

How I Created the UI

1. Design Objective

The main objective was to evoke a sense of adventure and curiosity. The interface was designed to feel calm yet inspiring, encouraging users to explore destinations while keeping interactions intuitive and minimal.

2. Hero Section & Visual Storytelling

A large scenic hero image was used to instantly capture attention and set the emotional tone of travel and discovery. Foggy landscapes and natural colors help create depth and immersion without overwhelming the content.

3. Typography & Hierarchy

Layered typography with generous letter spacing was used for the headline to create impact. Supporting text remains subtle to maintain focus on the visuals while ensuring readability.

4. Layout & Navigation

The layout prioritizes visual flow, with minimal navigation placed at the top. Key actions like 'Watch Now' and 'Know More' are clearly visible but not aggressive, maintaining a premium and relaxed browsing experience.

5. Cards & Information Blocks

Floating cards were introduced to highlight featured destinations such as Uttarakhand. These cards provide contextual information without breaking the immersive background imagery.

6. Call-to-Action Strategy

CTAs are designed with soft contrast to blend naturally with the interface. This avoids visual noise while still guiding users toward exploration and engagement.

7. Tools & Design Approach

- Figma for layout and prototyping
- Grid-based alignment for consistency
- High-resolution imagery for immersion
- Minimal UI elements to reduce distraction

This project reflects my approach to crafting visually rich yet usable interfaces that balance storytelling, clarity, and user engagement.