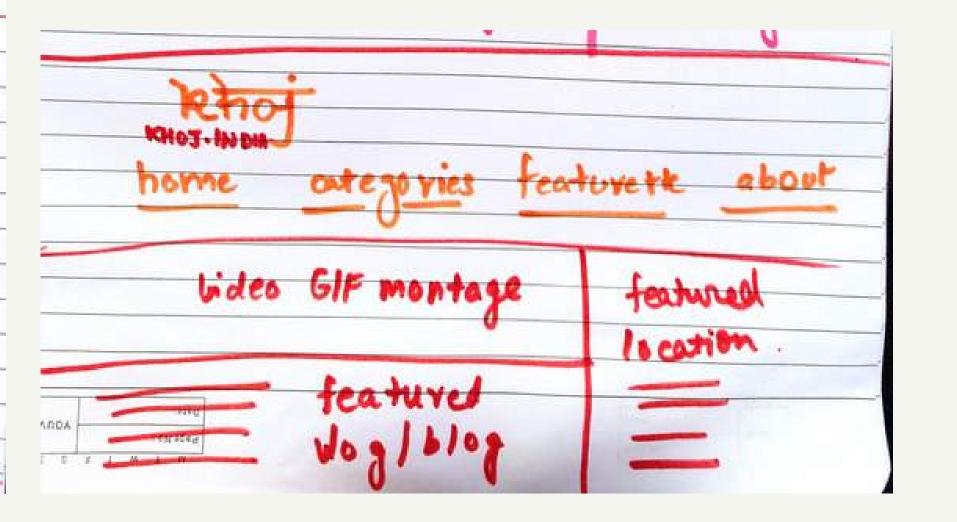
Featured

GIF

Word blog montage

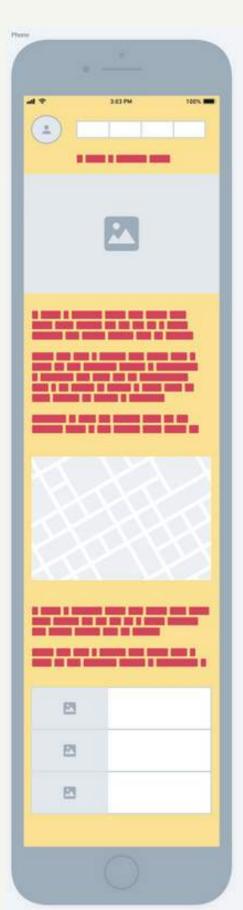
## ROUGH LAYOUT







### CONTENT LAYOUT



Firster			

Rehoj

Naybar Will Go Here

#### **Amber Fort**



Just 11 km outside Jaipur, lies the magnificent Amber Fort (Amer Fort), sitting atop a hill, and rising like a sentinel guarding the city. Commissioned in 1592 by Maharaja Man Singh I, the fort is a fine blend of Rajput and Mughal architectural styles, and boasts a grand palace, temples and several ornate gates. Built entirely of red sandstone with white marble work, the UNESCO World Heritage Site is a picture of opulence and grandeur, set against a stark desert backdrop and rolling hills.

One can either walk up the wide winding uphill road to reach the main gate of the fort or hire a cab. As you get closer to the massive gate, you realise why it was considered almost impregnable by the enemy, when the royal family used to reside here, before they shifted the capital to Jaipur.



As you enter, you cross the Suraj Pol (sun gate), which leads to the main courtyard called Jaleb Chowk. Diagonally opposite is the Chand Pol (moon gate). From Jaleb Chowk, a flight of stairs leads up to the small Siladevi Temple, whose doors feature relief work in silver.

The main palace is up next. It includes the Diwan-e-Am (half for a private audience with the king) with carved columns and latticed galleries, the king's apartments, the gate Ganesh Pol with beautiful arches, and Jai Mandir or Sheesh Mahal. Stand at one of the many arched windows of the palace and take in the rolling shrub land stretching up to the horizon and the scenic Maota Lake at the foot of the fort.

#### **How To Get There**



Jaipur is well connected with daily flights with New Delhi, Mumbai, Bangalore, and other major cities



Jaipur is well connected with daily trains with New Delhi, Mumbai, Bangalore, and other major cities



Jaipur is well connected with National and State highways with New Delhi, Mumbai etc.

#### More in Rajasthan











FEEL FREE TO PROVIDE FEEDBACK

# THANK YOU

