

Everything we design, **designs us back.**

PORTFOLIO '19

TANVI PISAL

UI/UX Designer



Hi, I am Tanvi.

I believe in pushing creative boundaries and bring equity among designs. I like to analyze and process the information to make more sense out of it and bring more tangible output. I want to create better experiences for users with minimalistic yet delightful designs. UI/UX is my current tool to get to a certain extent of my long term goal.

EDUCATION

Diploma in Web, Graphics
Plus UI/UX (2019)

Bachelor of Information
Technology Engineering
(2018)

CERTIFICATIONS

Diploma in Web, Graphics
Plus UI/UX Designing

Coursera certification in
Typography.

Coursera certification in
Growth Driven Design &
Development.

TECHNICAL SKILLSET

Adobe Illustrator

Adobe XD

Adobe Photoshop

CorelDraw

HTML5/CSS3

Low & High Fidelity Prototyping

Persona Creation

Card Sorting

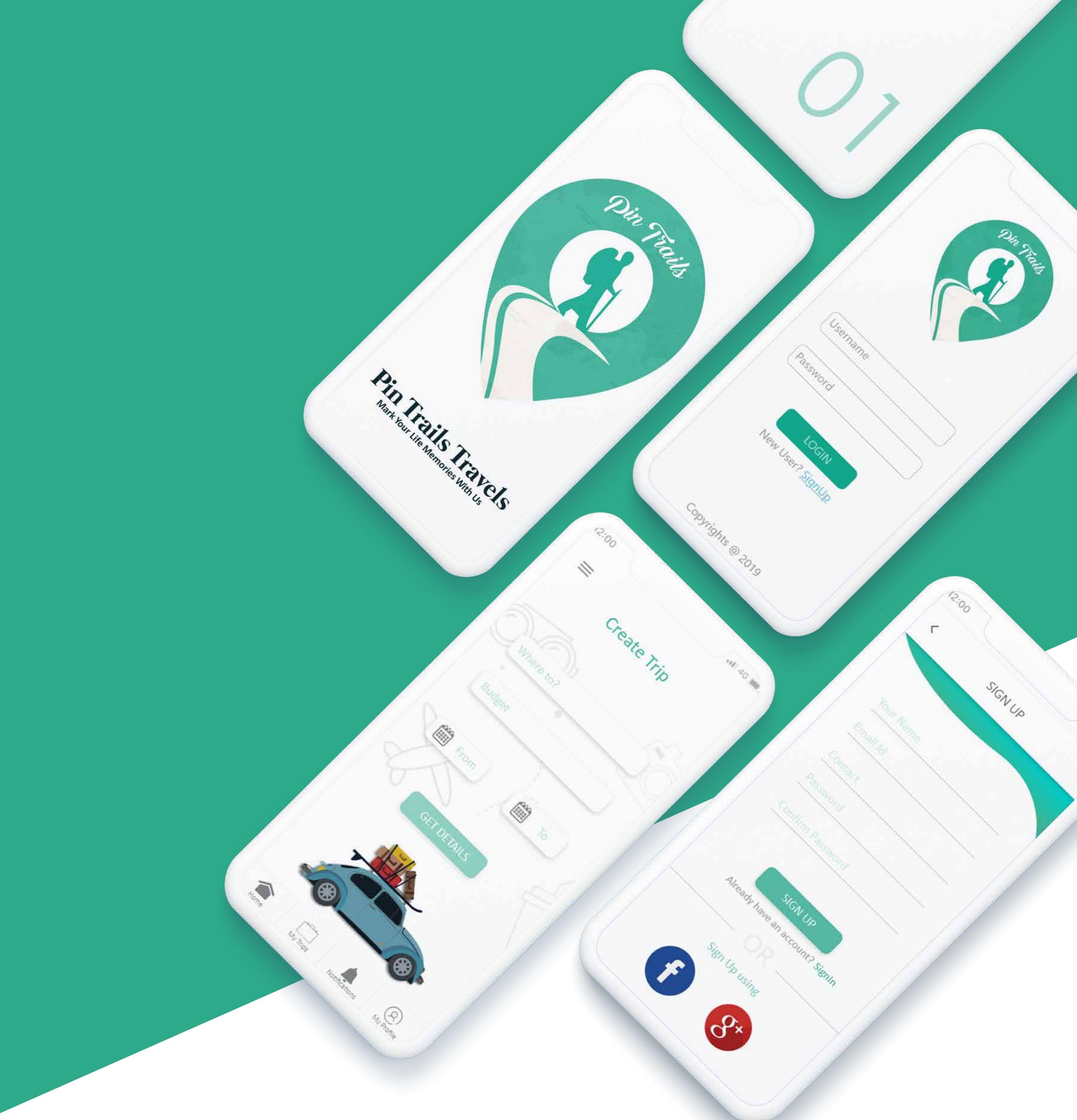
Storyboarding

Information Architecture

CONTACT:

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 +91 9420751423



PROJECT

PinTrails

Travelling App Branding - Case Study

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001

PinTrails Logo

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- High Fidelity Wireframes

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LOGO

PinTrails is an online travel Agency that provides users with great opportunity to customize their holiday packages and adventures in budget friendly prices. Their travel services are worldwide known & trusted. With the help of travel experts, they help users to arrange the best tours as per client's budget.

Users who like to travel and explore more places in minimal budget & less expense with all the updated information about the required destinations. The application makes travelling easier and lot more secure for alone travellers.

LOGOTYPE

Logo is the identifying element of a brand for the company, business, product or economic entity designed to create immediate recognition by the viewer.

Individuality and the uniqueness of a logo are necessary to avoid confusion in the marketplace among clients, suppliers, users, affiliates, and the general public.



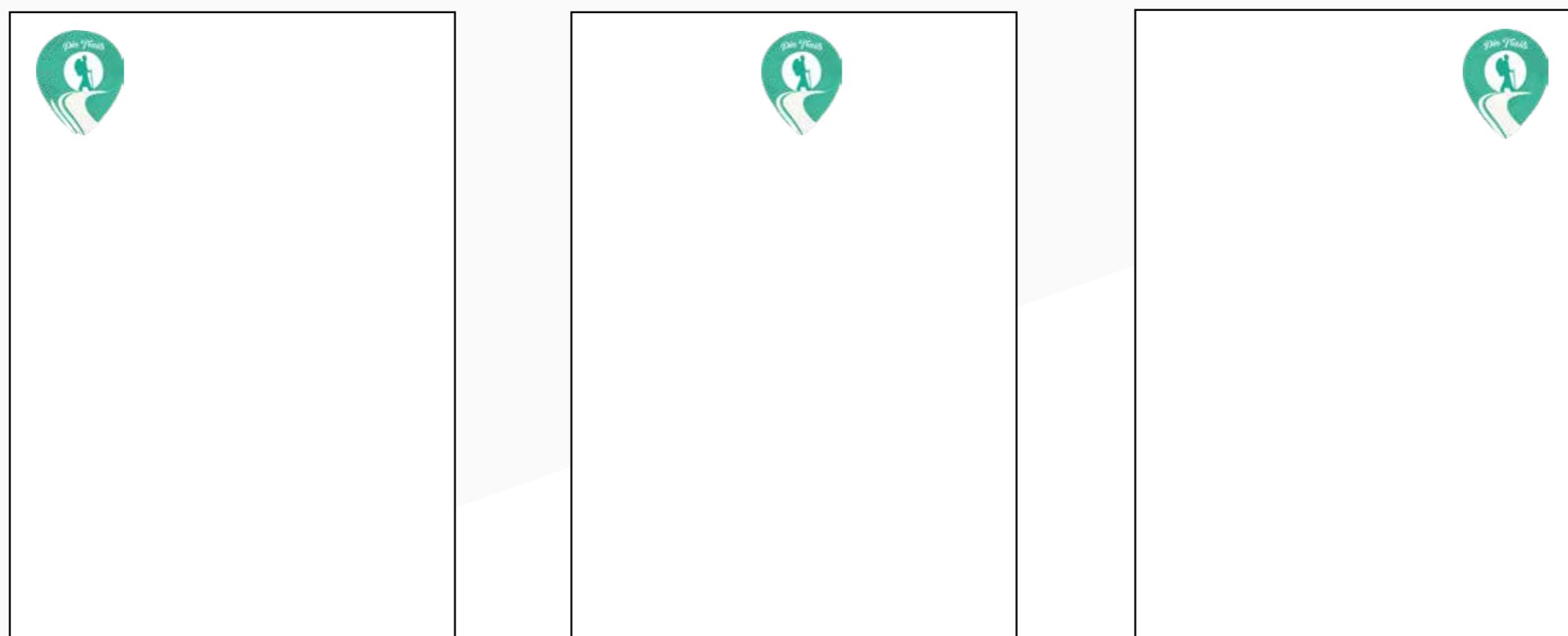
LOGO USAGE

In order to gain maximum visibility, the logo should always appear with a minimum area of clear space around the logo. Clear Space is x=10mm. This area should be free of any type or graphic element. This rule applies to all versions of logo.



LOGO POSITIONING

Always follow the exclusive zone when positioning the logotype around the edges of a paper or when you are combining it with other graphic elements.



BRAND COLORS

Colour is a powerful medium of identification. Choosing the best color for a company logo is about as important as choosing the right name. A brand's logo is its most important design element, because it is the visual representation of the company and its values. Consistent use of specific color theme will help build visibility and recognition for the brand and will set it apart from the competitors.



#45B79C



#05555E

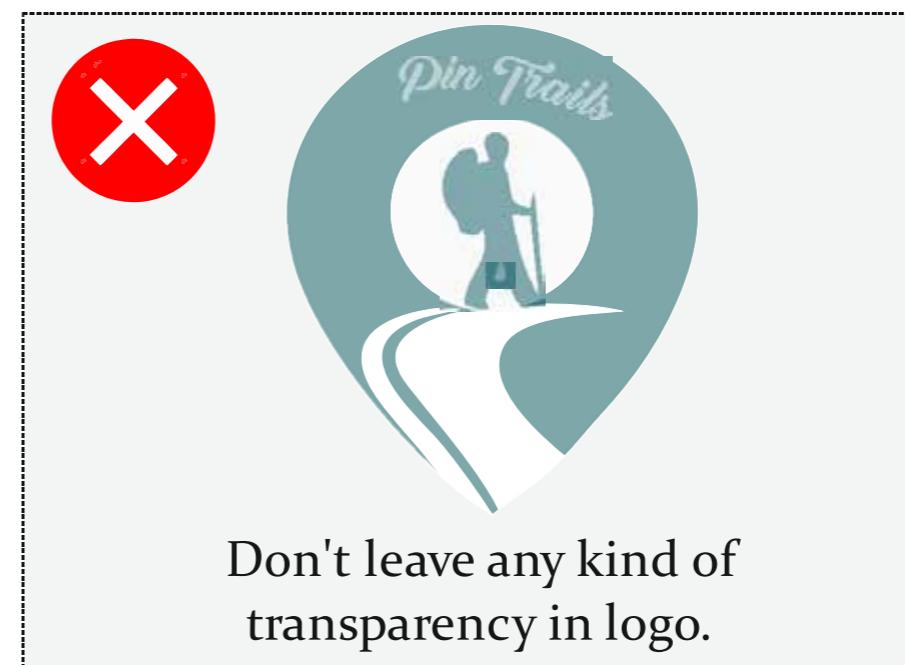
LOGO DONT'S

The logo should always be in the approved format. It should never be altered or modified. Altering the logo weakens the integrity and consistency of the brand.

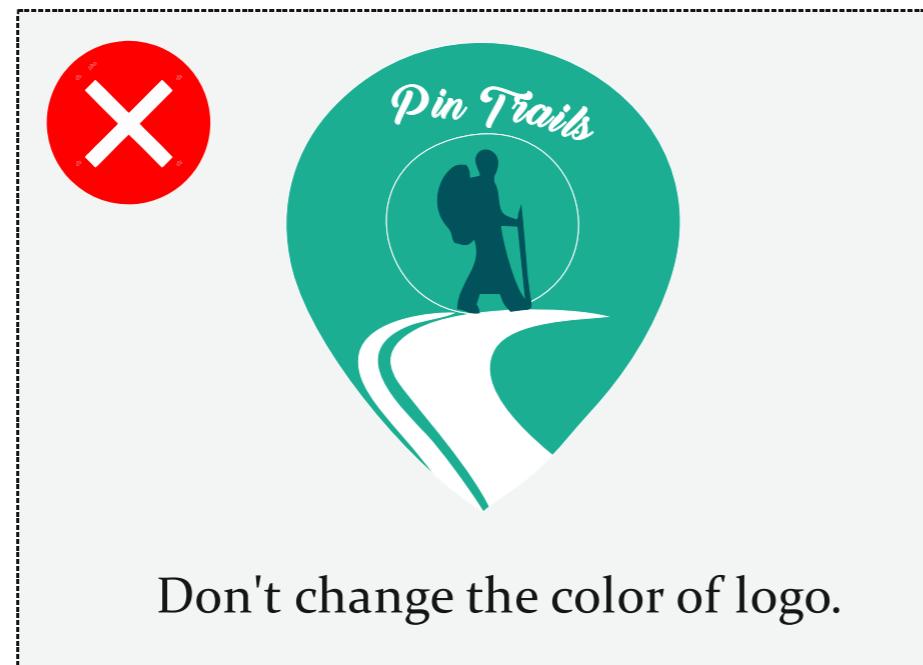
Here are the examples of what not to do with the logo.



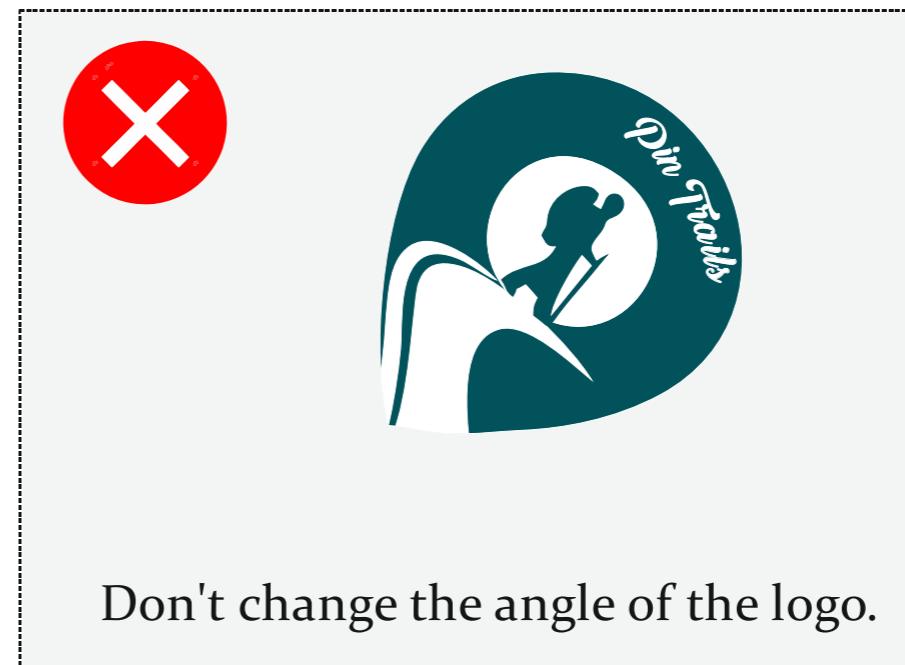
Don't stretch the logo unevenly.



Don't leave any kind of transparency in logo.



Don't change the color of logo.



Don't change the angle of the logo.



TYPOGRAPHY



Pin Trails

Pin Trails Travels

Mark Your Life Memories With Us

"PinTrails" primary typeface is Back to Black Demo. Attractive, cursive and easy to read. Multiple levels of typographic hierarchy are defined for impact and clarity of our communications.

The typeface of "Pin Trails Travels" line is Mermaid Bold and the Tagline has the typeface calibri.

Font Family : Back to Black Demo

A B C D E F G H I J K L M N S

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



PINTRAILS APPLICATION

INITIAL BRIEF OF APPLICATION

Users who like to travel and explore more places in minimal budget & less expense with all the updated information about the required destinations. This application makes travelling easier and secure for lone travellers.

ABOUT THE APPLICATION

Pin Trails travel is an online travel agency that provides its customer with great customizable holiday packages and adventures in budget friendly prices. Their travel services are worldwide known & trusted. With the help of travel experts, they arrange the best tours and adventures as per the client's budget.

How can we make travelling more easy and secure with minimal budgeting and exploring new places. With 'Pin Trails Travel' you can have all these benefits as it beautifully designed for the travellers.

OBJECTIVES OF THE APPLICATION

- The application provides updated itinerary and maximum solutions for the users required destinations. The information is completely updated about the tourist places and its surroundings, as security being the main concern for the travellers.
- Notifications and alerts regarding users tours and travel calendars are provided by the pintrails application.
- Travel dairy image gallery is an add on feature, where other travellers can view the images of users trips and adventures on his/her profile.
- The application provides the accurate routes for travel also provides the information about the feasible transportation facilities.



POTENTIAL END USERS

Travellers who like to travel and explore more places in minimal budget & with less expense with all the updated information about the required destinations. This application is far more beneficial for lone travellers or nomads or backpackers who wants their travelling to be easier and surreal.



PROJECT SUMMARY

What? has to be designed

Beautifully designed and user friendly mobile application needs to be created for the travellers to have great travelling and backpacking experiences.

Why? mobile application

It would be easy and convenient to carry smart phones anywhere in the transit or while travelling, hence mobile application is preferable and user can have all the information.

How? it will help user

It will make travelling easy and secure also it will be budget friendly and can explore more surroundings in less cost.

Time is saved by travelling on your own with all the equipped beforehand information.

The application provides you the facility of scheduling your own customized travel calendar.

The application also allows to have the travel dairy moments, as gallery will be the inbuilt function of the application.

Where? it will be used

User can use it anywhere in India to plan a trip.



USER STUDY

There are a number of problems a traveller faces during a trip, more so if the trip is adventurous. Adapting to weather, food, & other conditions. Out of all these issues, one is having a secure transportation facility. Many people bear the brunt of paying high cost for travel and transporation.

Another issue faced by users is not being completely informed with the destination and its iternary. As with the less time and incomplete iternary, users cannot explore many places.

There are many users and travellers who travel alone, and want to explore more places in less time and minimal budgeting. For these users, its not financially possible to join with commercial travel agencies as they cost a fortune. This app helps users to plan their trip or tour according their budget also providing them with all the updated iternary required to explore the place.



USER RESEARCH (Questionnaire)

What problems are faced during travelling by travellers?

How often do you travel?

What are your most likely destinations or places that you travel to?

What features you want to be added to this travelling application?

What are your expectations from this application?



ANALYZE COMPETITORS

We studied few travel applications similar to which we are building. This gave us idea how our target audiences wants it to be designed or how the user experience of the application should be.

The concept of 'PinTrails' travel isn't like the other traditional travel applications, and the User Interface can be designed accordingly. Analyzing the flaws and considering good designs and its functionalities, we can design or map the user experience accordingly.

USER PERSONA

Janhavi Deo

24, Mumbai



BIO

Janhavi is an IT Professional & works in an IT firm. Her job from monday to friday is quite tiring and exhausting and does not give much to explore.

As she is passionate about exploring new places every weekend and she is also a solo traveller.

FRUSTRATIONS

Travellers face many problems and issues. One of these major issues faced by Janhavi is Security. Due to security reasons many times she had to decline her plans. Also sometimes travel wasn't convenient due to transportation havoc.

Because of the information not been well updated about the places, travelling and exploring proved to be worth less.

NEEDS & GOALS

A secure & convenient transportation during her travel journey.
Reviews and recommendations for places to stay.
Updated information about the place.
Safety measures

SCENARIO

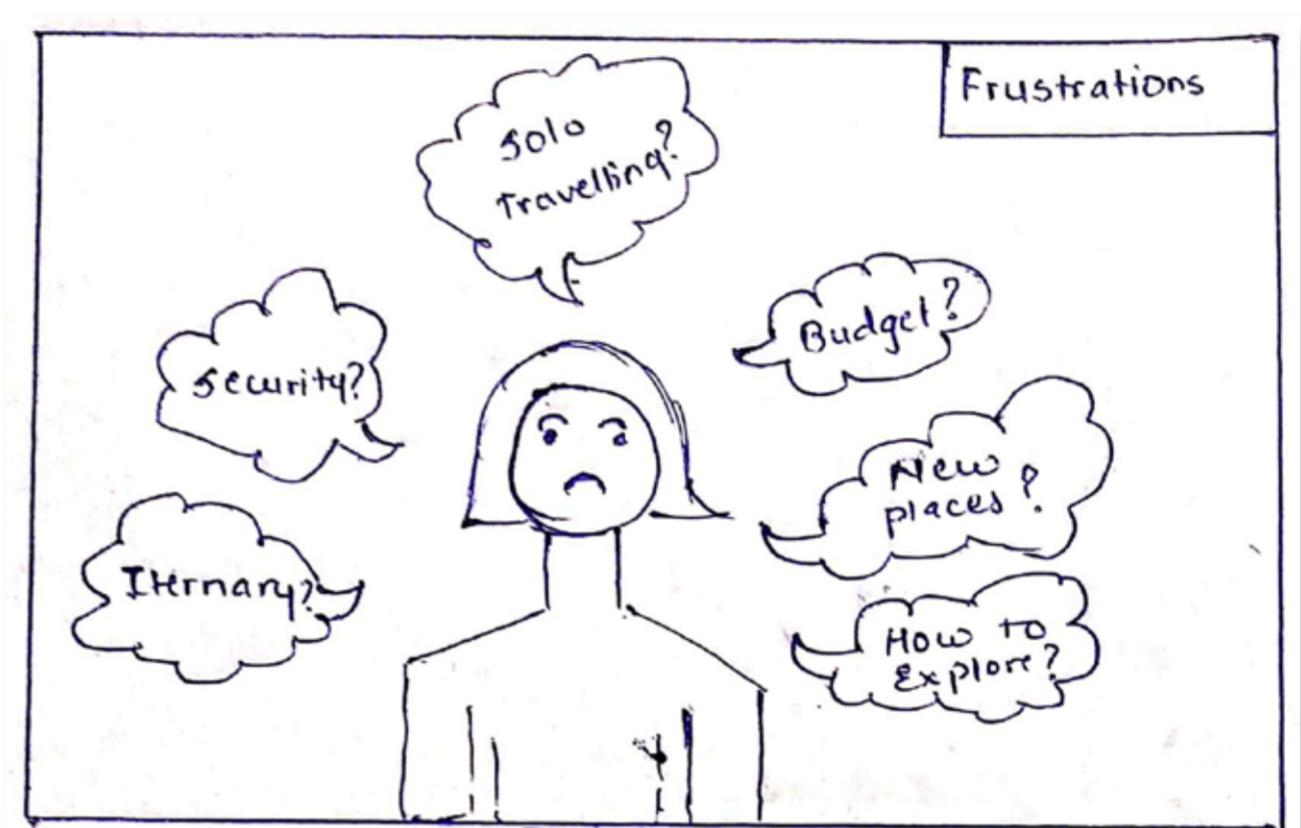
Janhvi is very busy with her daily IT Job. In weekdays she has to work daily for 10 hours and hence want her weekend to be stress free. As Janhvi is a solo traveller and prefers to plan treks and trips often. There are number of problems faced by her during a trip, more so if the trip is adventurous, adapting to weather, food, & other conditions. Out of all these issues, one is having a secure transportation facility. Many times she has to bear the brunt of paying high cost for travel and transporation.

Another issue faced by Janhvi is not being completely informed with the destination and its iternary. As with the less time and incomplete iternary, she cannot explore many places. Also for these her, its not financially possible to join with commercial travel agencies as they cost a fortune.

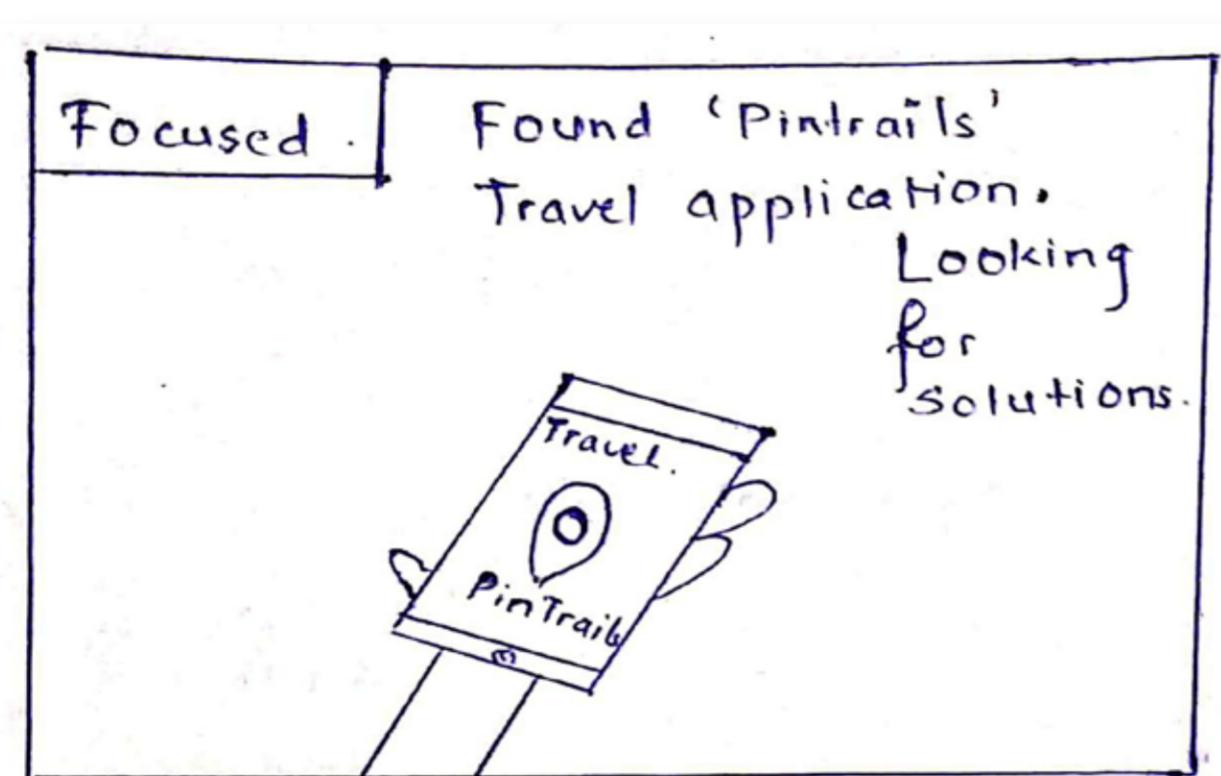
STORY BOARD



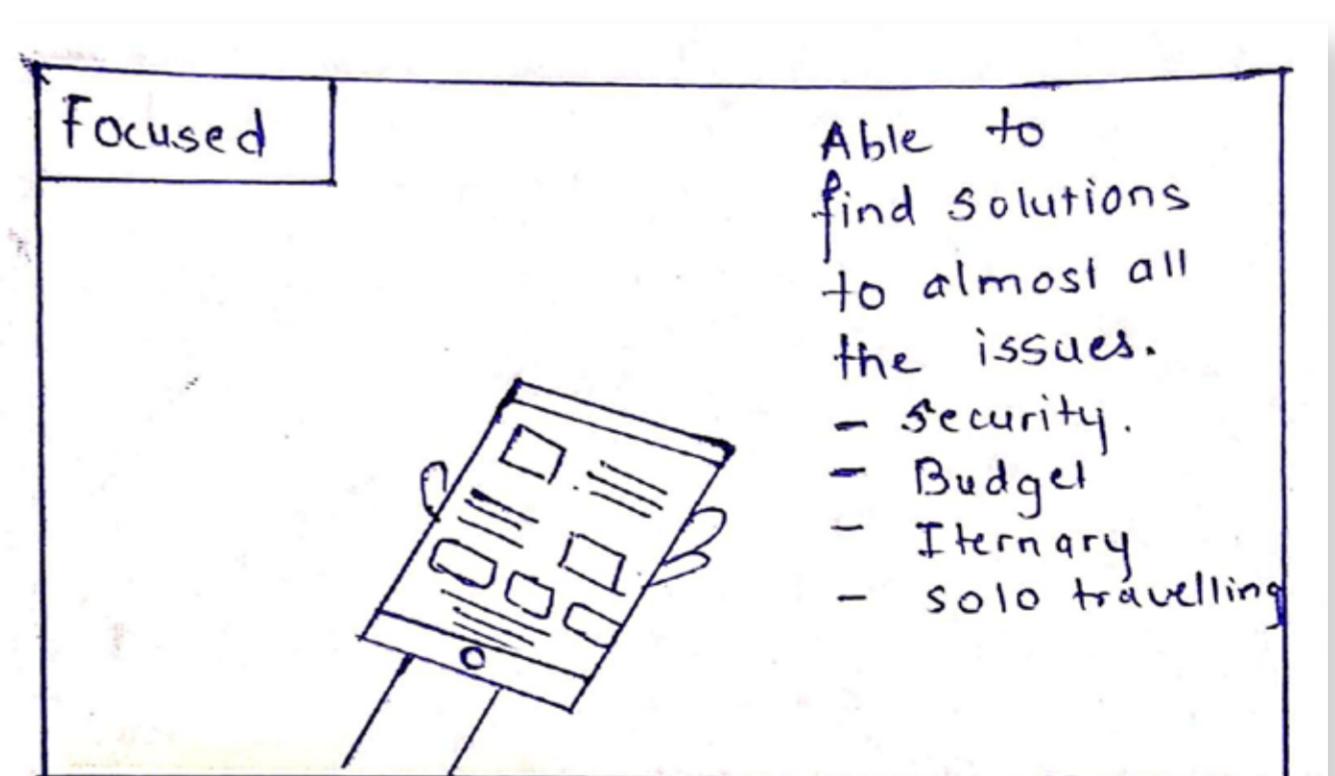
STEP 1



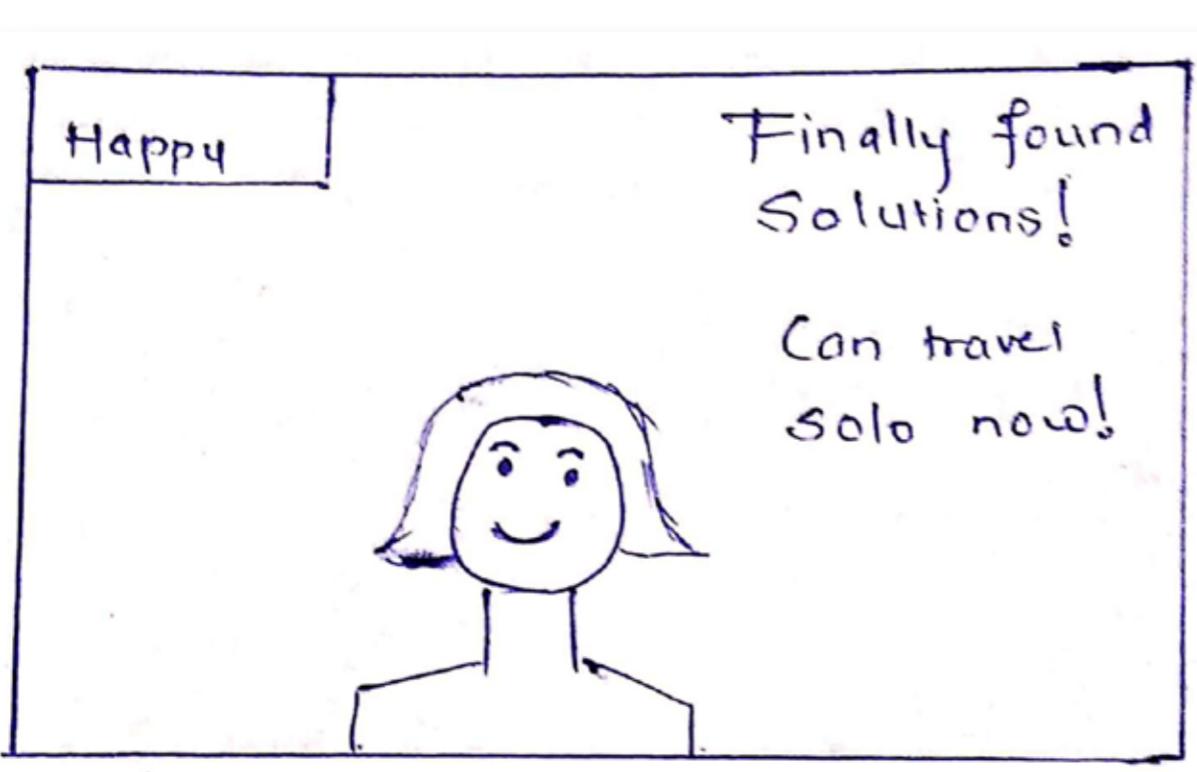
STEP 2



STEP 3



STEP 4



STEP 5

CUSTOMER JOURNEY MAP

USER



SCENARIO

Janhvi is an IT professional and is a solo traveller. She prefers to take solo outings. The problems that she face during travel is security, transportation havoc, not fully updated information about the places.

GOALS

A secure & convenient transportation during her travel journey.
Reviews and recommendations for places to stay.
Updated information about the place.
Safety measures

STEP 1

Users finds about the application and downloads it.

STEP 2

New users, SignUp and lands on **Profile Creation Page**.

STEP 3

Add interests of travelling.

STEP 4

Get Suggestions

Creates own profile with the necessary information about the user.

Based on the mentioned interest the app will show the relevant results.

STEP 5

Create a Trip.

User can select the date, place, budget range, transportation facility, etc

STEP 6

Get destination details.

Approx budget required.
Image Gallery.
Travellers Review & ratings.
Transportation Itenary

STEP 7

Book the trip

Based on the information provided user can finally book the trip with appropriate details and set reminder or alarm for the specified date.

STEP 8

Get Reminder alerts

The app gives alerts of the trip to the user

STEP 9

Start the trip & can schedule it.

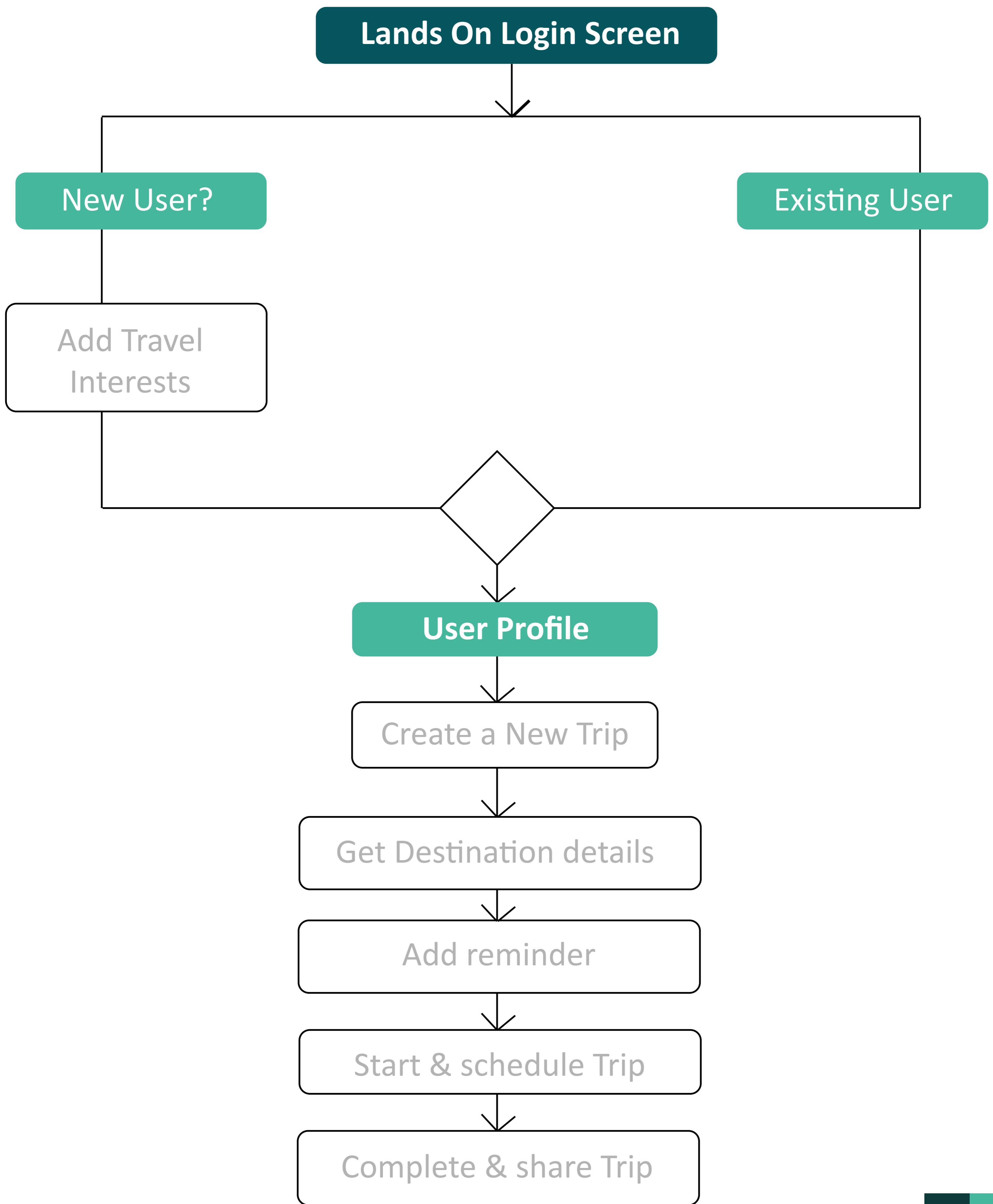
The user can start the trip and also can schedule it according to the days and places to visit.

STEP 10

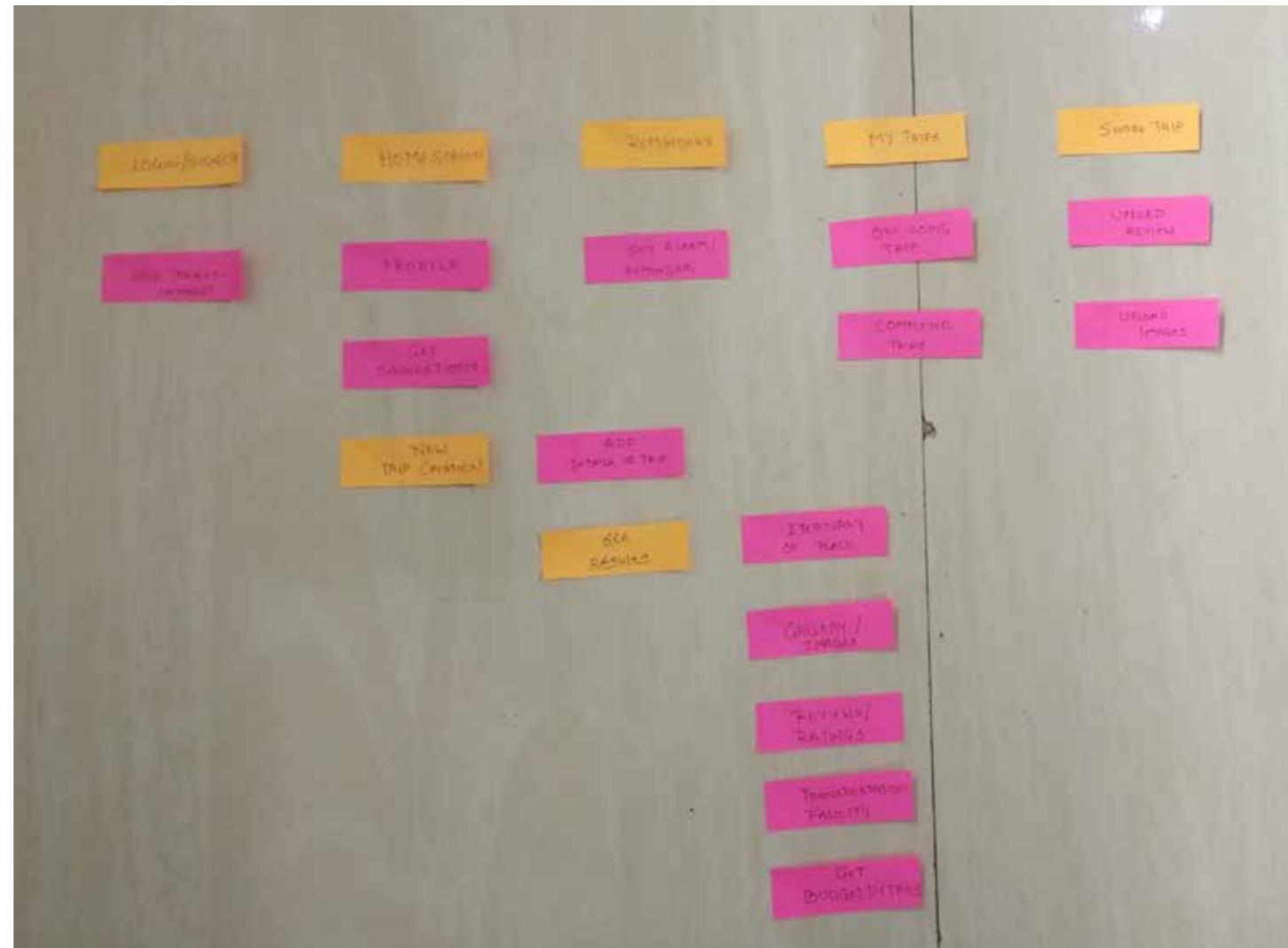
Complete the trip and share it with other users.



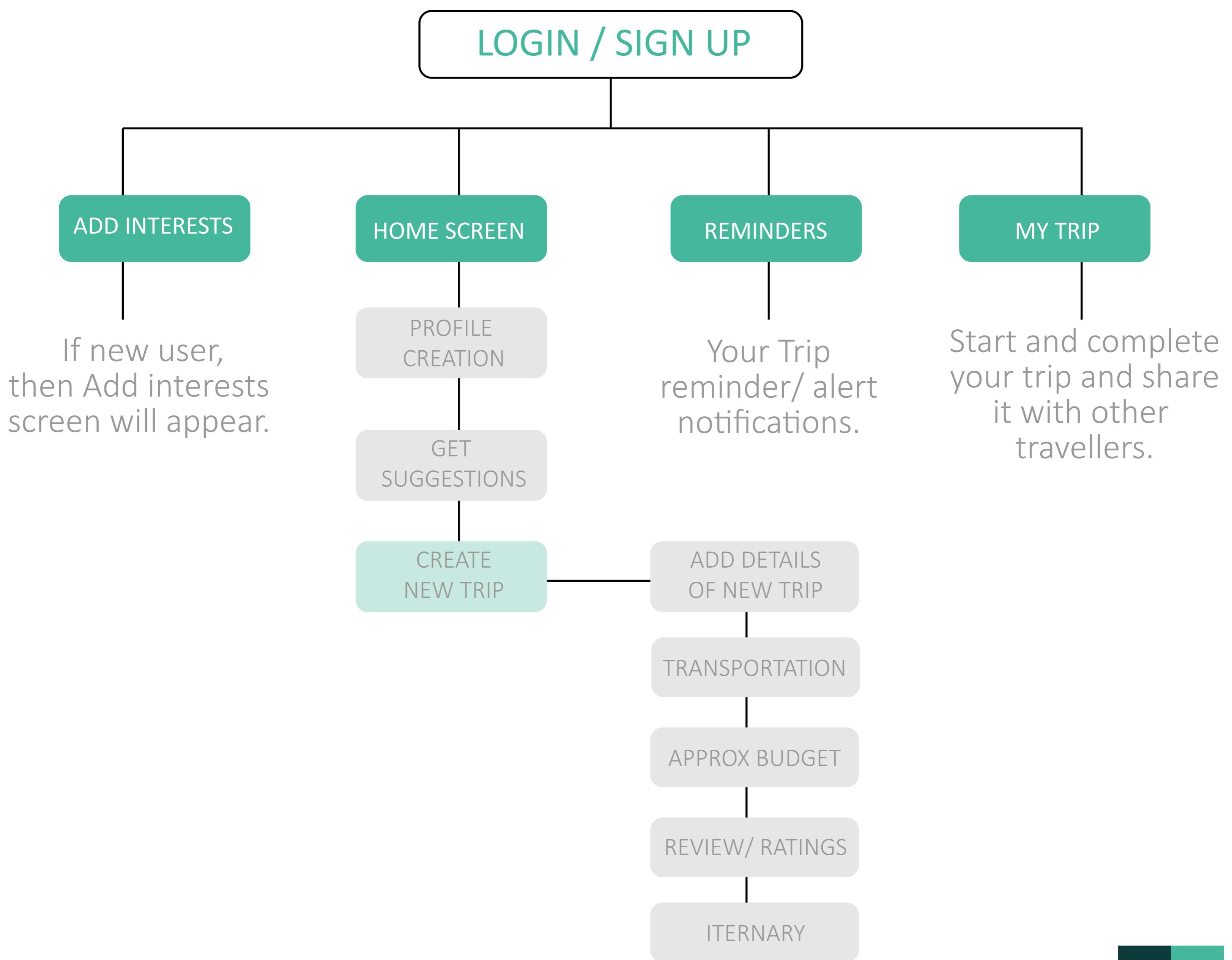
USER FLOW DIAGRAM



CARD SORTING

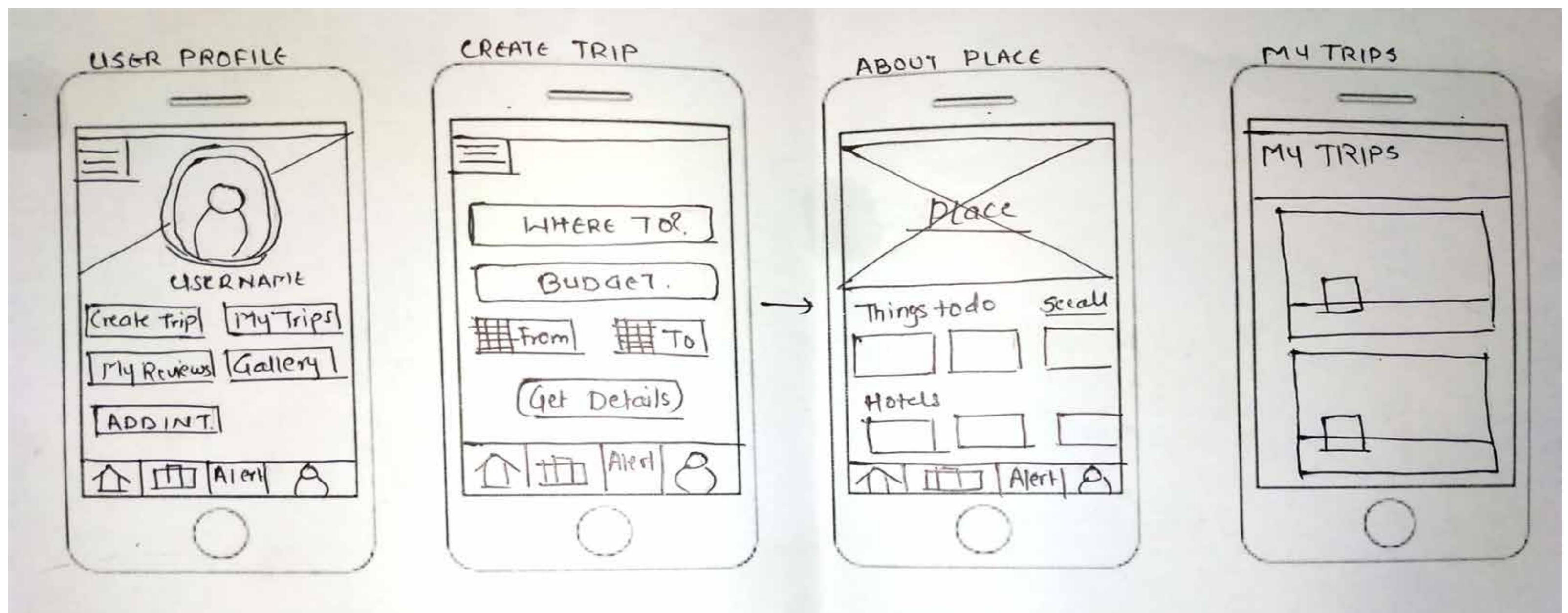
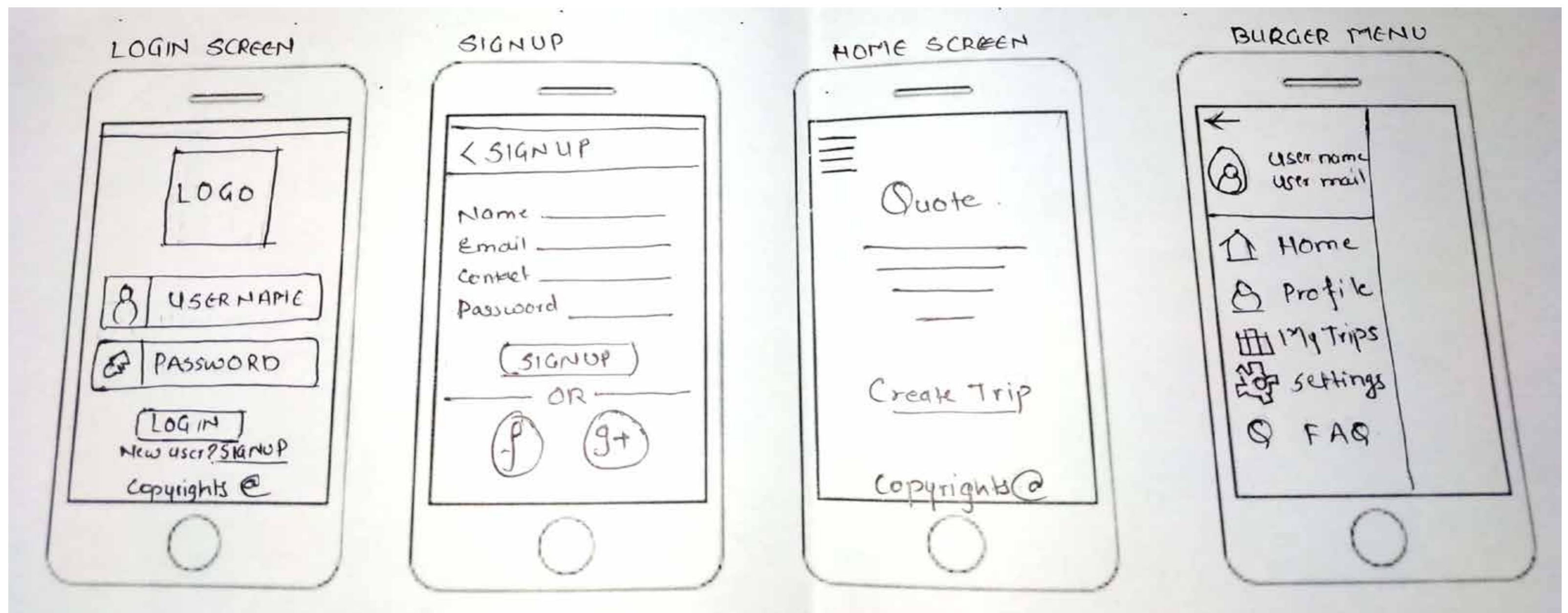


INFORMATION ARCHITECTURE

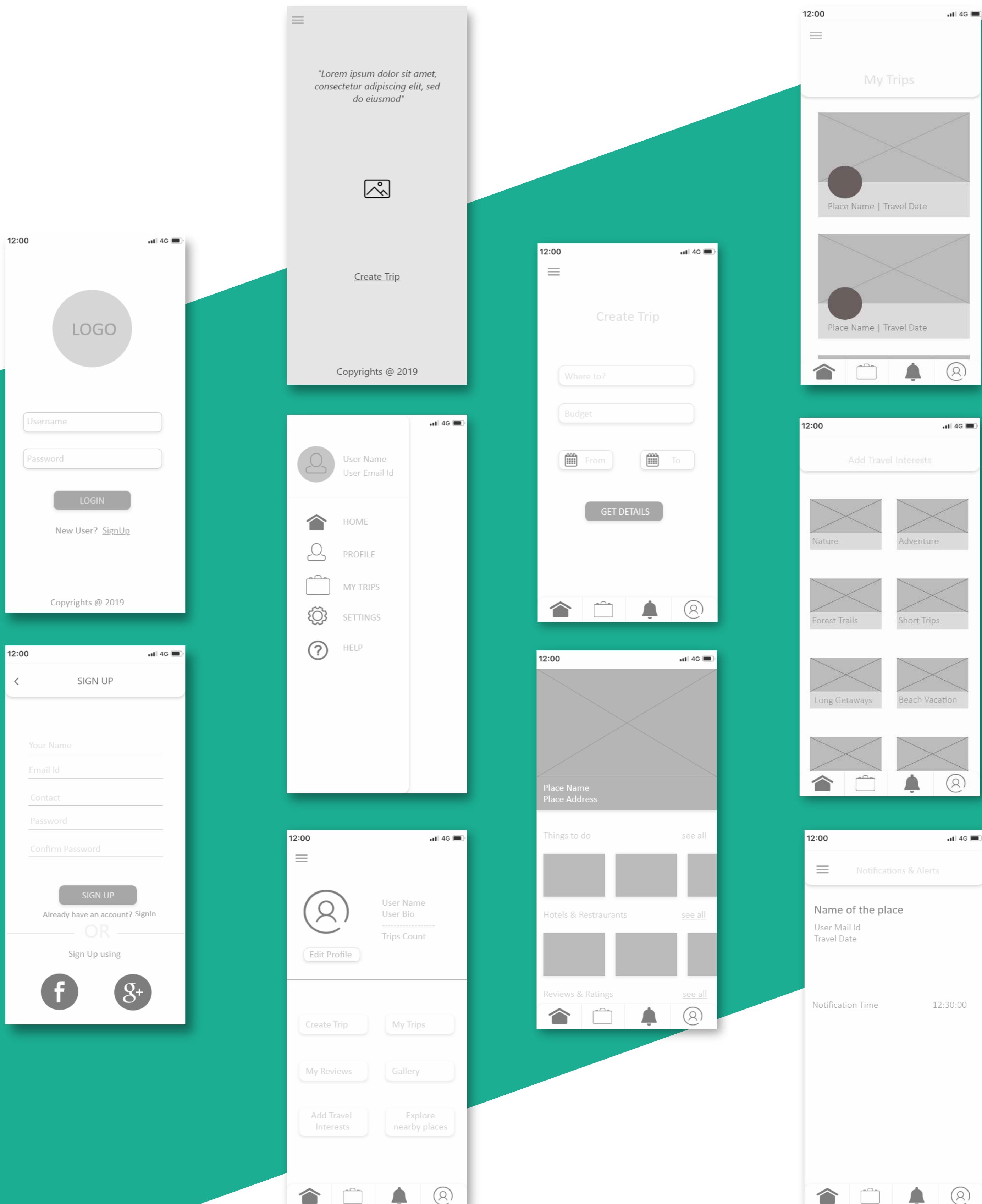


PINTRAILS APPLICATION USER EXPERIENCE

LOW FIDELITY WIREFRAMES



HIGH FIDELITY WIREFRAMES



PINTRAILS APPLICATION USER INTERFACE

LOGO OPTION



also has 'Trails' word in it, we have tried to show a traveller's foot steps.

STYLE 8 - Minimal & simplified design

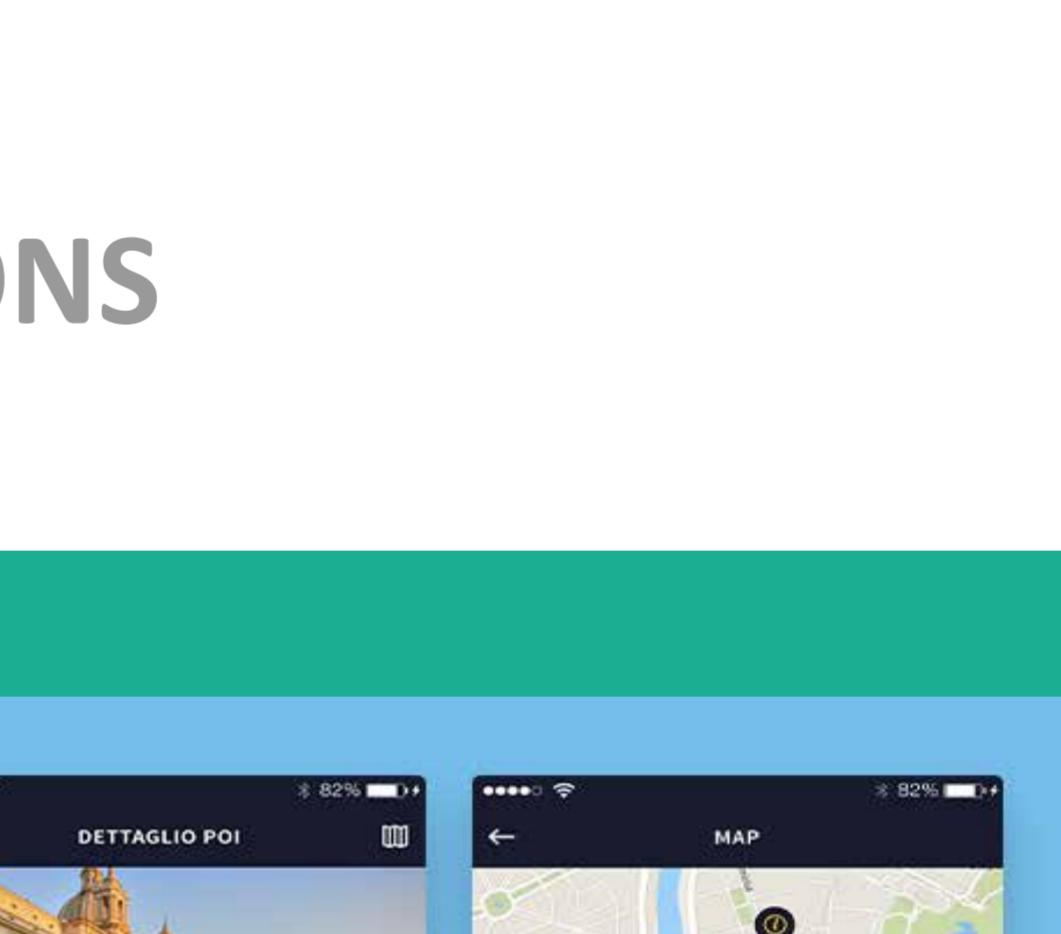
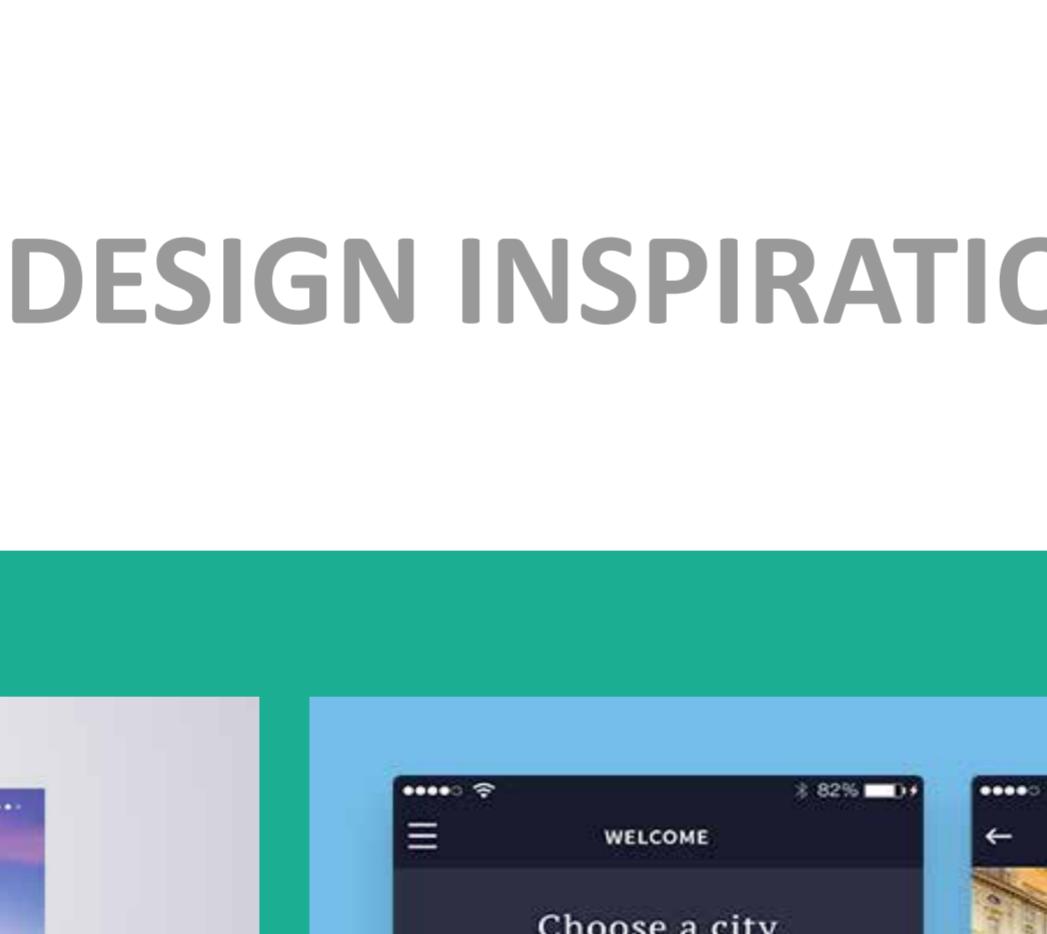
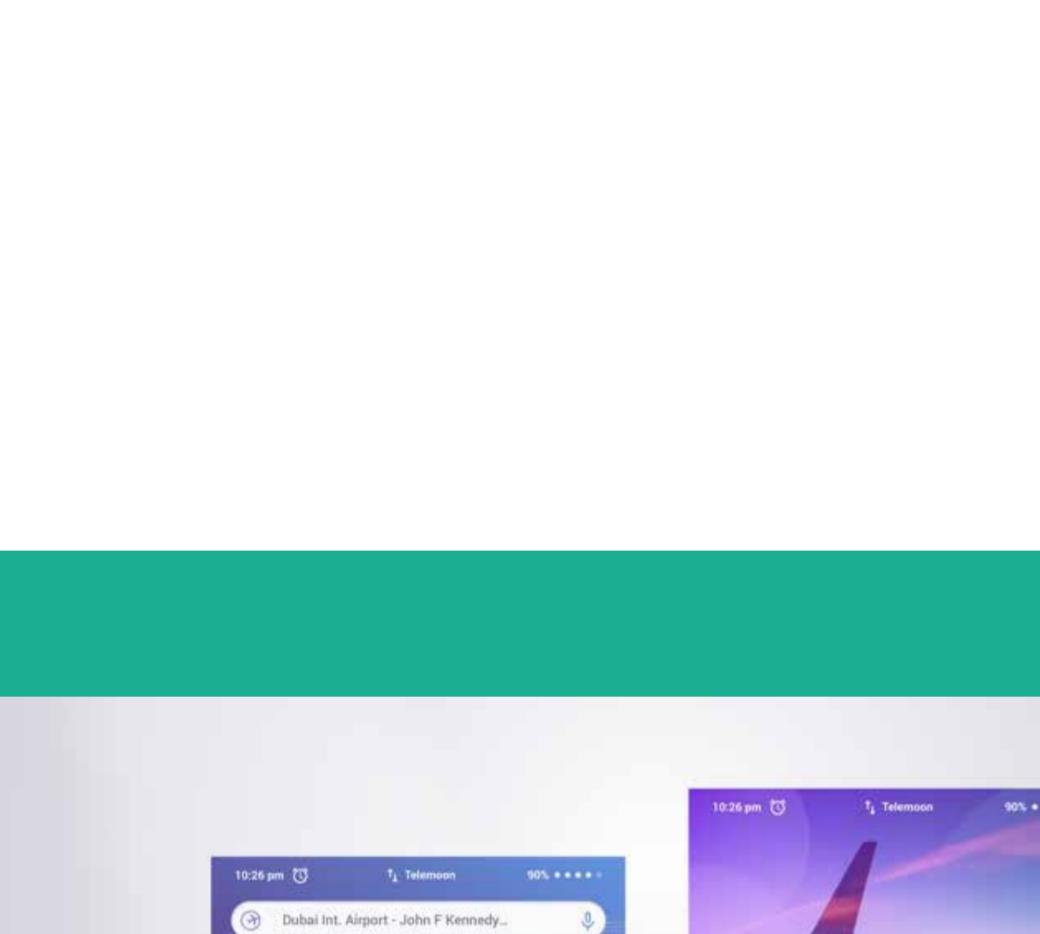
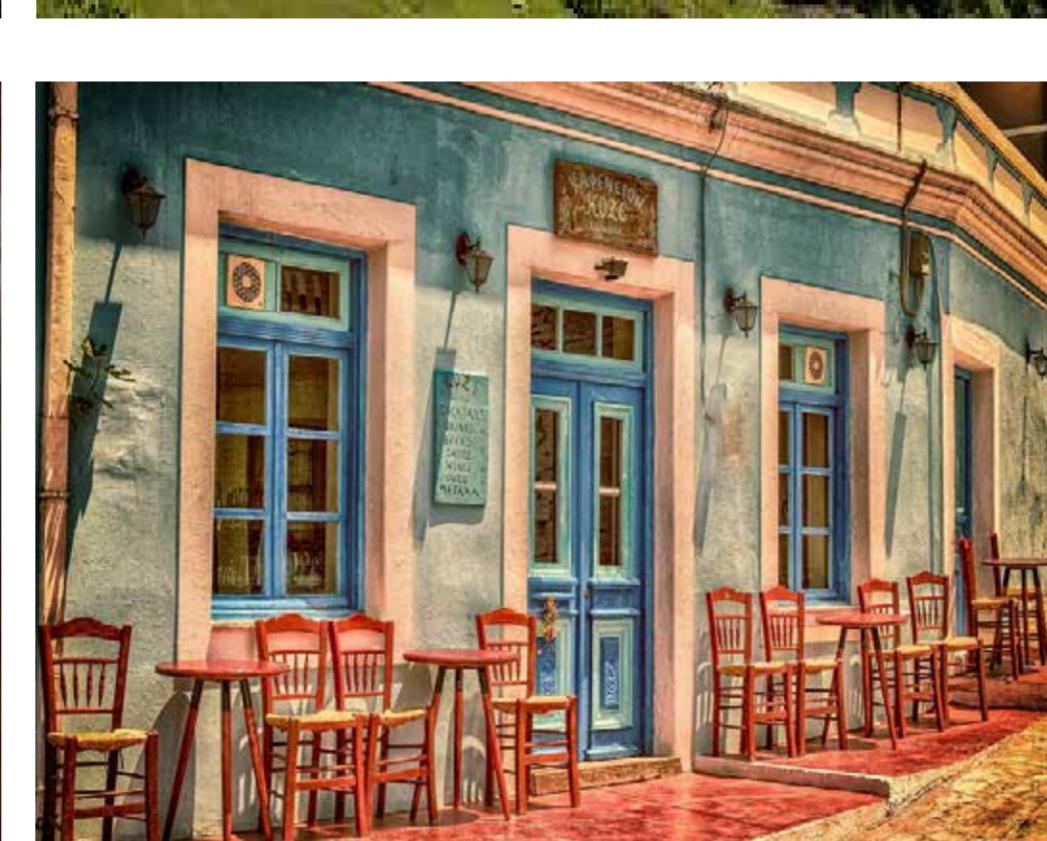
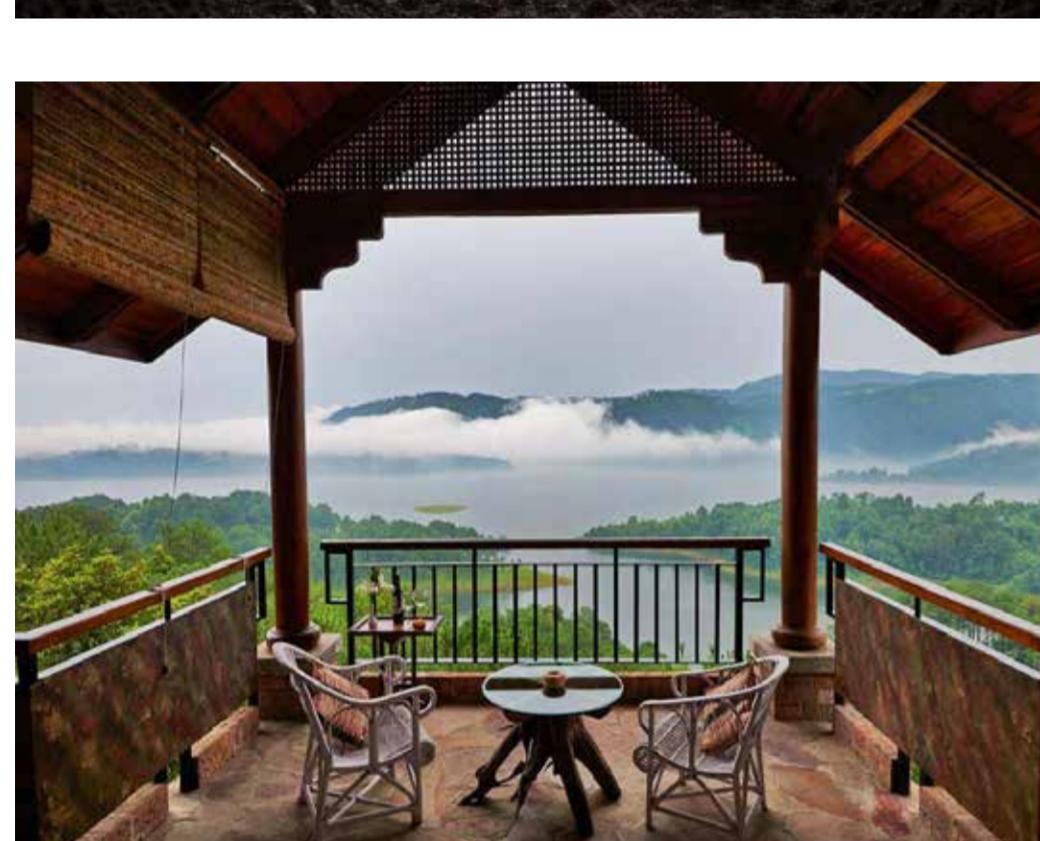
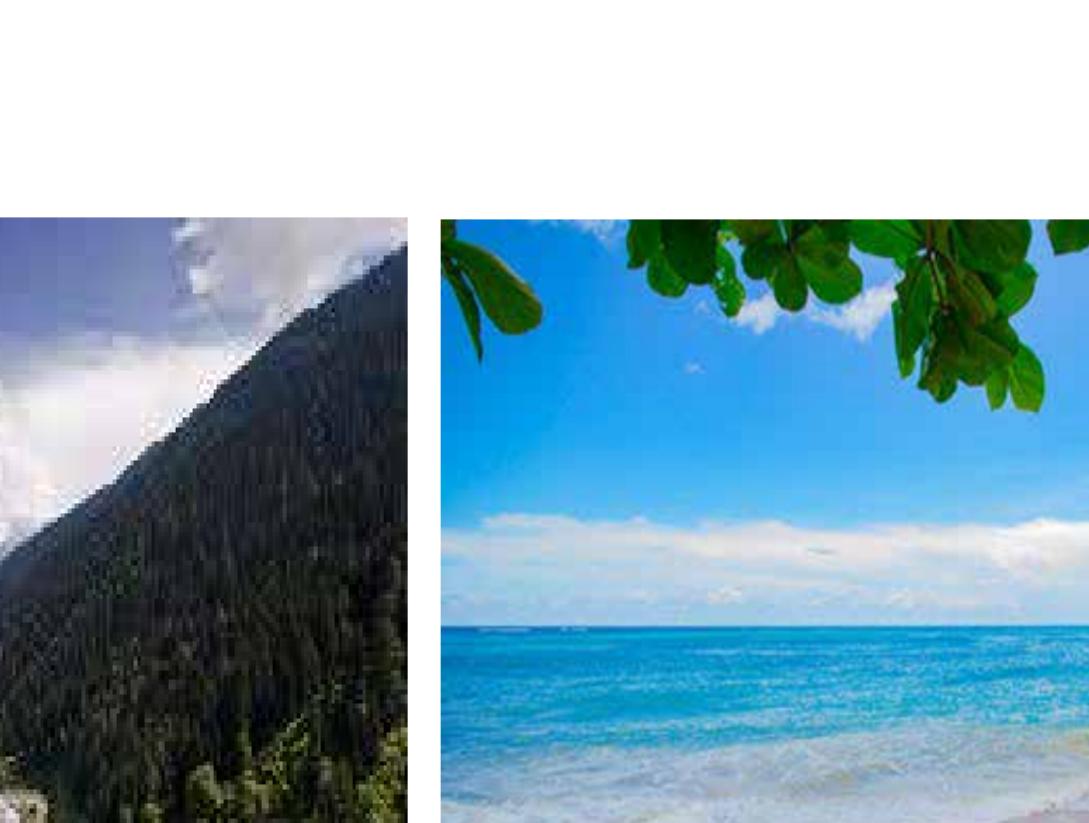
TYPOGRAPHY



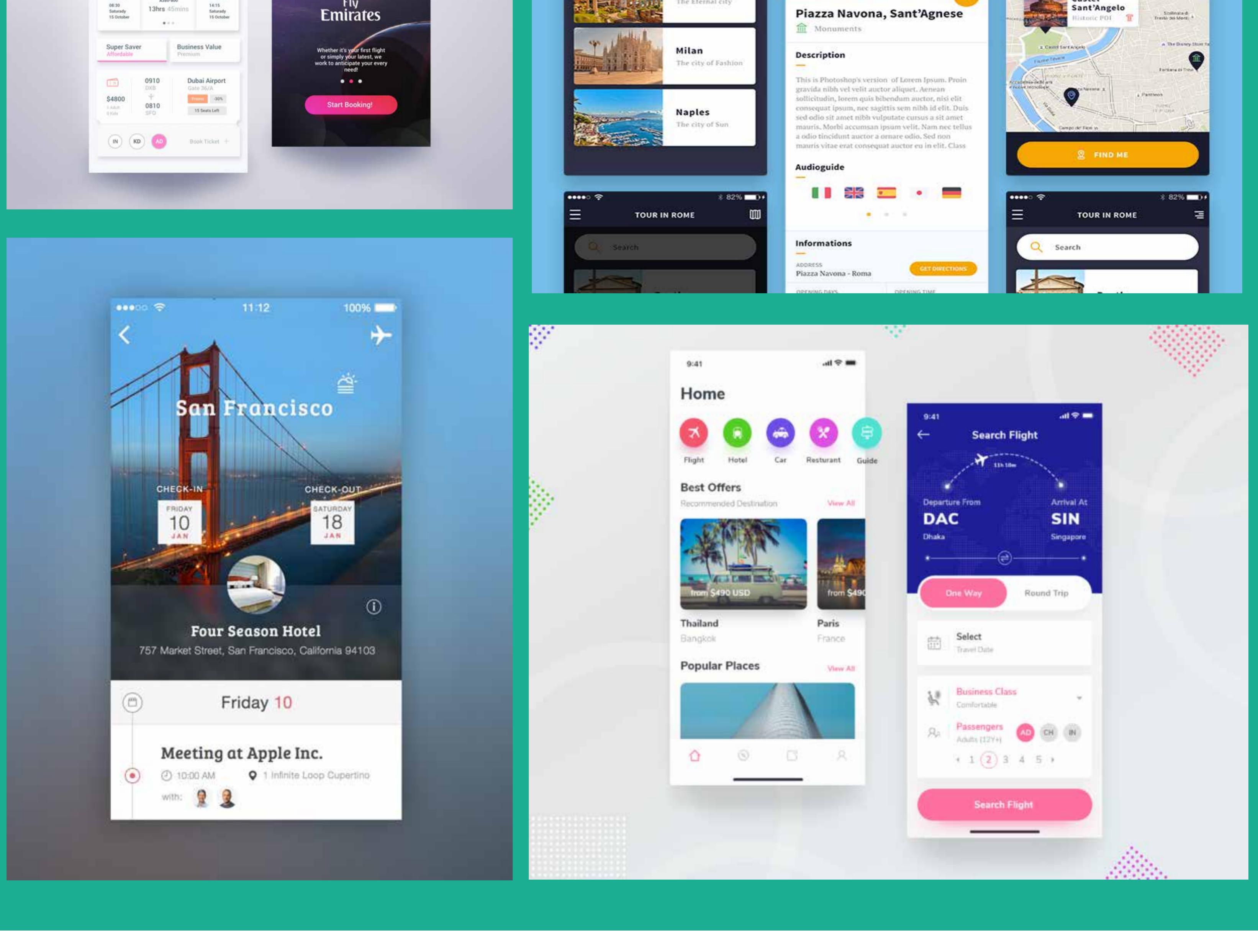
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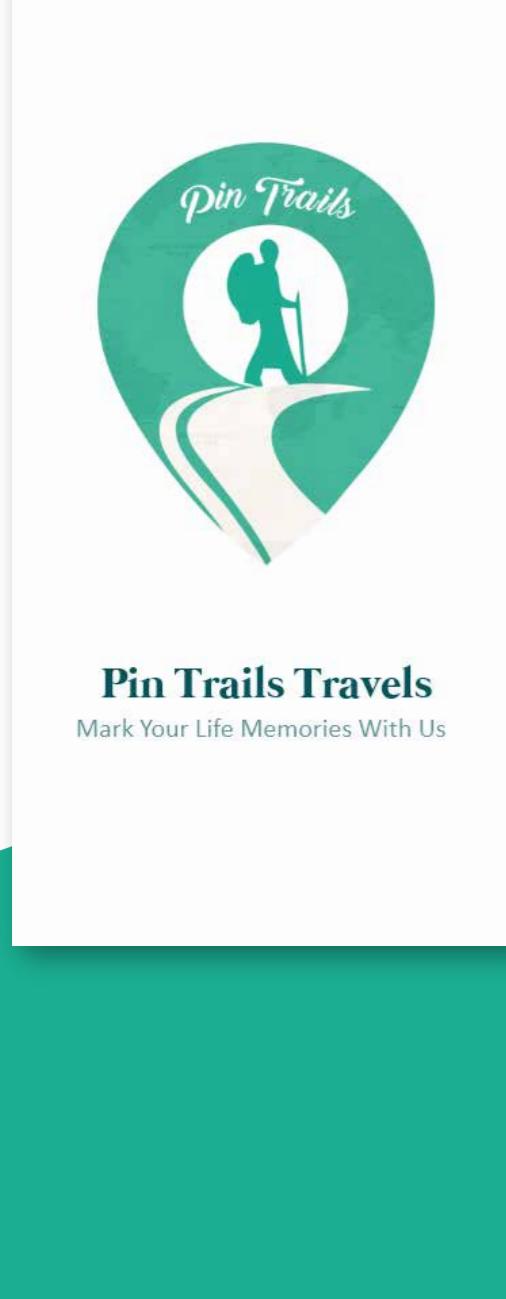
卷之三



 <p>Piazza Navona</p>	 <p>The Eternal city</p>	 <p>Milan</p>	 <p>The city of Fashion</p>
<p>Monuments</p>	<p>Description</p>		

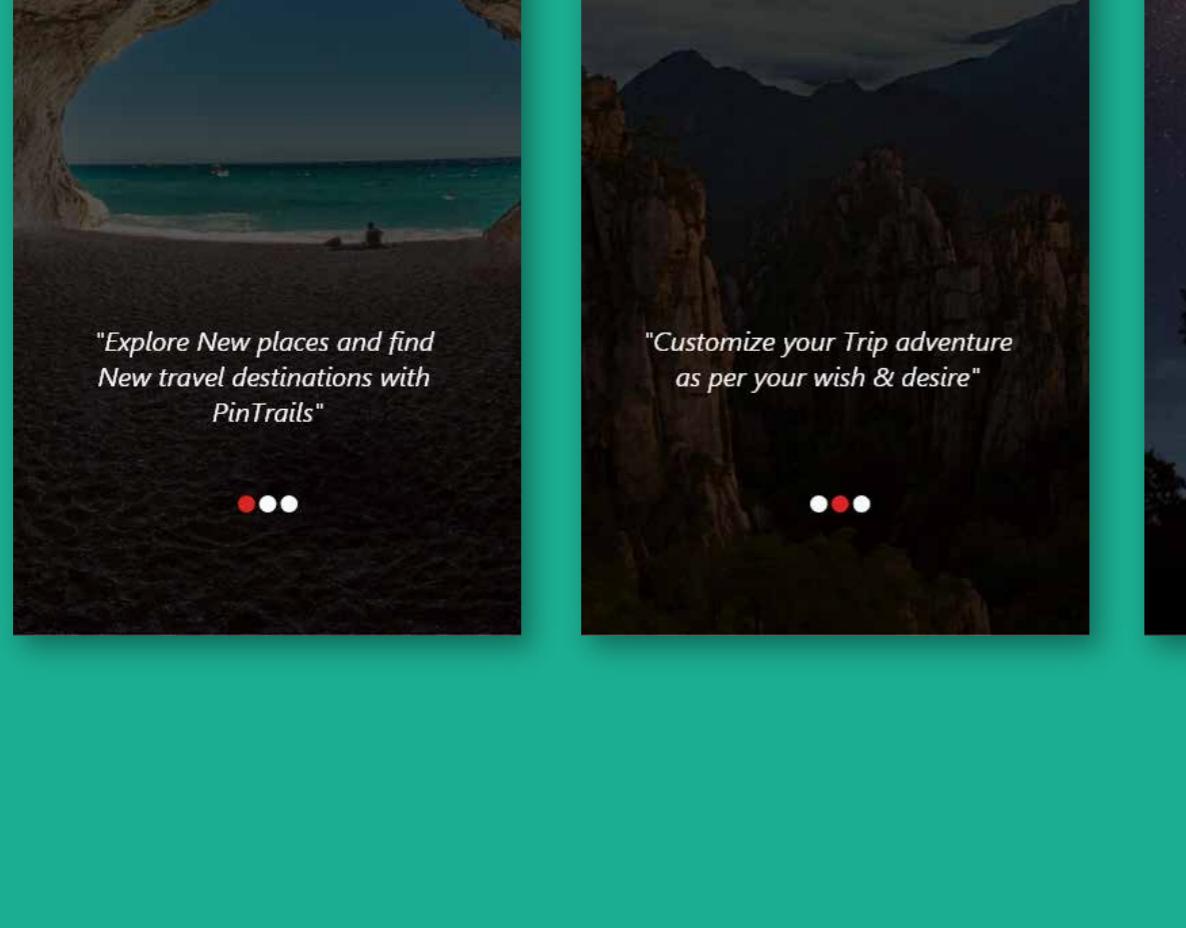
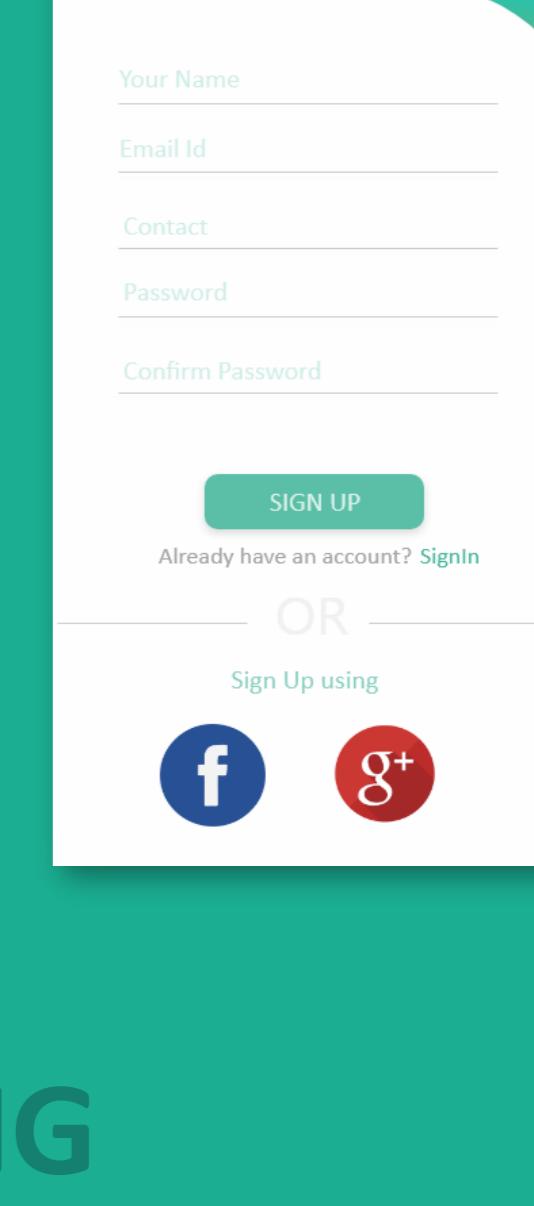
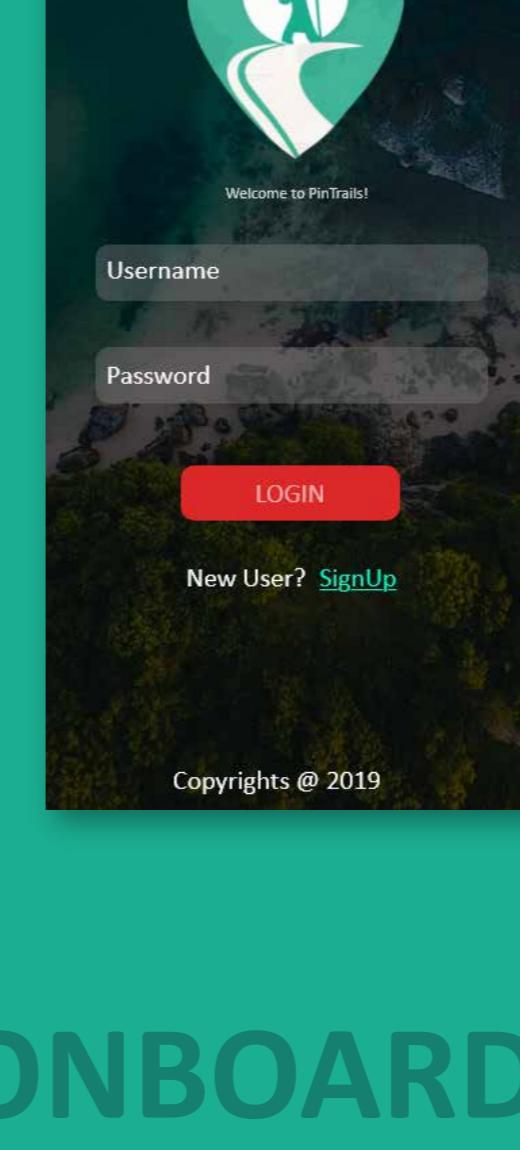


PINTRAILS APPLICATION USER INTERFACE

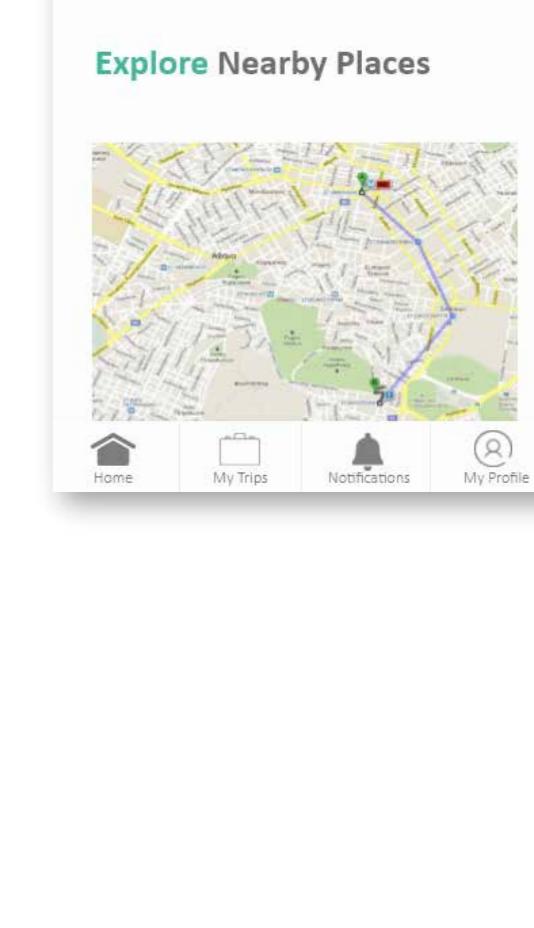


PINTRAILS APP

SIGN IN SCREENS



ONBOARDING SCREENS

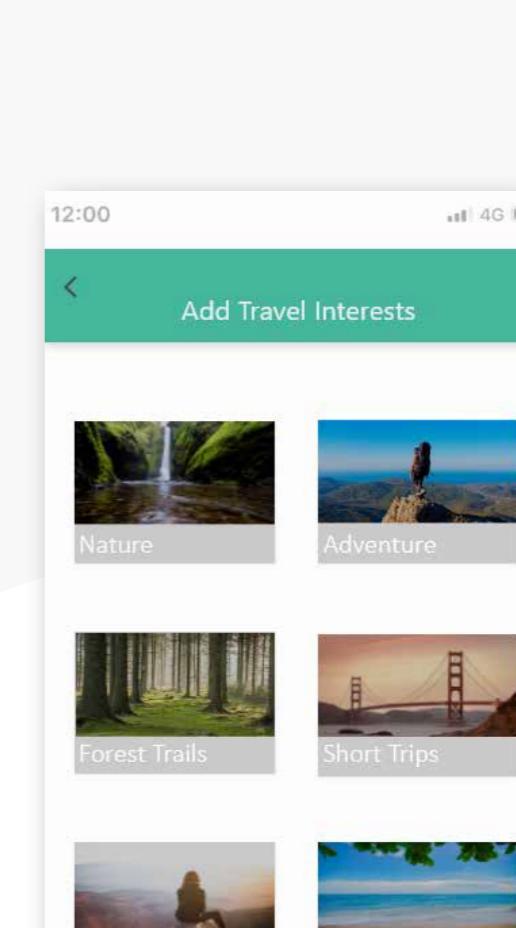
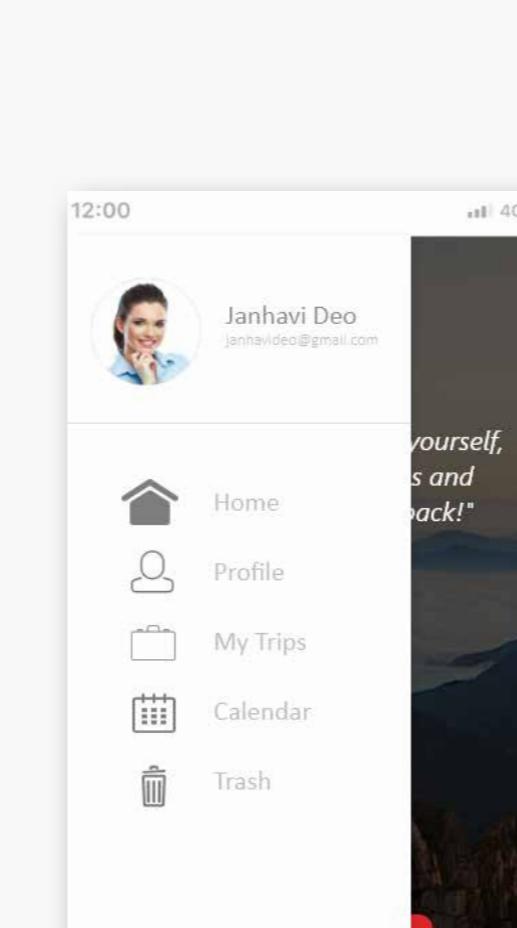
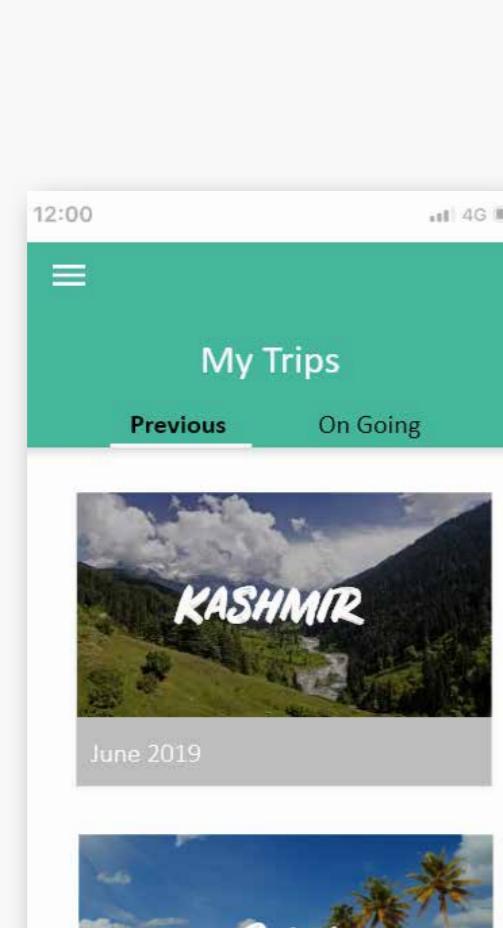
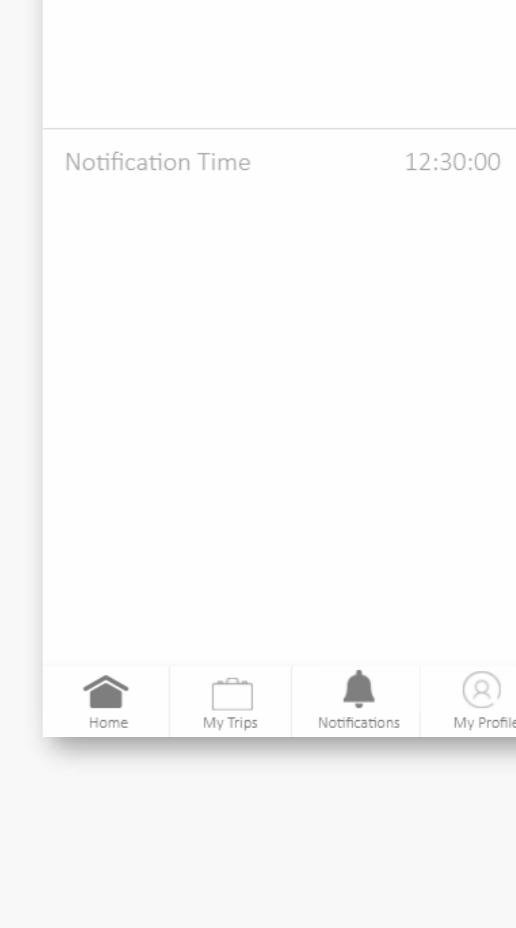
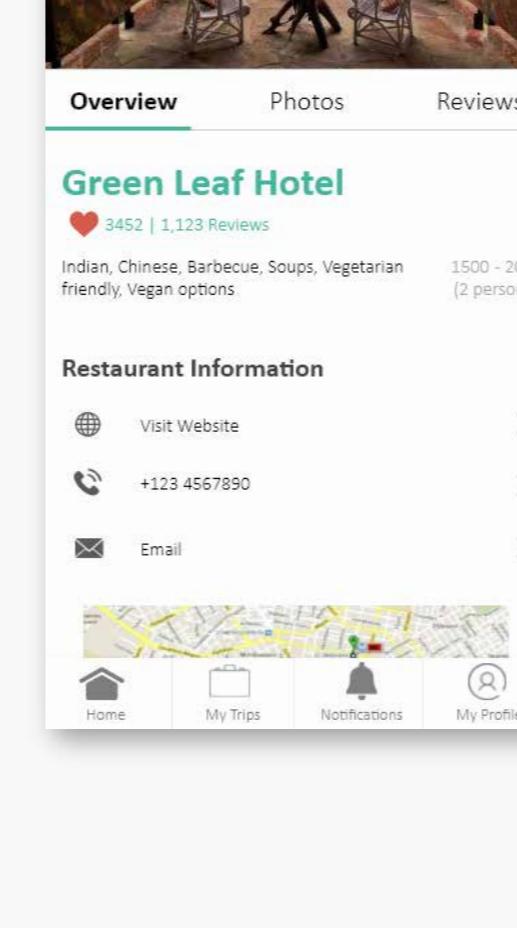
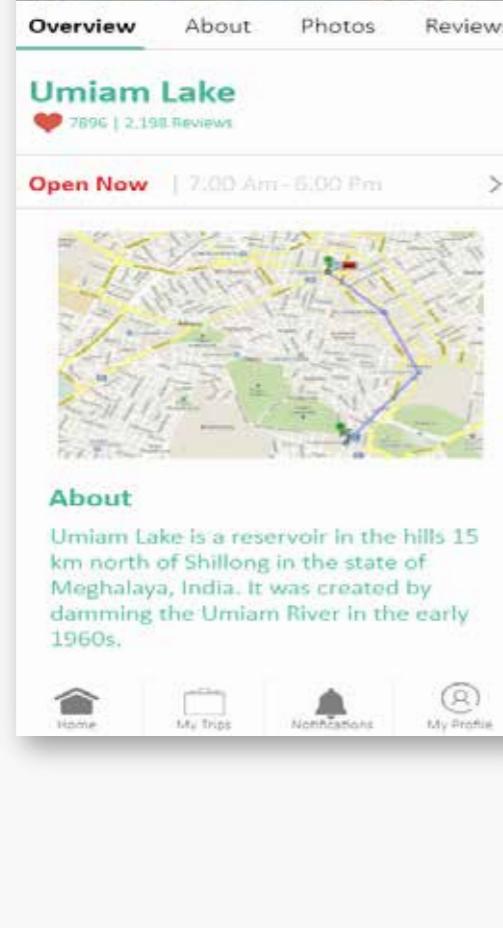
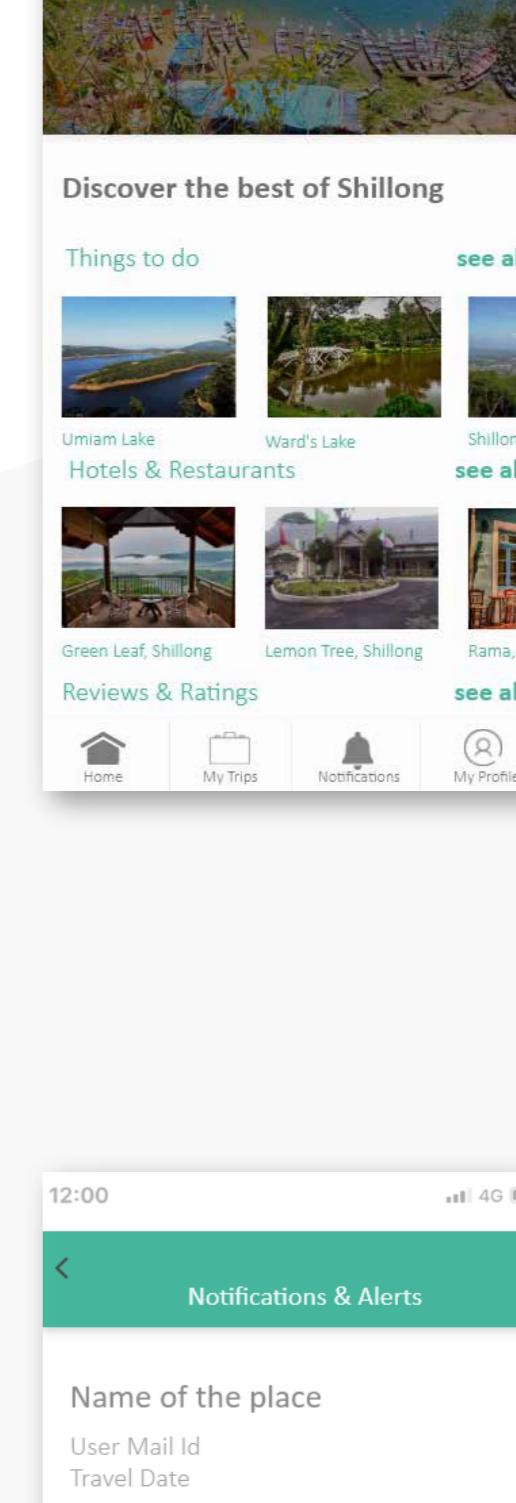
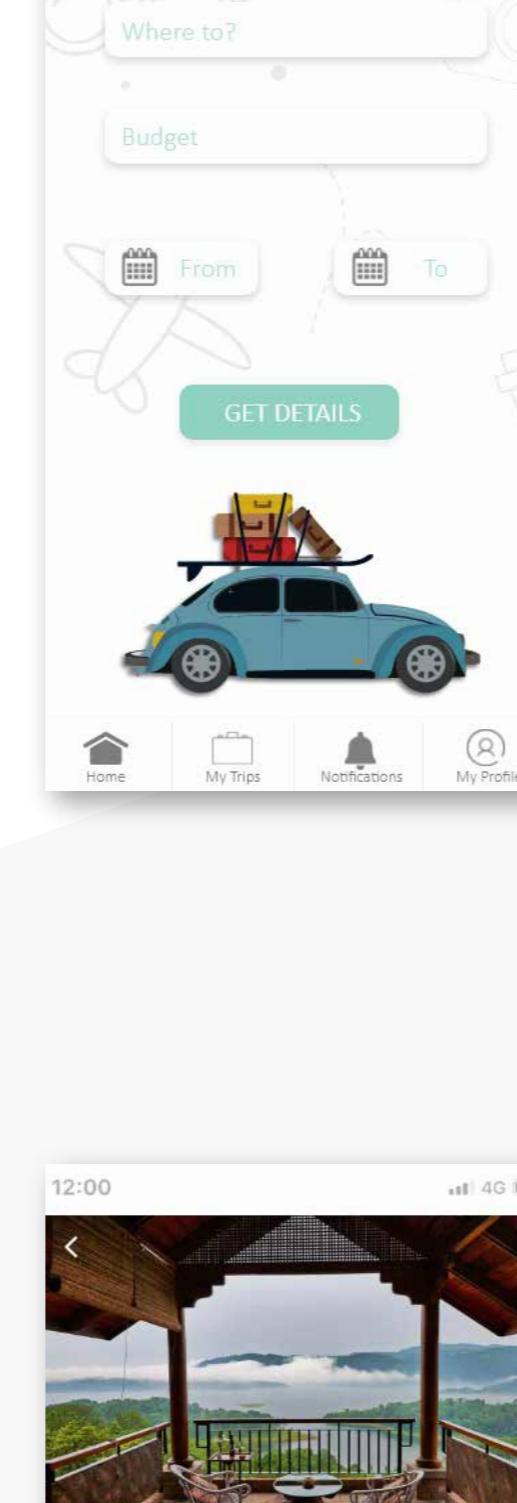
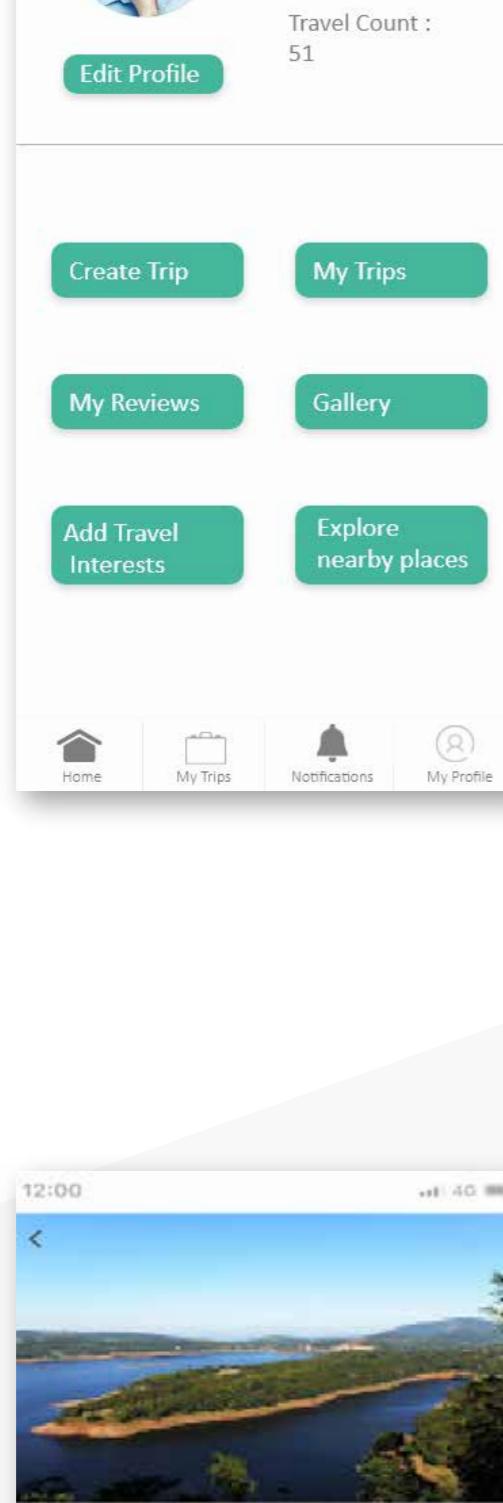


HOME SCREEN

This is the main screen of application.

CREATE NEW TRIP SCREEN

When the user wants to create a new trip and look for itenary and other services.



MY TRIPS

When user is done searching with required itenary, he/she can make a separate folder for his trips & treks.

BURGER MENU EXPLORATION

ADD INTERESTS SCREEN

Pin Trails Travel



Branding Portfolio

INTERNAL BRANDING

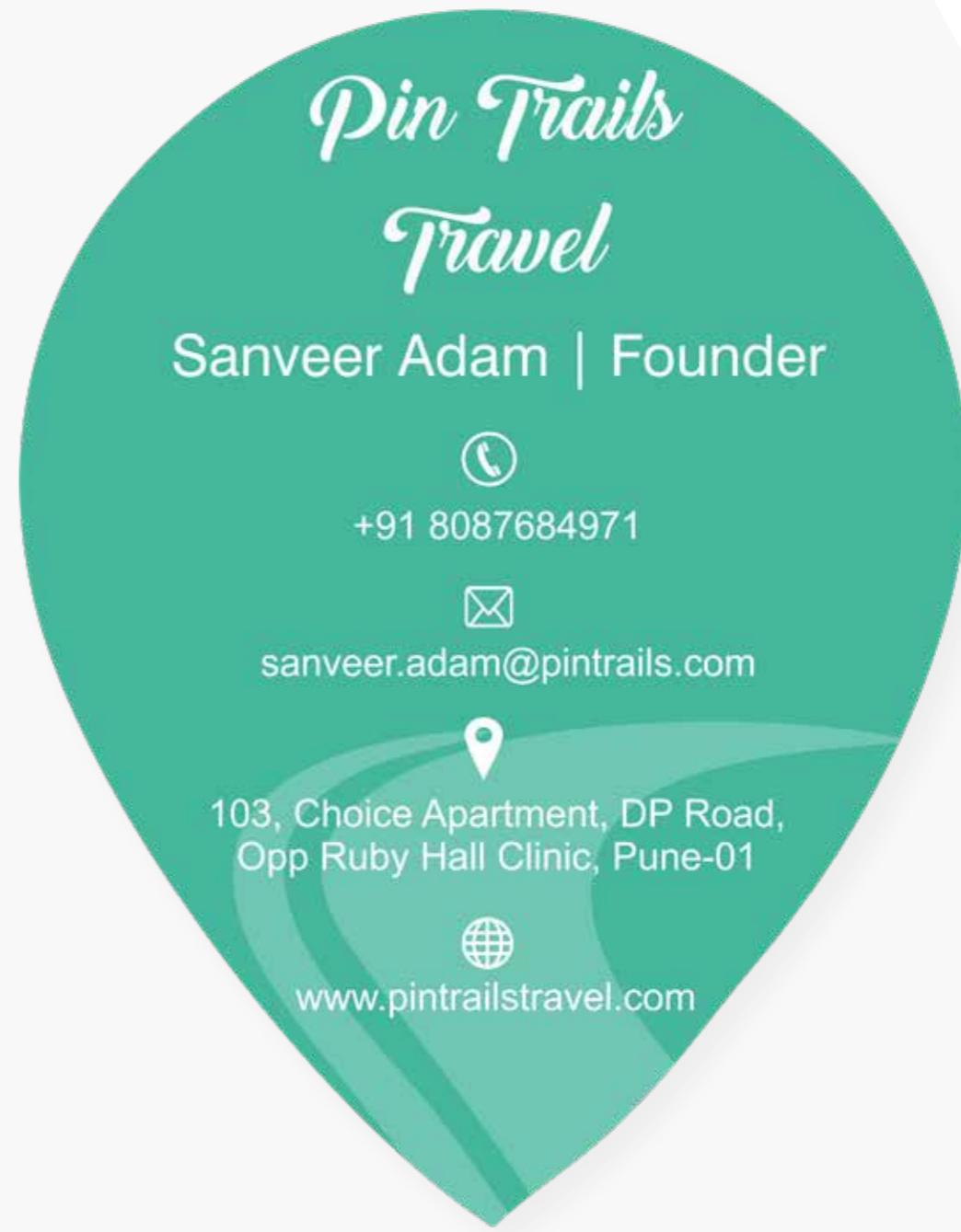
Internal Branding is a corporate strategy measure to enable and motivate employees to not only keep the brand promise but to "live" it.



BUSINESS CARD



FRONT
SIDE



BACK
SIDE

A good business card is an extension of your brand that conveys the right information about who you are and what you do in a memorable, powerful, and meaningful way.



LETTER HEAD

**If your company is trading as a limited company the letterhead and order form stationery must include:
Your full registered company name, the company registration number and place of registration.**

INVOICE

An invoice is a commercial document that itemizes and records a transaction between a buyer and a seller.



ENVELOPE

An envelope is a common packaging item, usually made of thin, flat material.

PIN TRAILS TRAVEL

Make your life memories with us

Connect with Us

SERENE WINDS

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. culpa qui officia deserunt mollit anim id est laborum."



THREE FOLD

TERIFFIC ADVENTURES

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SERENE WINDS

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SACRED LOCALE tours

WHY HAPPY TRAILS

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YOUR GREAT ESCAPE

PIN TRAILS TRAVEL

Make your life memories with us

Connect with Us

All Things Golden that you can find and where to find it at Pin Trails Travel.

292, Amt chikoo, Shivalingar, Puri-07
+91 8087684971
sanvecm@gmail.com@pintrailstravel.co.in
www.happytrails.in

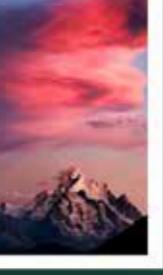
BROCHURE

ID CARD



www.printabledesigns.com

**CALENDAR
2019**

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CALENDAR

MUGS



T-SHIRT

EXTERNAL BRANDING



STREET POSTER

BILL BOARDS

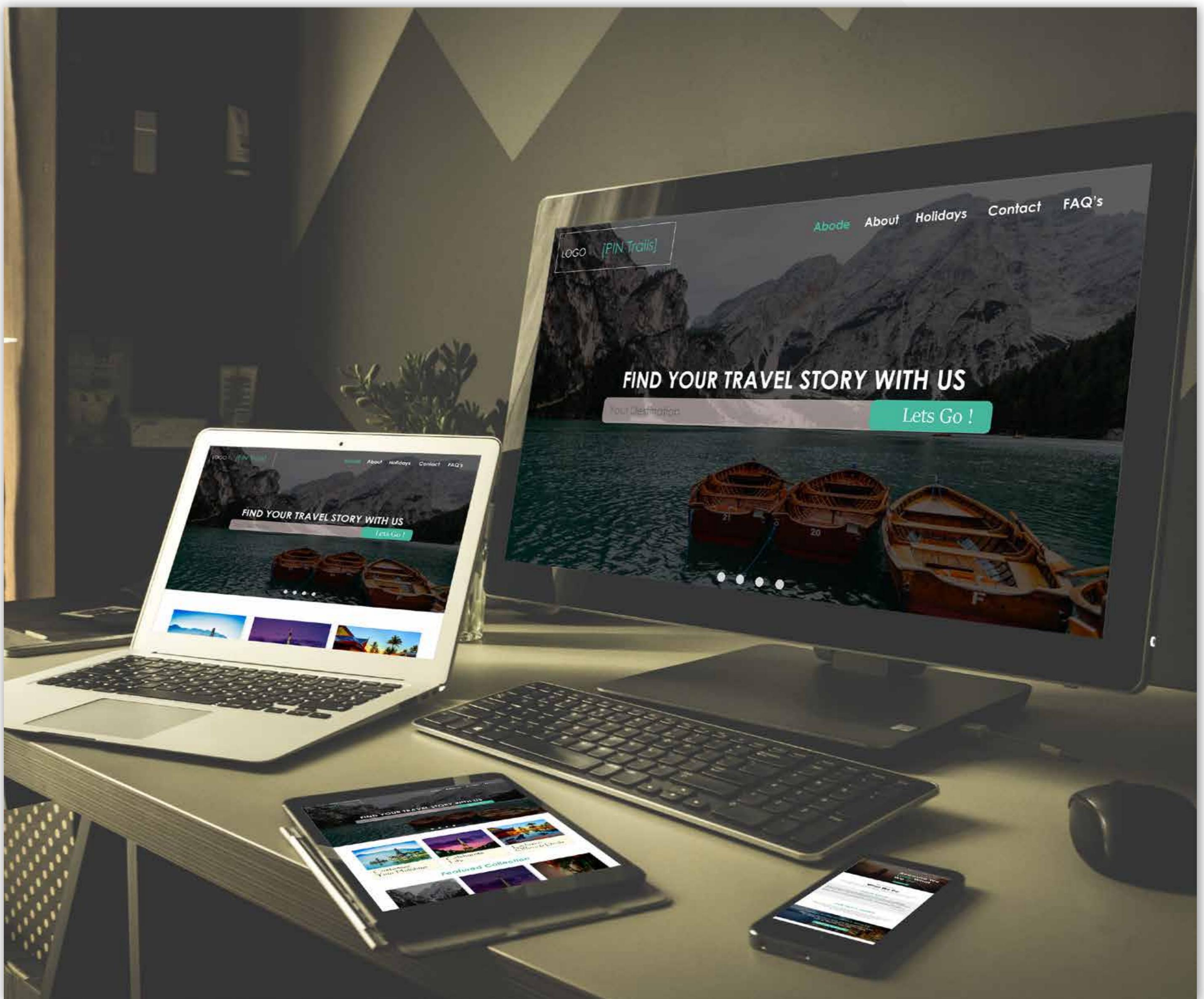


External branding is the sum of all marketing activities created to influence the mind-set like Bill Boards, Street Posters, Social Media Marketing, etc.

WEB LAYOUTS

The image displays a grid of 12 different web layout examples, likely for travel websites, arranged in three columns and four rows. Each layout includes a header, a main content area with various sections like 'What We Do', 'Our Happy Clients', and 'Get In Touch', and a footer with social media links and newsletter sign-up forms.

- Row 1:** A dark-themed layout featuring a large image of a castle at night, a teal-colored 'NEVER STOP EXPLORING' call-to-action, and a central text block: "Because We Love What We Do".
- Row 2:** A layout with a large image of a mountain range, a teal 'FIND YOUR TRAVEL STORY WITH US' call-to-action, and a central text block: "WE'RE EXPERT What We Do".
- Row 3:** A layout featuring a large image of a lake, a teal 'Customize Your Holidays' button, a teal 'Celebrate Life' button, and a teal 'Exclusive Offers & Deals' button.
- Row 4:** A layout with a large image of a hot air balloon over water, a teal 'Featured Collection' section with three categories: 'Winter Tales', 'New Year's Celebrations', and 'Christmas Celebrations', and a teal 'GET IN TOUCH' button.
- Row 5:** A layout featuring a large image of a city skyline at night, a teal 'Our Journey With Us' section with text, and a teal 'Explore More' button.
- Row 6:** A layout with a large image of a beach at sunset, a teal 'SignUp For NewsLetter' form, and a teal 'Follow Us' section with social media icons.
- Row 7:** A layout featuring a large image of a bridge over water, a teal 'SignUp For NewsLetter' form, and a teal 'Follow Us' section with social media icons.
- Row 8:** A layout featuring a large image of a city skyline at night, a teal 'SignUp For NewsLetter' form, and a teal 'Follow Us' section with social media icons.



WEB MOCKUP

Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design, interface design, Graphical images designing, etc.

LOGOFOLIO

Logo is silent ambassador, of your brand.

BK Enterprises
2017



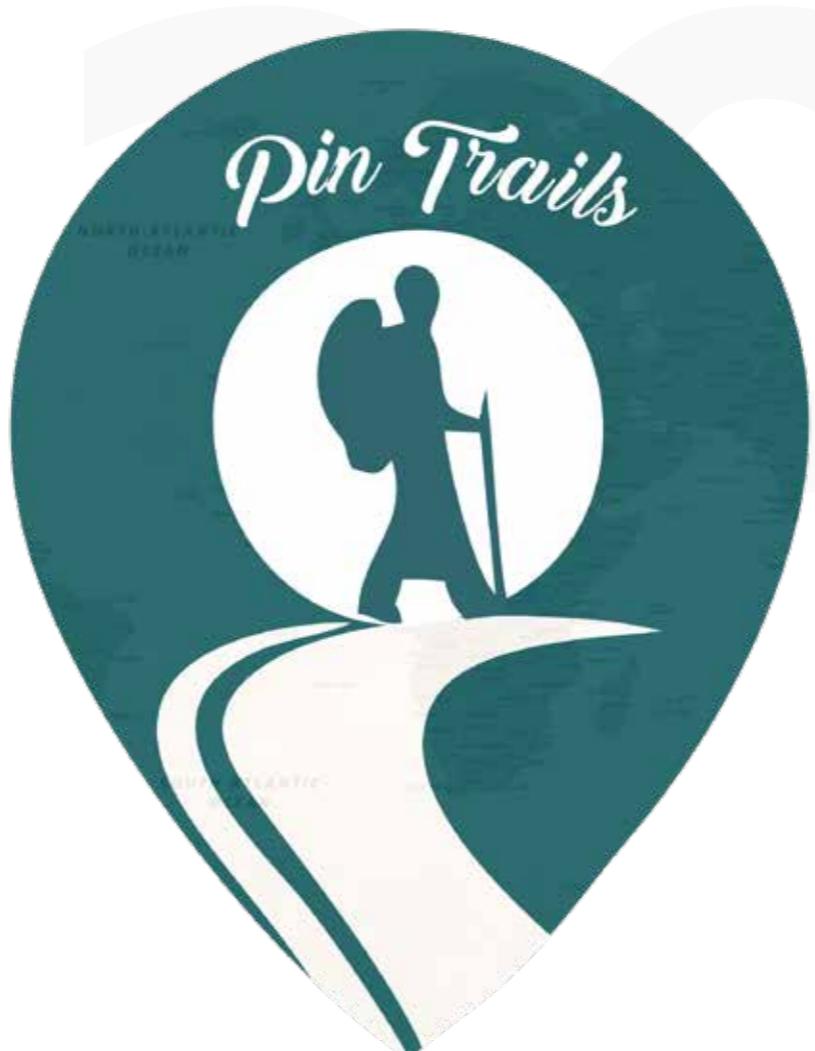
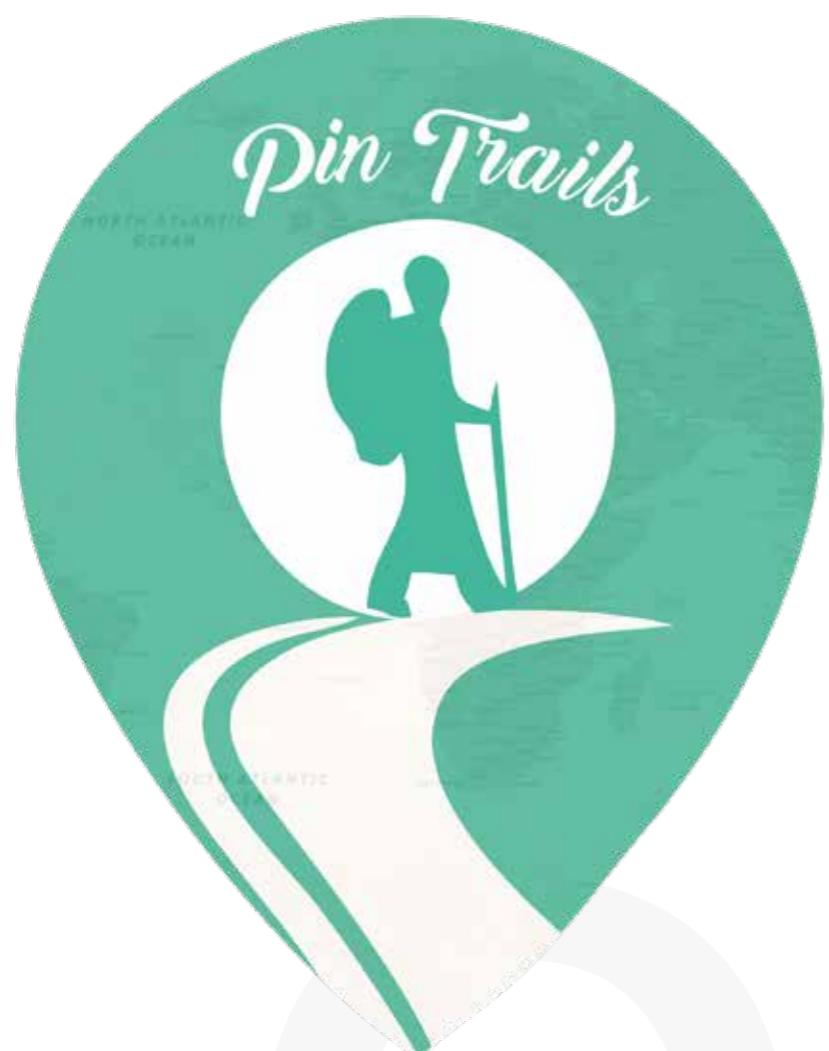
AUTHORIZED DISTRIBUTORS AND SERVICE PROVIDERS

Designer Paithani

2017

<https://designerpaithani.com/>





Pin Trails Travel
2018

Artistree
2018



Arrigoweb Technologies
2019

<http://arrigowebtechnologies.co.in/>



Satlaj Services
2019
<http://satlaj.com/>



THANKYOU FOR WATCHING