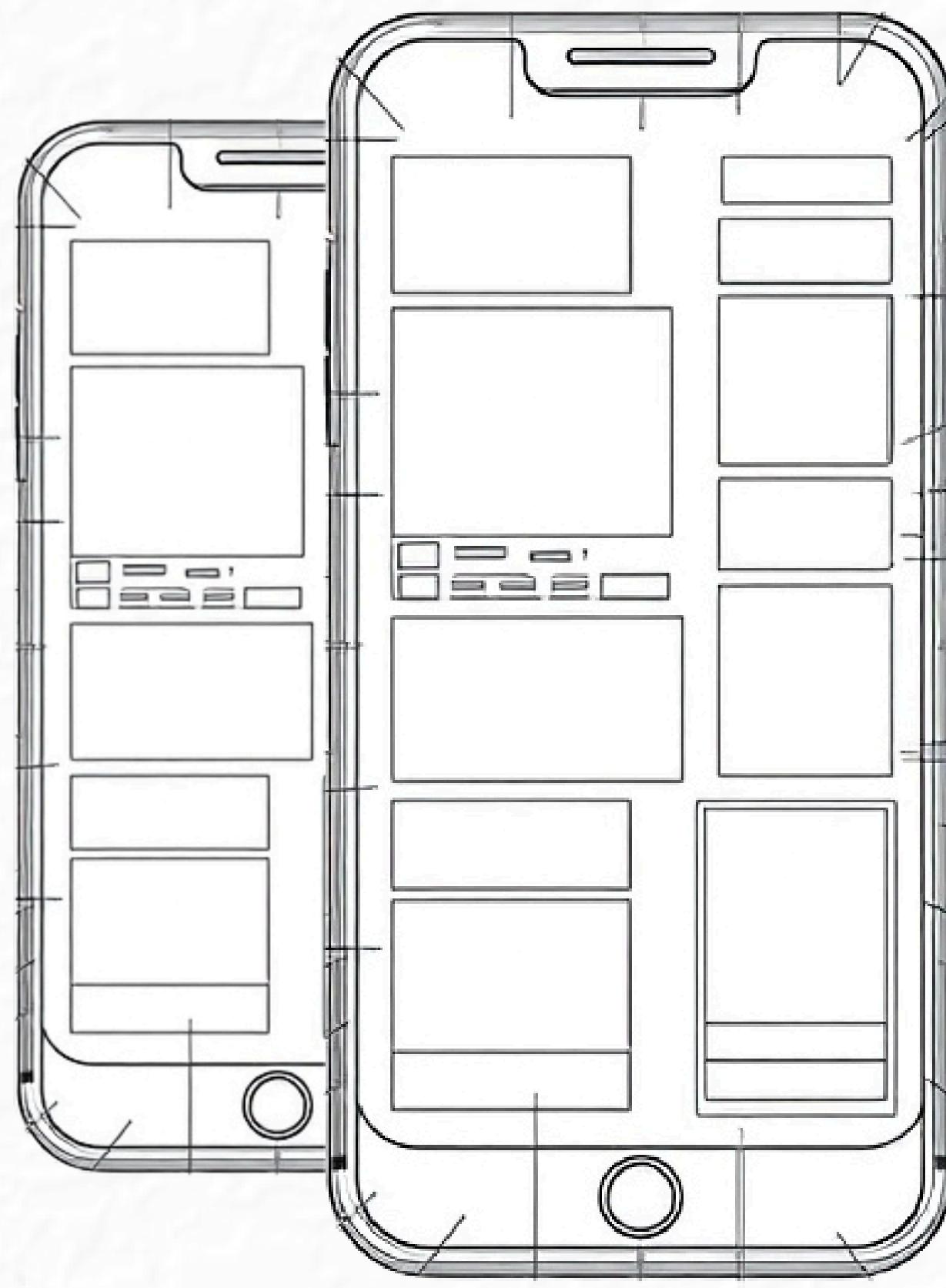


Application Design for: THE LOCALS

Rajat Kumar Burde

UI/UX Designer | Full Stack Developer



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Brief

- "The Locals," an organization based in Raipur, is organizing a fest to support local businesses, artists, and entrepreneurs. The app is designed to offer a smooth experience for participants, facilitating the following features:
 - Online ticket buying.
 - Ordering food and managing coupons.
 - Submitting auditions for live shows.
 - Signing up for workshops.
 - Shopping receipts for handmade products.
- Objective
Develop **low-fidelity wireframes & high-fidelity wireframes** based on the finalized **Information Architecture**.

Introduction

A leading platform in Chhattisgarh for showcasing local entrepreneurship, art, and culture, founded in 2015. It provides a space for artisans, musicians, chefs, and other creatives to connect with the public through events like the Farmers' Market, Community Bazaar, Nonstop Music Fest, and more. These events have attracted over 250,000 people, helping to highlight local talent and build a strong sense of community and creativity.

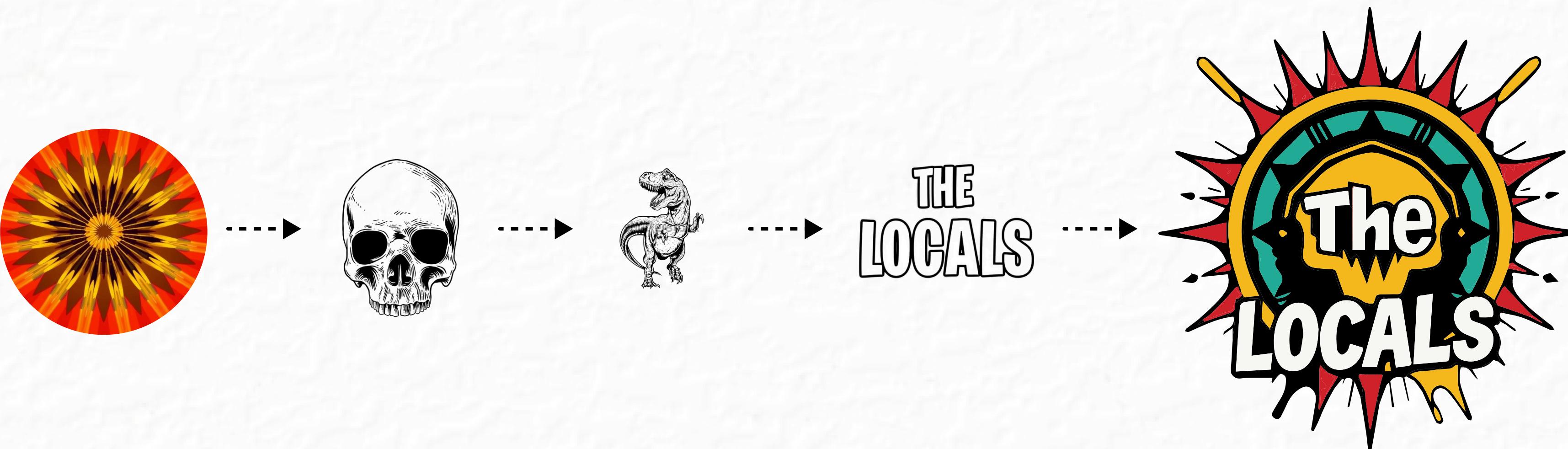


LOGO

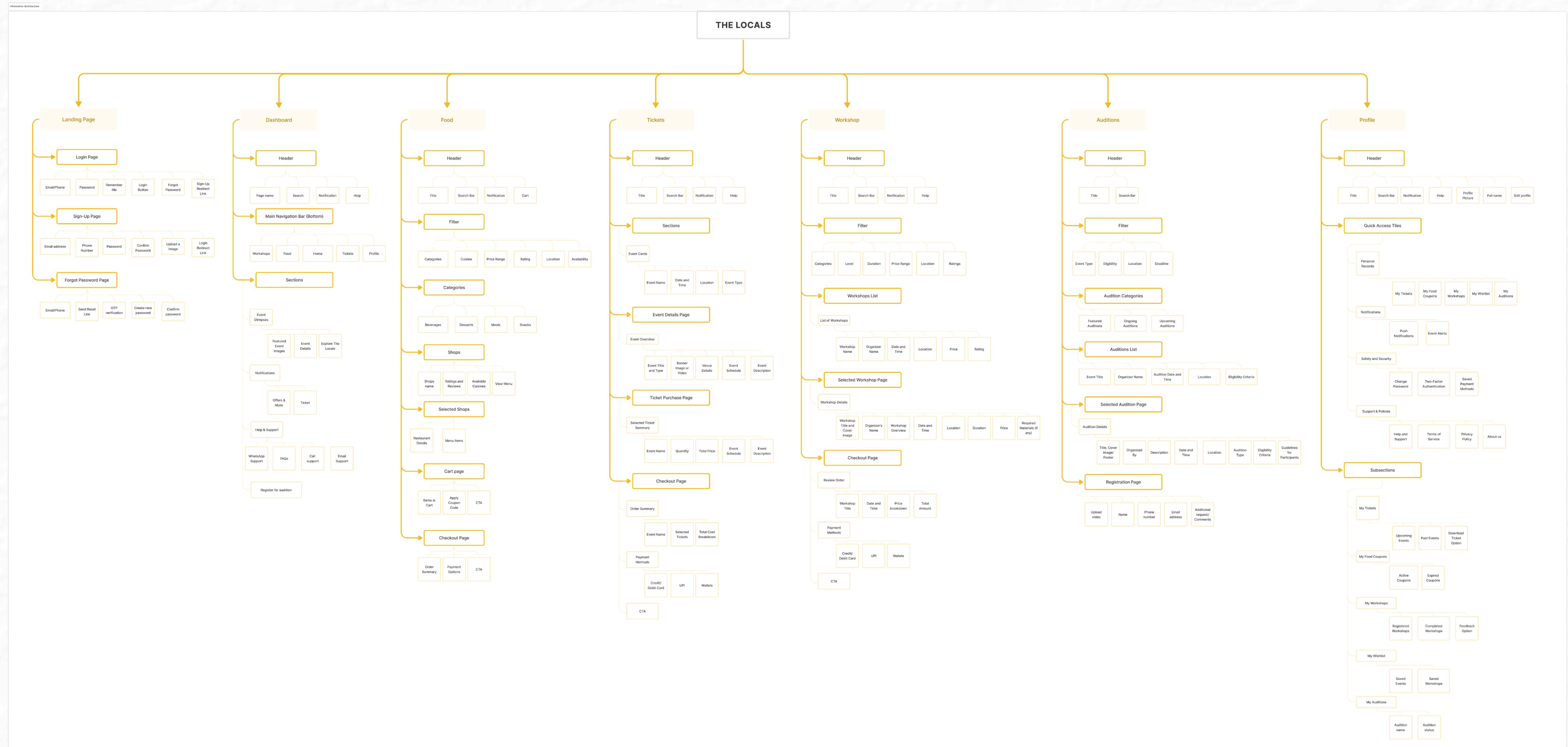
The logo for 'The Locals' embodies Raipur's vibrant energy, with a sunburst symbolizing celebration, bold text and skull design representing uniqueness, and a dinosaur illustration emphasizing strength, creativity, and a fearless approach to event planning.



Existing Logo



Information Architecture



Font and Color Palette

Fonts Used

Heading Font: Alegreya (serif)

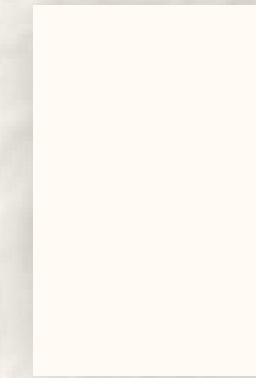
Body Text Font: Nunito (sans-serif)

sample text

The Locals

Supporting local artists
through vibrant events and
experiences.

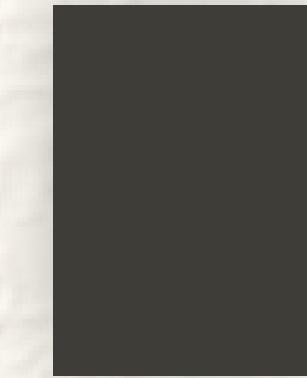
Color Palette



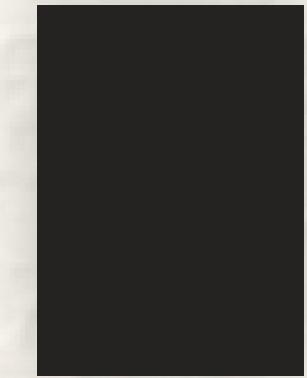
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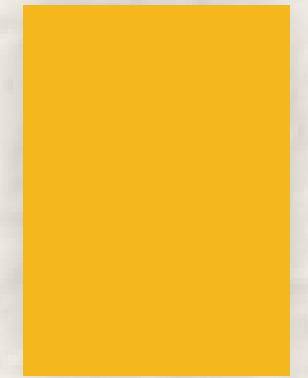
#CCC5B9



#403D39



#252422



#F5B91D

Special offerings

- Multi-Event Platform
- Seamless Registration Process
- Tickets with QR Code
- Integrated Payment System
- Workshop Registration
- Audition Submission
- Food Ordering
- Help & Support
- Sustainability Focus (Digital-first approach)
- Social Connectivity

Low-Fidelity Wireframes

[https://www.figma.com/proto/rLkGSTueQ53X0AfsU4ExpZ/Wireframing-and-Prototyping-\(The-Locals-Raipur\)?page_id=0%3A1&node_id=6-2004&node-type=canvas&viewport=-725%2C572%2C0.09&t=imtC7YqyEbexiL4z-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=6%3A2158&showproto-sidebar=1](https://www.figma.com/proto/rLkGSTueQ53X0AfsU4ExpZ/Wireframing-and-Prototyping-(The-Locals-Raipur)?page_id=0%3A1&node_id=6-2004&node-type=canvas&viewport=-725%2C572%2C0.09&t=imtC7YqyEbexiL4z-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=6%3A2158&showproto-sidebar=1)

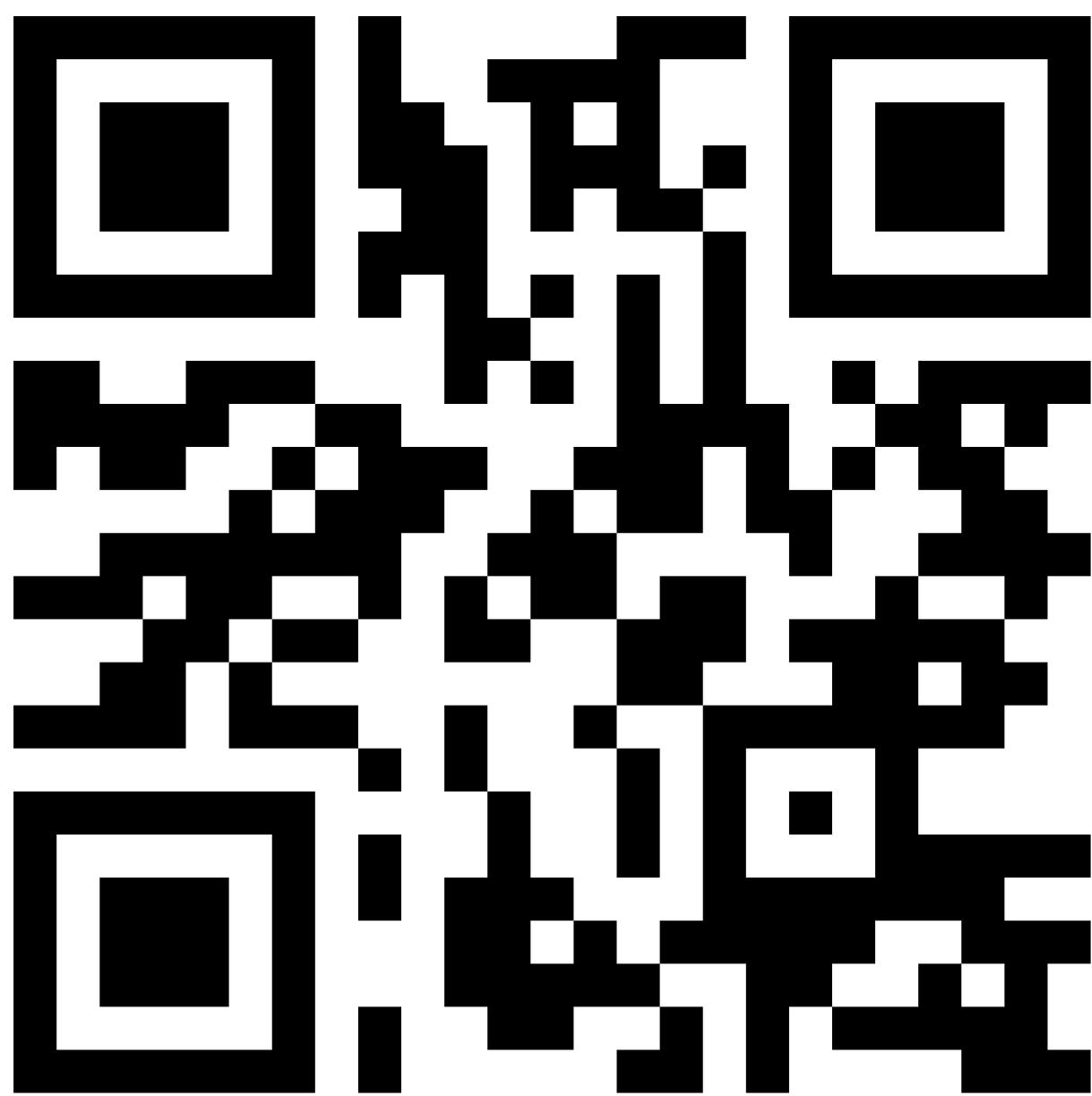


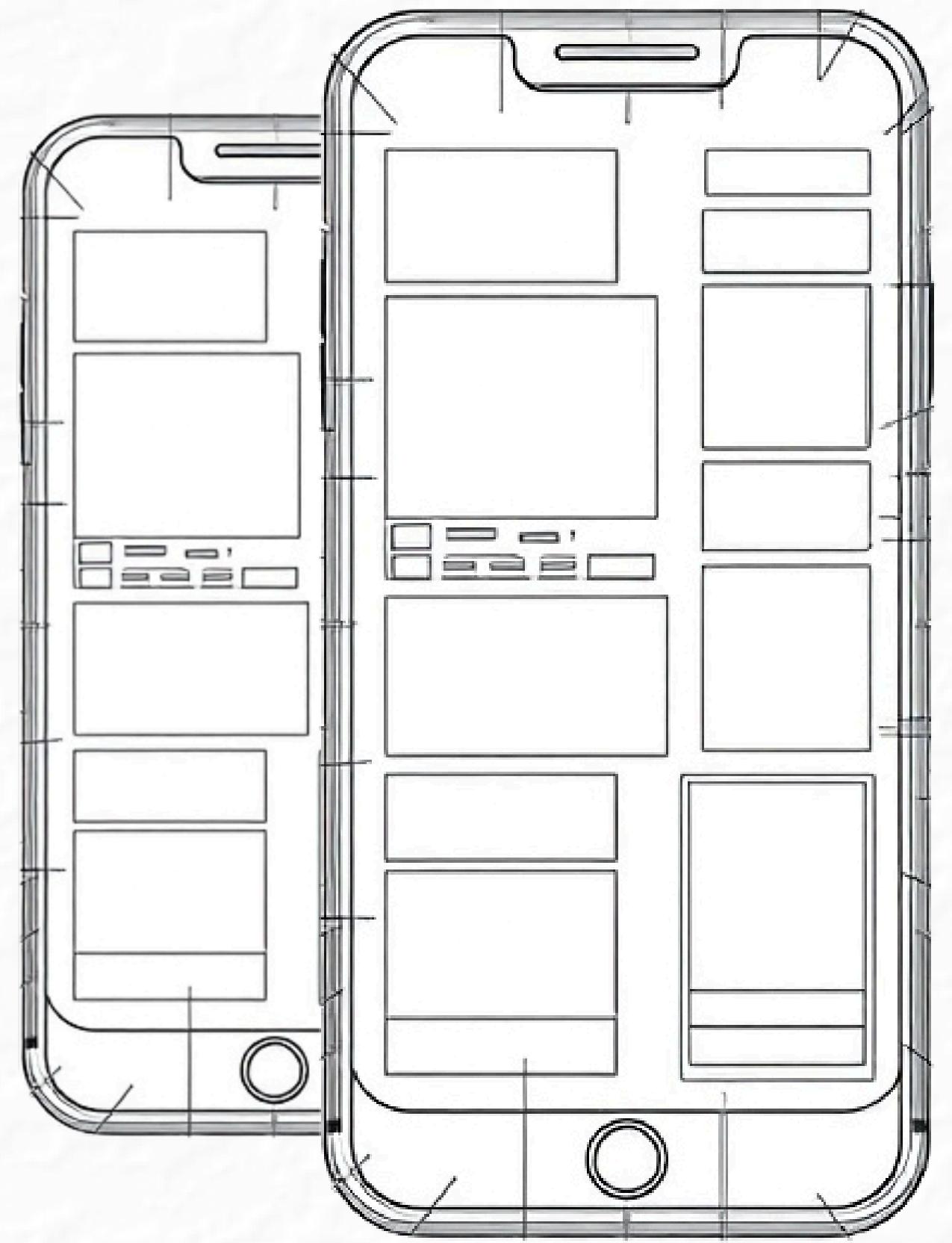
High-Fidelity Wireframes

[https://www.figma.com/proto/rLkGSTueQ53X0AfsU4ExpZ/Wireframing-and-Prototyping-\(The-Locals-Raipur\)?page_id=222%3A9033&node_id=218-8541&node-type=frame&viewport=852%2C2756%2C0.68&t=iW1AeVrszz3VP0g9-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=218%3A12339](https://www.figma.com/proto/rLkGSTueQ53X0AfsU4ExpZ/Wireframing-and-Prototyping-(The-Locals-Raipur)?page_id=222%3A9033&node_id=218-8541&node-type=frame&viewport=852%2C2756%2C0.68&t=iW1AeVrszz3VP0g9-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=218%3A12339)



Try your own





Thank You