

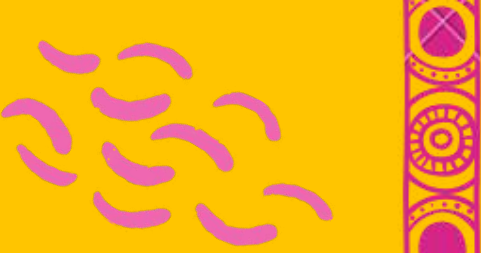
DELIGHT CRIT

ADI'S

# MAJOR PROJECT

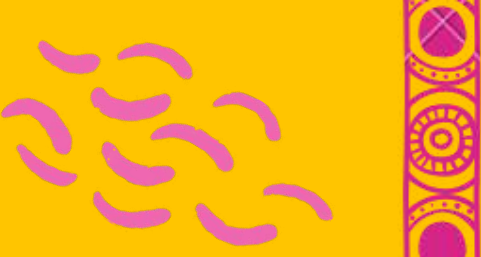
22 MAR 2023





# 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.



**PROJECT  
NAME**

**khoj 'खोज'**

"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.



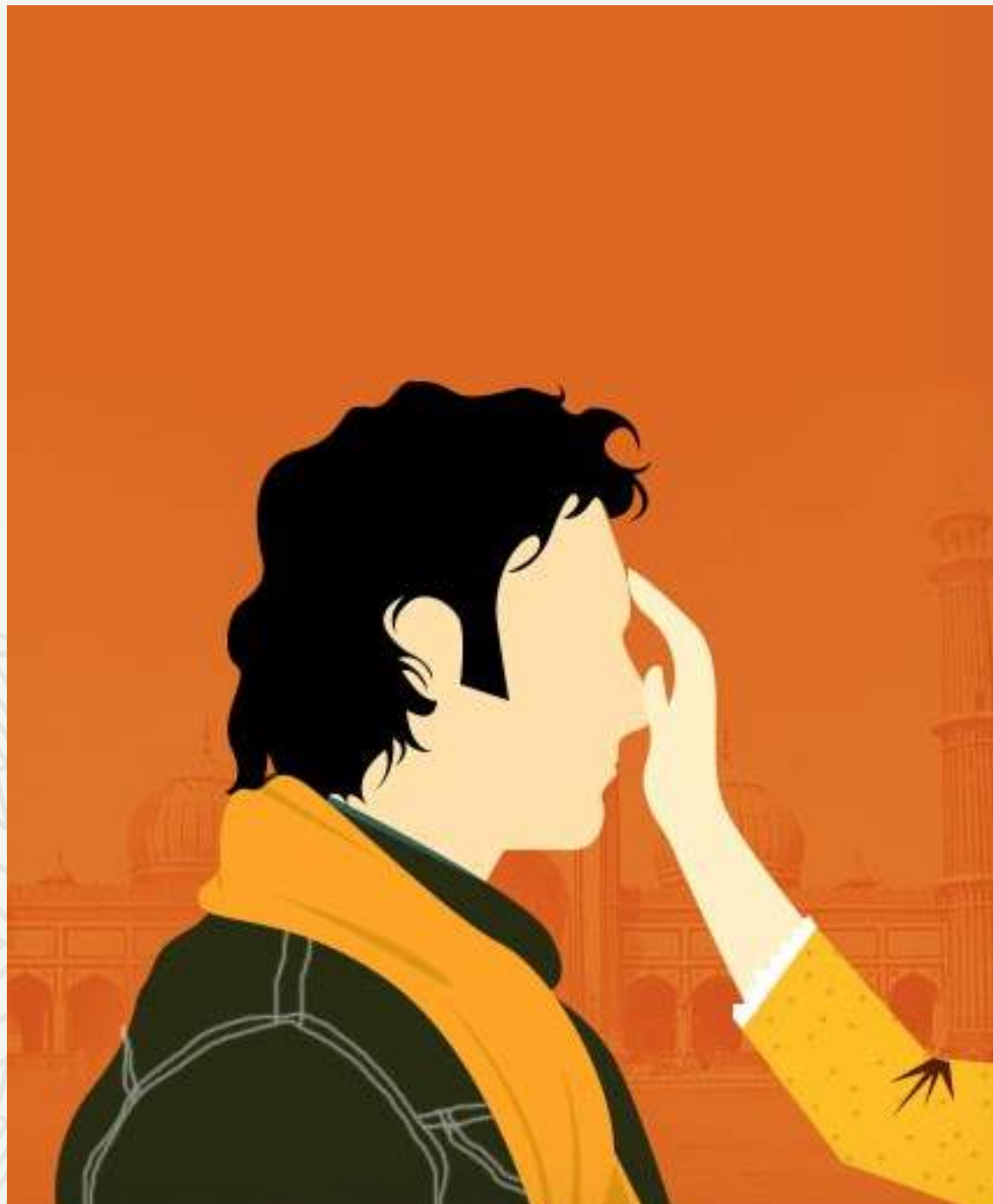
# tone of voice

**intriguing**  
**confident**  
**informative**  
playful  
friendly  
colorful



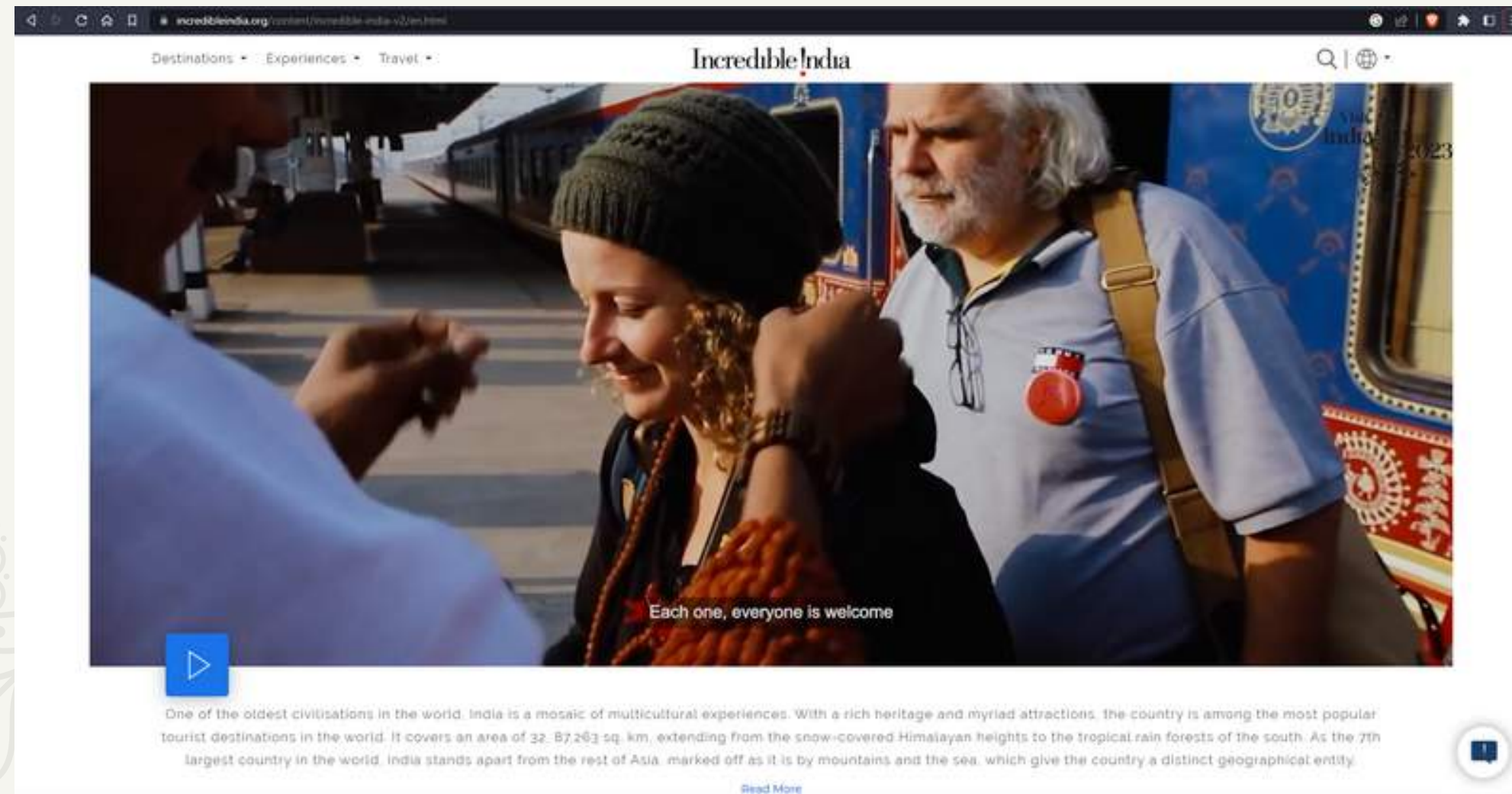


# WEBSITE AS A PERSON

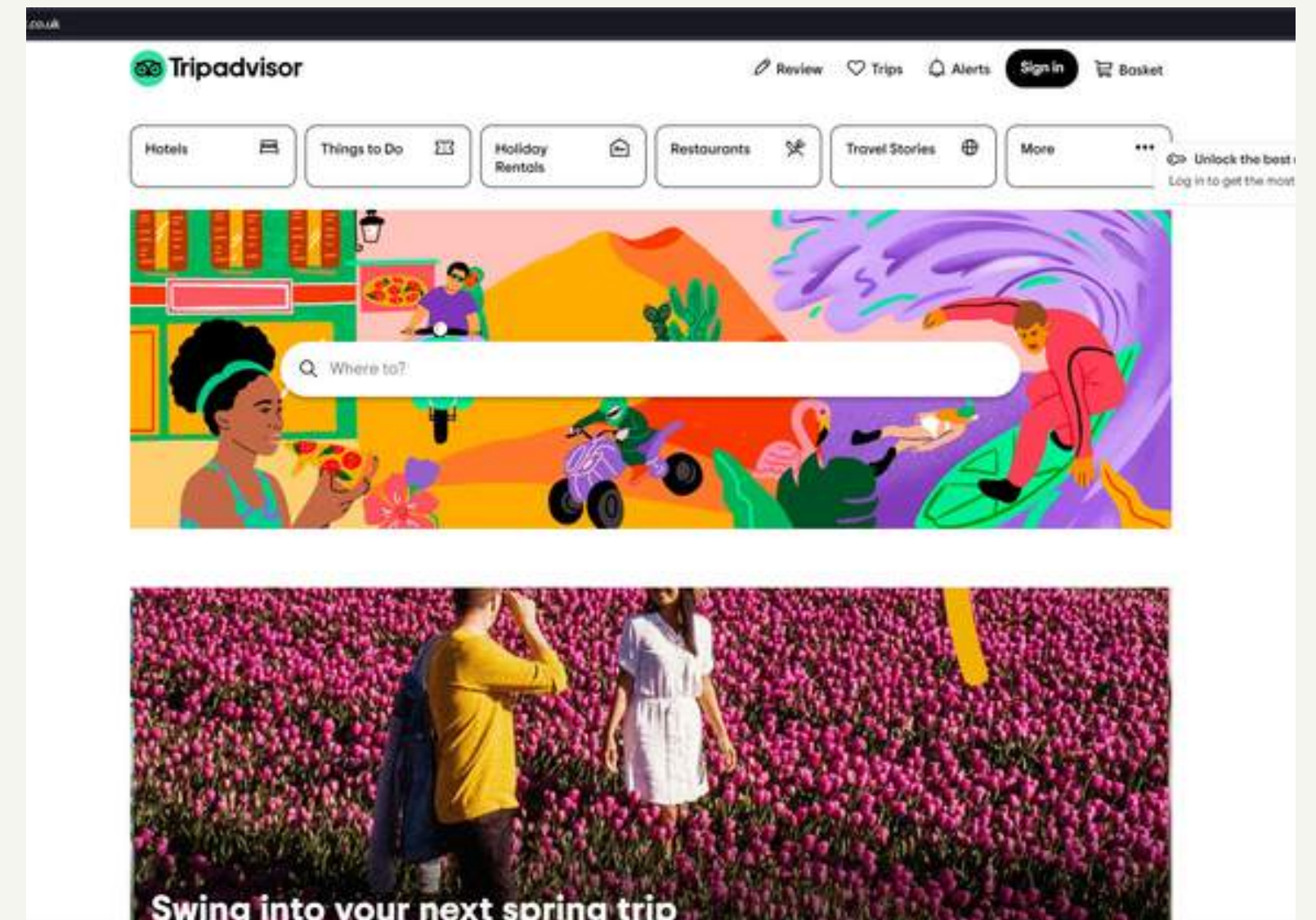


1. Communicative
2. Friendly
3. Consistent
4. Trustworthy
5. Complex

# COGNATE WEBSITES



incredible india



tripadvisor



# LOGO DESIGN WORK

POSSIBLE  
PATTERNS



खोज  
खोज  
khोज  
khोज

खोज  
khोज  
खोज  
KHOJ - INDIA  
खोज

khoj

PROVISIONAL LOGO

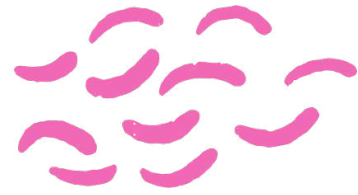
'खोज'

खोज  
khoj • india

खोज  
khoj • india

खोज  
खोज





# TYPOGRAPHY

Fonts proposed as used  
in this presentation



GOOGLE FONTS

LEAGUE GOTHIC

Overpass

Overpass Light

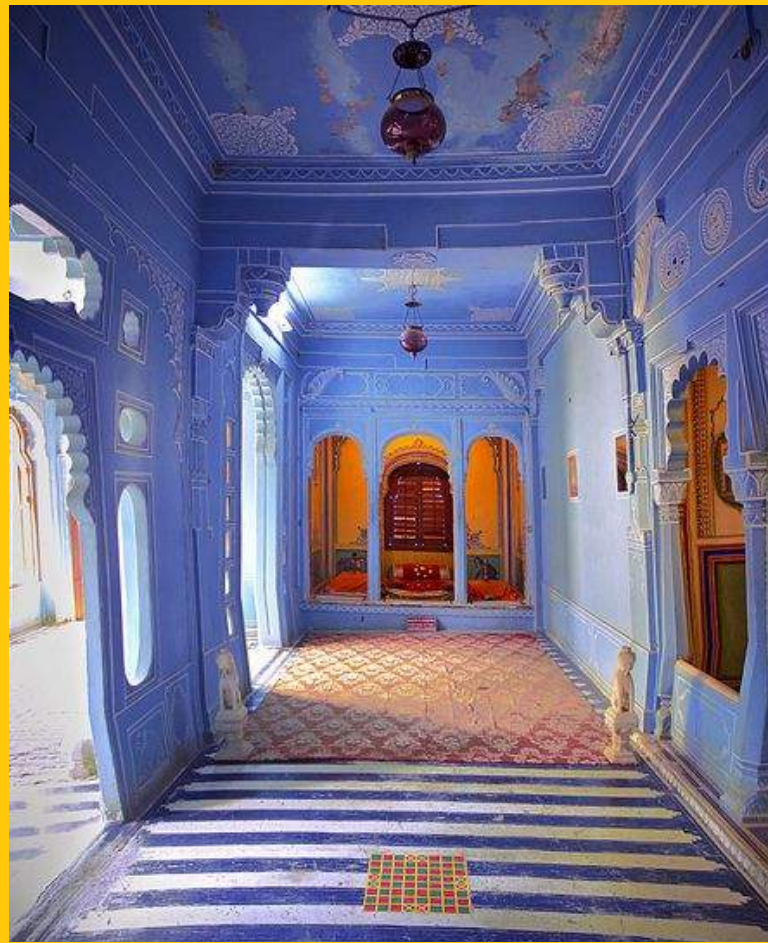
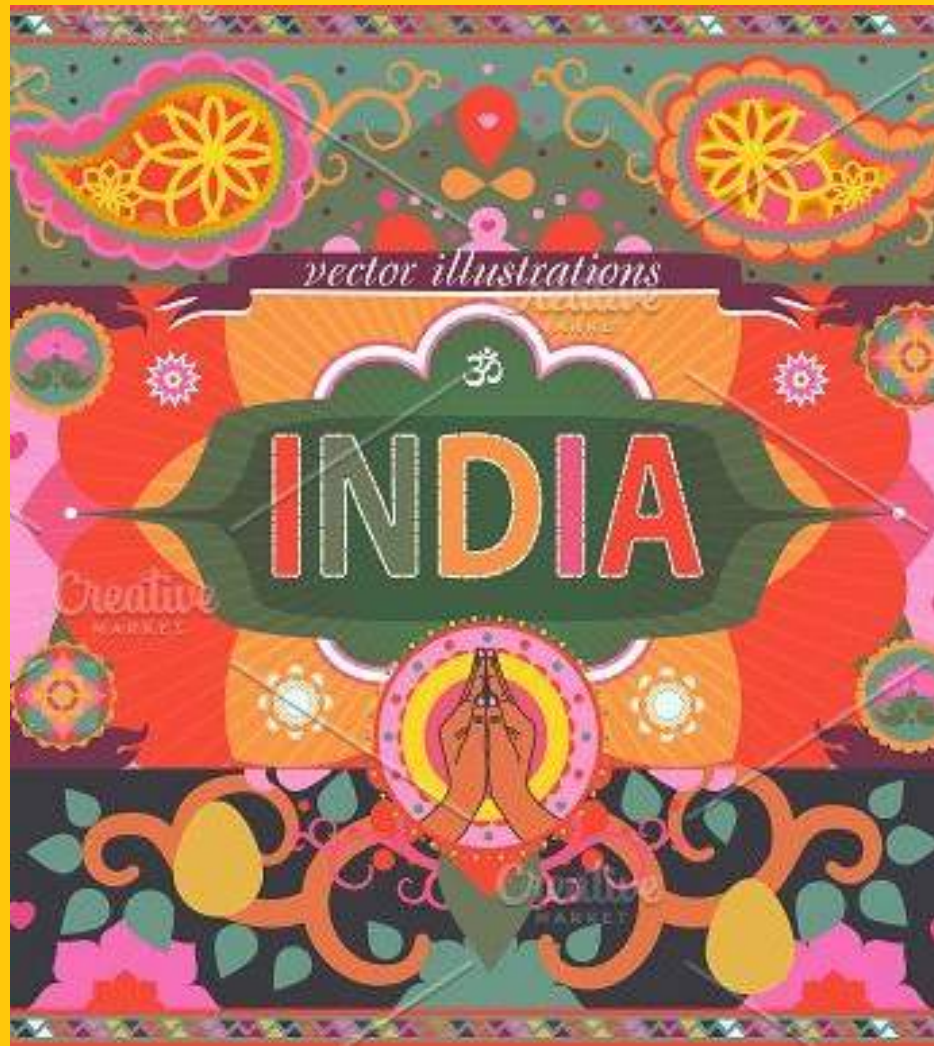
WEB SAFE FONT

Tahoma





## The Moodboard





# Base Web Colors



THE  
COLORS





## 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



# SITE MAP

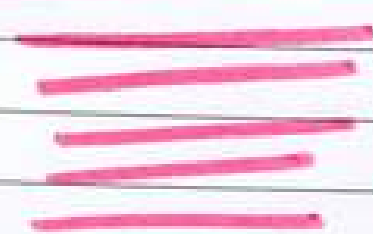


x home categories featurette



home categories featurette about

featured  
location



featured  
vlog / blog

Video  
GIF  
montage

# ROUGH LAYOUT



home categories featurette about

video GIF montage

featured  
location

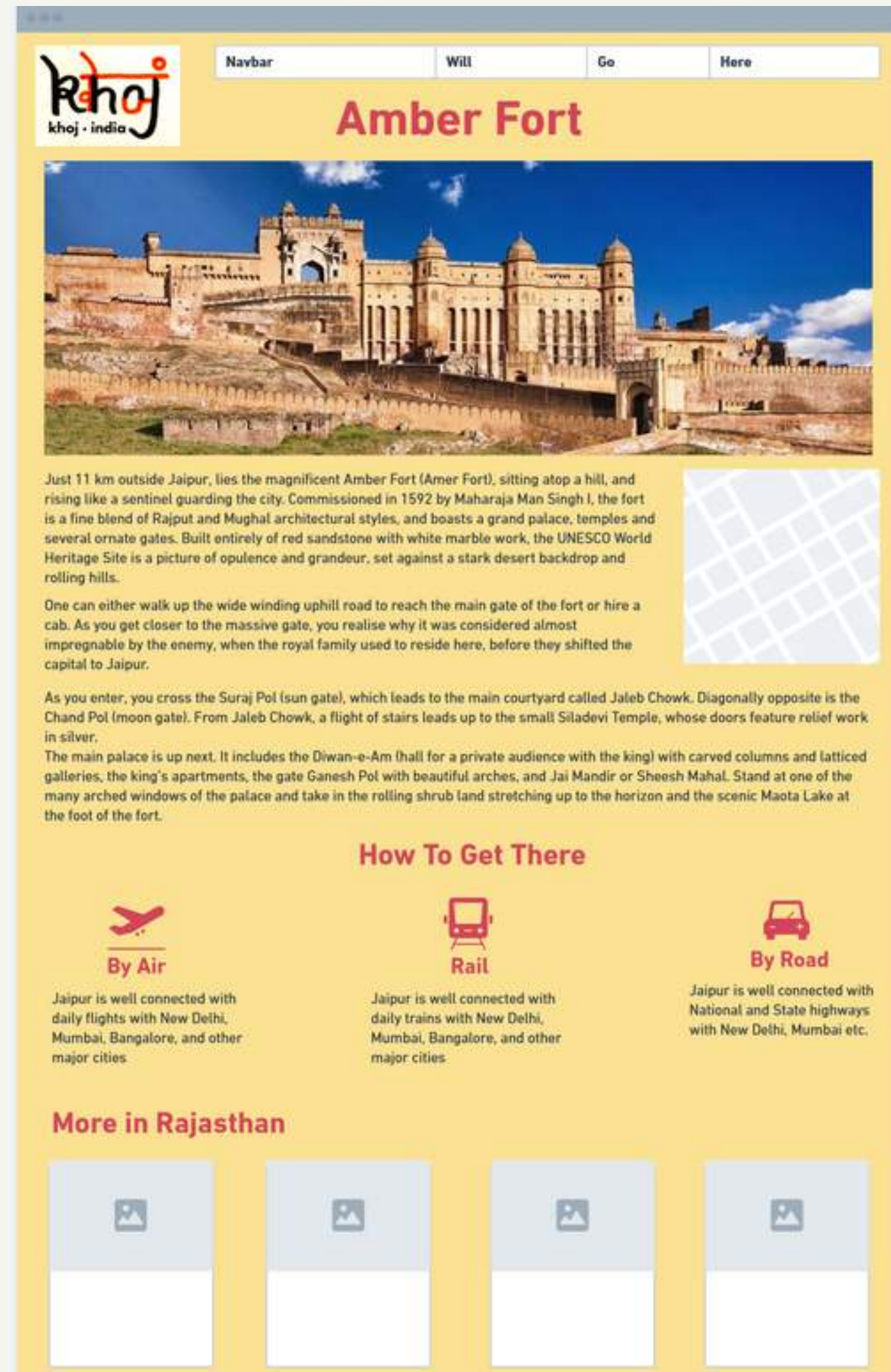
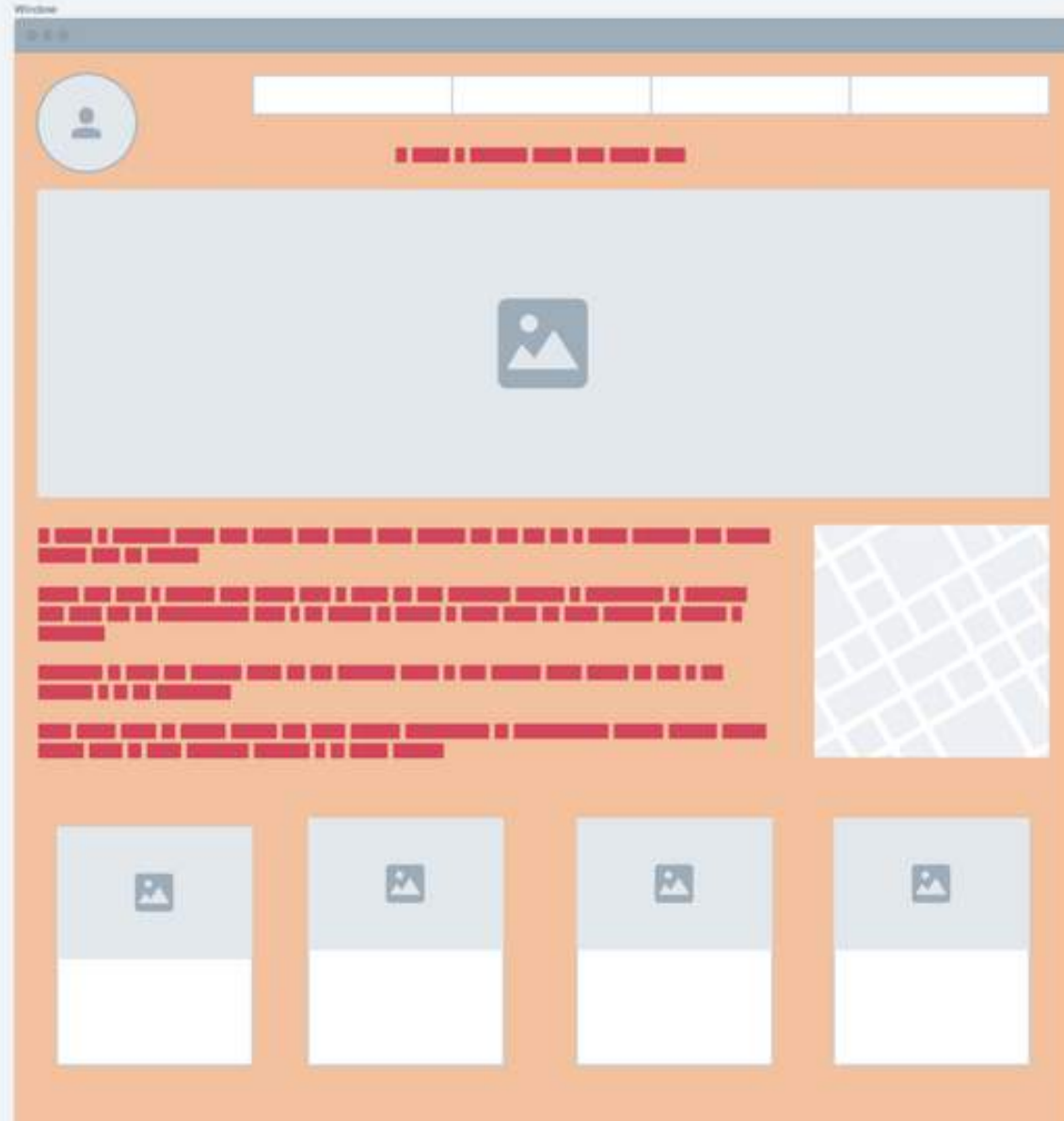
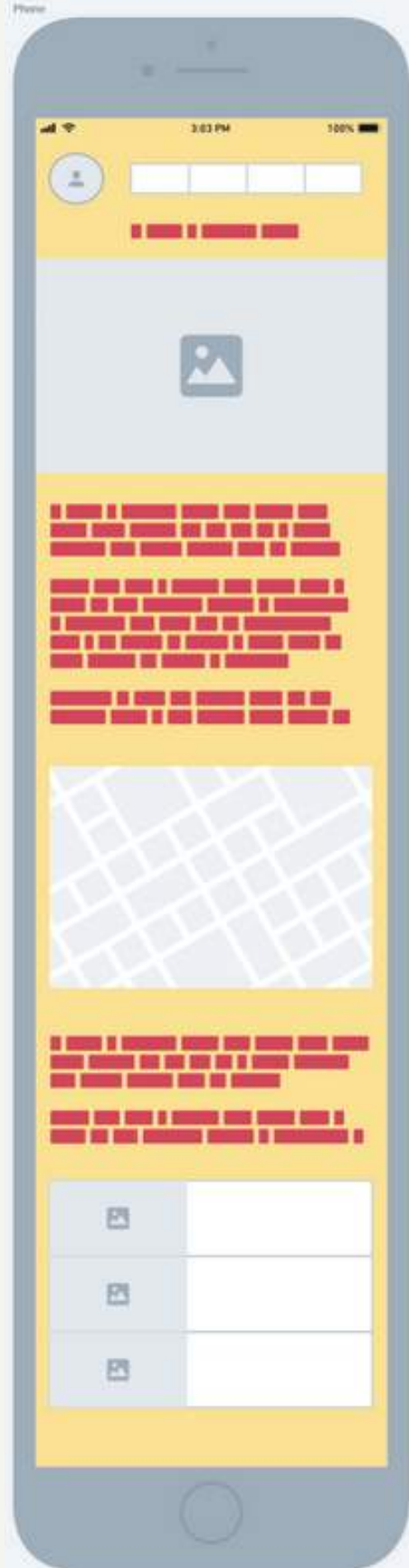


featured  
vlog / blog





# CONTENT LAYOUT







FEEL FREE TO PROVIDE FEEDBACK

**THANK  
YOU**

