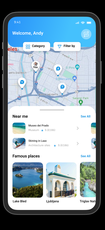
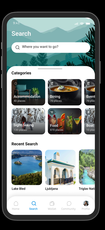
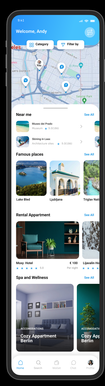
Screens & Design Considerations



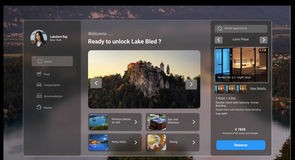


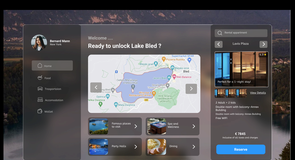


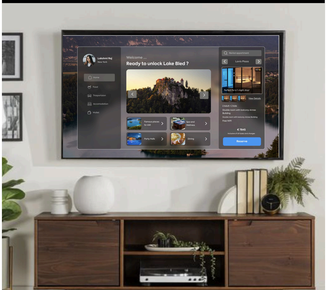
Design Considerations (UX and Business)

1. Colour Theme: The use of blue(Primary colour of the app-1588F8) in the app's design is strategic, as blue is known to evoke feelings of trust, calmness, and professionalism. This can appeal to the target demographic's desire for reliable and serene travel experiences and this place is famous for the lake(Lake Bled) thus this helps to indicate the presence of water.
2. Market Segment Consideration: Targeting people aged 20 to 40 is a smart move, as this demographic is more likely to be tech-savvy and adventurous, seeking out new experiences and activities. The app's design caters to their lifestyle and interests by providing comprehensive information about accommodations, food options, and local attractions.
3. Comprehensive Information: The app provides detailed information about accommodations, including hotels, hostels, and rental options, catering to the diverse preferences and budgets of users. It also offers a variety of food options, ranging from local eateries to fine dining restaurants, ensuring that users can find something that suits their taste. Additionally, the app highlights local attractions such as landmarks, museums, and entertainment venues, helping users discover new and exciting places to explore.we have a bottom Navigtion as well, which will help the user to switch between different functionalities available on the app.
4. Direct Chat (community): The direct chat feature allows users to communicate with the people of same interest and travel companions directly through the app. This is especially useful for coordinating travel plans, sharing recommendations, and staying connected while on the go. It enhances the social aspect of travel, which is important for the target demographic.
5. Wallet Option: The wallet feature enables users to store payment information securely within the app. This streamlines the booking and payment process for accommodations, dining, and attractions, making it more convenient for users. It also provides a sense of security, as users can easily track their expenses and manage their budget while traveling. also provide the swap option to convert the money to euro for making the payments easy in euro.
6. Backgrounds: The app's backgrounds are designed to be visually appealing yet unobtrusive, ensuring that the focus remains on the content. Subtle gradients and textures add depth to the interface without overwhelming the user.
7. Colours: In addition to the dominant blue theme, accent colors are used sparingly to draw attention to important elements such as buttons and links. This creates a cohesive and harmonious colour scheme that is easy on the eyes and enhances readability.
8. Typography: The choice of fonts is crucial for readability and brand identity. Sans-serif fonts are used for headings and navigation elements, providing a modern and clean look. Serif fonts are used for body text, ensuring legibility, especially on smaller screens.
9. Icons(Skeuomorphism): The app uses intuitive icons to represent different categories and features, making navigation easier for users. These icons are designed to be simple yet descriptive, helping users quickly understand their meaning.

TV Screen







1. Colour Theme: The same colour pattern is used but a dark theme sample is provided so that client will get a clear understanding about the dark and light theme). the same blue is used here as the primary colour so that even the user switches between device it will give the same look and feli.
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7. Typography: The choice of fonts is crucial for readability and brand identity. little bigger font is used to make it accessible from long distance.
8. Icons(Skeuomorphism): The app uses intuitive icons to represent different categories and features, making navigation easier for users. These icons are designed to be simple yet descriptive, helping users quickly understand their meaning.