



**TSHPROI**

School of Creative  
& Technical Studies

**PROSPECTUS**

WEB DESIGN & DEVELOPMENT

UI & UX

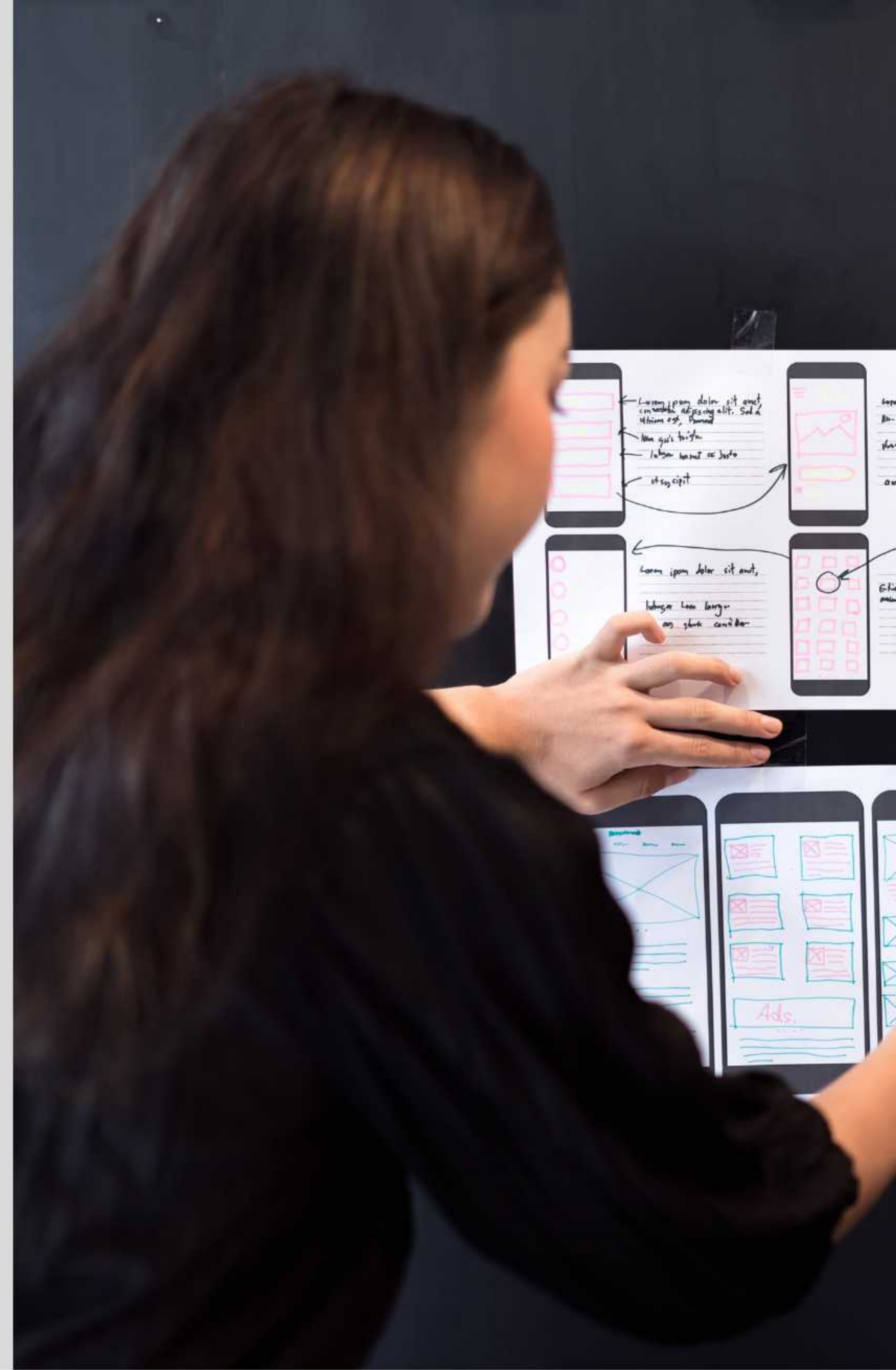
**ADMISSION OPENS**

[www.tshproi.com](http://www.tshproi.com)

GET TO KNOW ABOUT TSHPROI

## WHY TSHPROI?

A fine clubbing of technology and creative ideas together with top universities. Here you can study, follow and pursue the course of your choice from the comfort of your home or anywhere in the world and offline classes too. Explore your creative sides with professional degree courses. As a candidate, you will get to interact with a new and diverse environment of technology and creative fields.



EVERYTHING IS TSHPROI

## WHAT DO WE DO?

We have well-experienced faculty and an excellent course curriculum to help you learn the skills. Feel free to get in touch with us if you are looking to pursue a career in technology, design, and management. And we are here to address you with the best learning package at a reasonable fee range for a progressive future.



## WHAT WE DO

# Construct A Stunning Career Perspective

TSHPROI is a creative, Technical & Management educational platform. Here, we are introducing a new culture of creative education that is completely professional.



## REDISCOVER YOUR CREATIVE SELF AND MAKE A CAREER OUT OF IT

The well-designed courses provide the aspirants with a realm of opportunities to conquer the creative world.

The academic program breaks the conventional educational system by providing the students with customized virtual and offline class facilities in the field of designing and management studies.

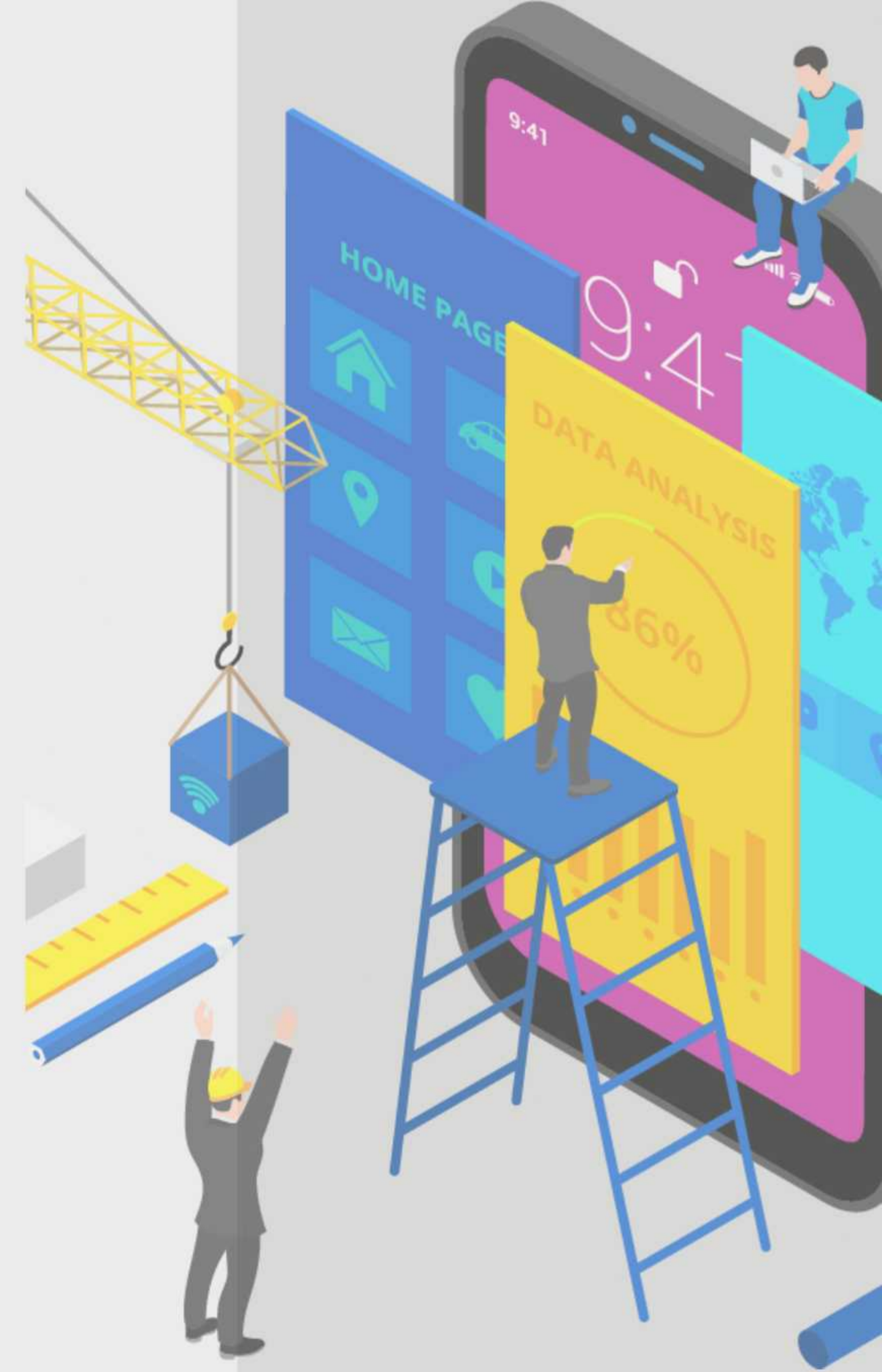
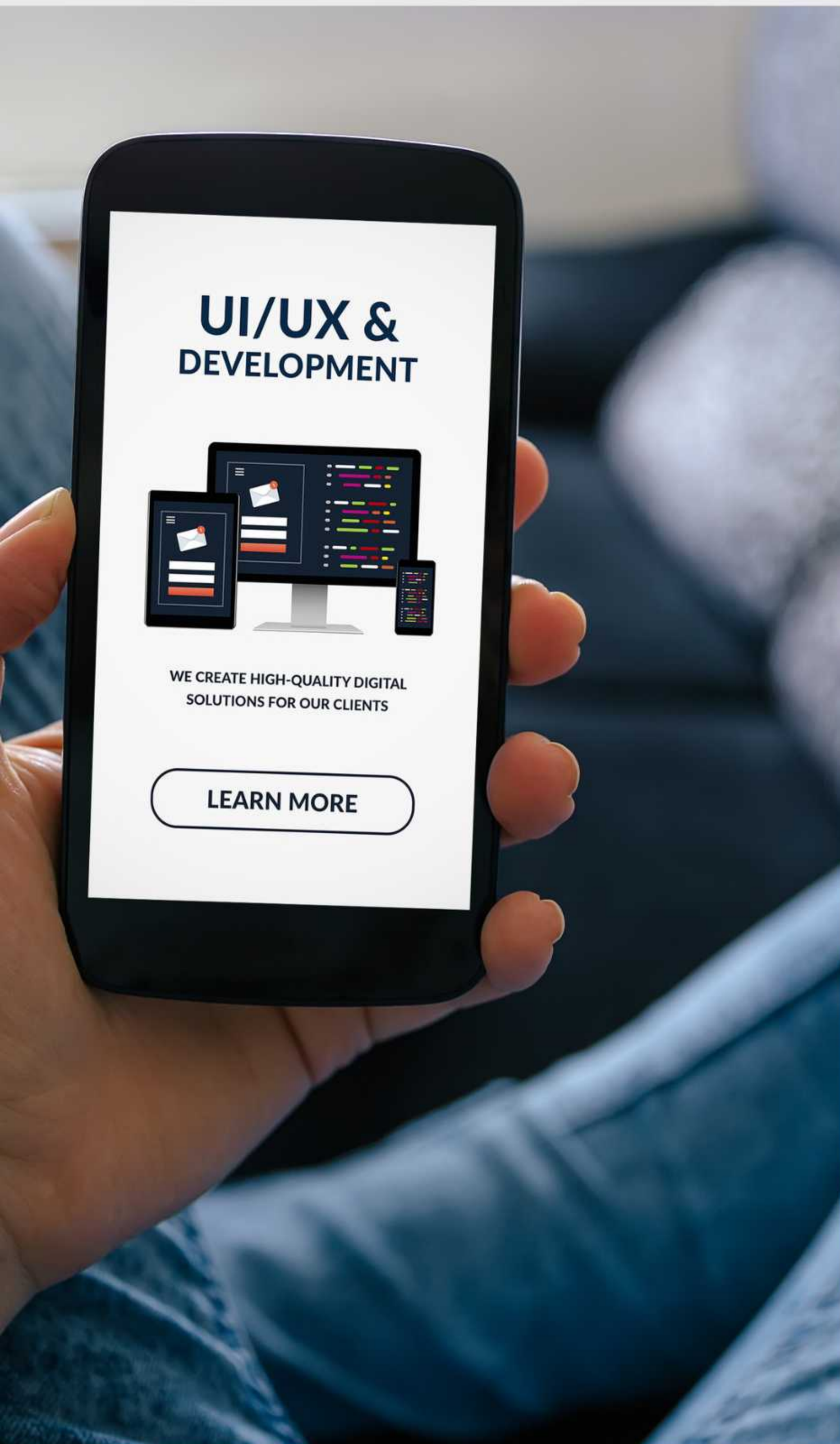
TSHPROI provides an entire professional system by ensuring the candidates with a well-organized practicing area to nurture their creativity with renowned industry experts and highly qualified professionals.

TSHPROI offers professional education in the field of Design, Technology & Management of Fashion, Product Design, Interior, Graphics, Management Ai & Data Science.



## OUR VISION

TSHPROI aims to flourish its diverse creative wings in the field of Art, Design, Technology, and Management across boundaries, axiomatically emerging as a transcendent institute of academic excellence around the Globe.



## OUR MISSION

TSHPROI is more advanced as it provides innovative teaching techniques that ensure the candidates with efficiency and consistency via our teaching program.

TSHPROI's Holistic approach develops an optimistic attitude in candidates to overcome the challenges in this competitive world. TSHPROI's Mission is to fabricate a new daring generation with the spirit of dignity.

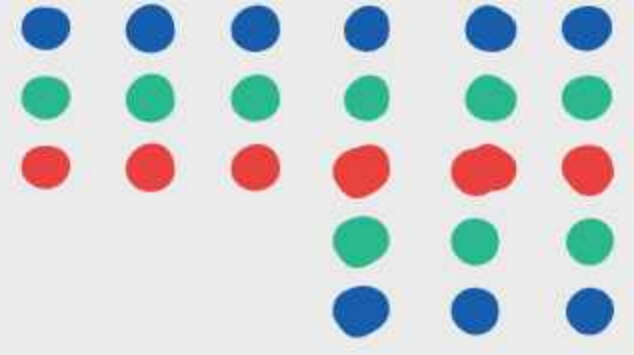


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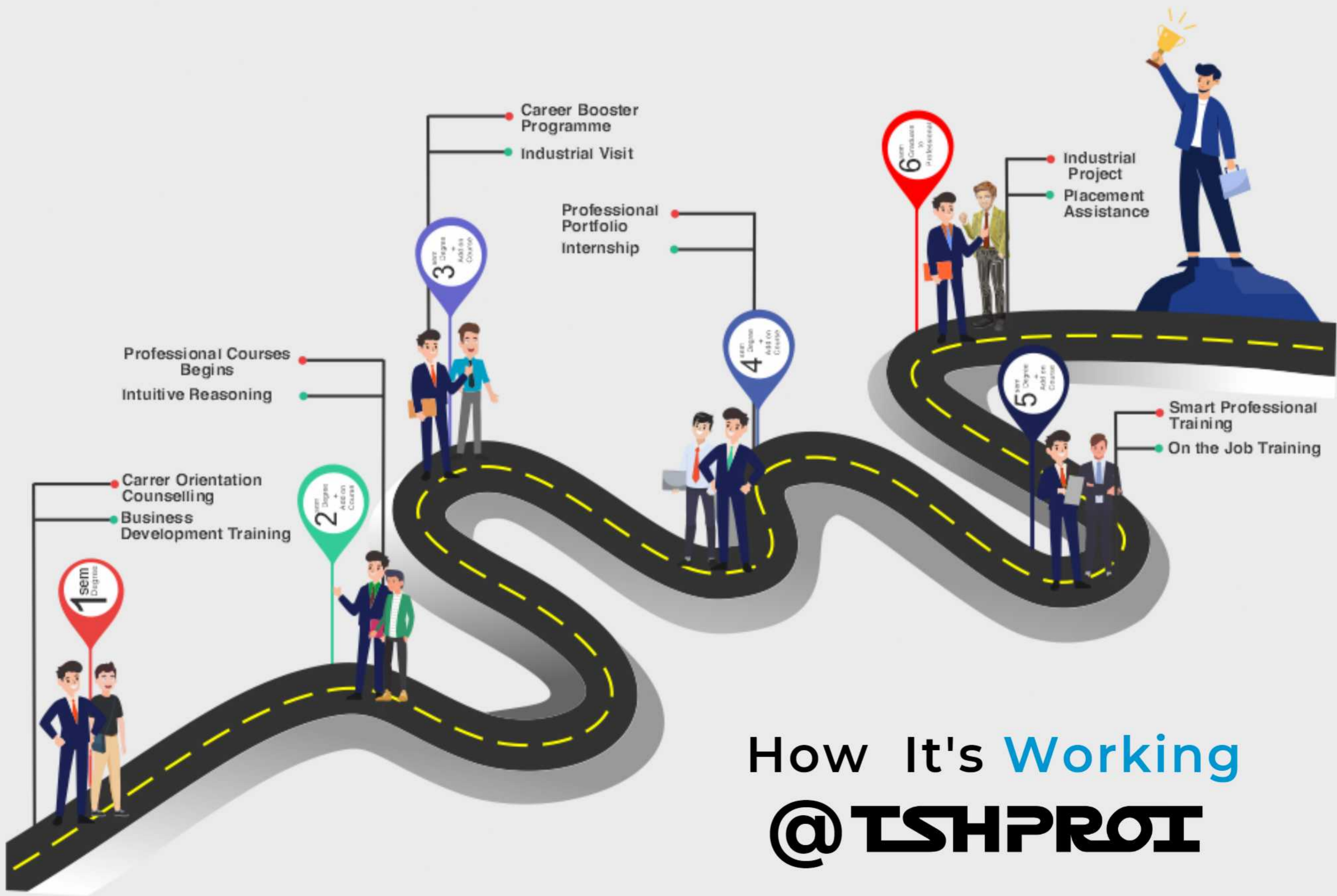
## OUR OBJECTIVES

- To establish professional education around the boundaries by covering the entire spectrum of technology, design, and Management with respecting all our ethical commitments.
- To promote the aspirations of candidates by personal grooming.
- Maintain innovative high-level advanced teaching methodologies that mirror the sense of confidence and creative aspects in candidates.
- To lead and enhance the development in the field of technology, design, and management.
- To provide limitless opportunities for aspirants in the field of technology, design, and management.
- To conduct research and disseminate knowledge to all spheres of academic, commerce, industry, community, society, and the world at large.



# TSHPROI

School of Creative  
& Technical Studies



How It's **Working**  
**@TSHPROI**

Fine Clubbing of Professional courses  
along with UG & PG from top Universities



# DESIGN COURSES

@TSHPROI

## FASHION & APPAREL DESIGN

Fashion design is the art of applying design, aesthetics, clothing construction, and natural beauty to clothing and its accessories. It is influenced by culture and different trends and has varied over time and place.

## INTERIOR & ARCHITECTURE DESIGN

Interior architecture is a practice that incorporates the art of design and the science of architecture, and it focuses on the technical aspects of planning and building a room. This field involves making the room safe and functional as well as designing aesthetically-appealing lighting, color, and texture for a space.

## GRAPHIC & MULTIMEDIA ANIMATION

Graphics & Animation means giving life to any object in computer graphics. It has the power of injecting energy and emotions into the most seemingly inanimate objects. Computer-assisted animation and computer-generated animation are four categories of computer Graphics. It can be presented via Photo, Film, Video & animation.

## WEB DESIGN ( UI& UX )

Web design and development is an umbrella term that describes the process of creating a website. As the name suggests, it involves two major skill sets: web design and web development. Web design determines the look and feels of a website, while web development determines how it functions.



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# Web Design

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; user interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization.



# WEB DESIGN & DEVELOPMENT COURSES

1. MASTER DIPLOMA IN WEB DESIGN & DEVELOPMENT
2. MASTER DIPLOMA IN GRAPHIC & WEB DESIGN ( UI & UX )
3. DIPLOMA IN UI / UX & CREATIVE DESIGN
4. DESIGN COLLECTION AND PORTFOLIO BUILDING

## WORK ENVIRONMENT

A Web Developer is in charge of ensuring websites look good and function properly. Web developers collaborate with website and graphic designers, monitor website traffic, troubleshoot website problems when they arise, and update websites as necessary.

Ui & Ux designer's typical work environment may involve the following characteristics: Working independently when evaluating digital products, identifying flaws, and designing improvements. Interacting with design and programming professionals to improve the usability of digital products.

**NB:- For the Designer Job, you have to finish your final portfolio Collection.**

# MASTER DIPLOMA IN WEB DESIGN & DEVELOPMENT

Web development is the work involved in developing a website for the Internet (World Wide Web) or an intranet (a private network). Web development can range from developing a simple single static page of plain text to complex web applications, electronic businesses, and social network services.

**Duration:- 18 months**

**Course Mode:-**

**ONLINE & OFFLINE**

**Criteria:- age above 16**

**10 th or +2 above**

## CURRICULUM

**1. INTRODUCTION TO  
GRAPHIC**

**2. FUNDAMENTALS OF ART  
& DESIGN**

**3. DIGITAL IMAGING:  
AESTHETICS AND  
ARTISTRY**

**4. BRANDING**

**5. INTRODUCTION TO  
DIGITAL IMAGING**

**6. CONTENT DEVELOPMENT  
& DISTRIBUTION**

**7. ART & SCIENCE OF  
MULTIMEDIA**

**7. INTRO TO PROGRAMMING**

**8. BASIC DATA STRUCTURES &  
ALGORITHMS TO PROGRAMMING**

**9. INTRODUCTION TO VERSION  
CONTROL**

**10. INTRO TO JAVA**

**11. SERVER-SIDE DEVELOPMENT**

**12. FRONTEND TECHNOLOGIES**

**13. ADVANCED FRONTEND  
TECHNOLOGY**

**14. PROFESSIONAL PORTFOLIO**

## FUNDAMENTALS OF ART & DESIGN

- Introduction to Art
- Illustration Basic drawings
- Art & Medium
- Line
- Elements of Shading
- Colour Theory
- Art
- Perspective Points
- Texture Rendering
- Mood Board
- Theme Board
- Texture Board
- Colour Board

## INTRODUCTION TO UI/UX

- Why do companies create digital products?
- What is UX/UI design?
- Day in the life of a Designer

## WIREFRAMING

- How to Create the Information Architecture for an app
- How to use Figma to Wireframe
- Best Case Industry Practices for UX
- Wireframing for Mobile & Web
- Basics of UI Design & Intro to UI Design on Figma
- Principles & Elements of wireframe

## USER RESEARCH

- Design Thinking Workshop
- How do Businesses work?
- Qualitative & Quantitative Research
- Competitor Analysis (SWOT)
- What is Buyer/User Persona
- How to Create User Personas for a Product
- Journey Map
- Empathy Map (Heuristic Analysis)
- User Flows & Business Models

## UI DESIGNING BASICS WITH FIGMA

- how to Create a Design System + Visual Styles + Type System
- Design your App's UI on Figma
- UI Designing for Web
- How to Prototype your app
- How to build a Case Study for your Portfolio

## USER TESTING & DEVELOPER HAND-OFF

- How to do user testing on your app
- How to create a test objective
- How to create test cases
- How to test app using useberry
- How to do a design hand-off to developers -> Assets, Design System & Snippets
- Design Annotation

## UX ANALYSIS: HOW TO IMPROVE DESIGNS

- Teardown: How to Analyse Existing Apps
- How to make data-based decisions to make more effective designs

## ADVANCE DESIGN TECHNIQUES

- Principles of Motion Design
- How to use SmartAnimate
- How to use and Edit Lotties
- Micro interaction Types Pt1 - Button Animations & Icon Animations
- Microinteractions Types - Pt2 - Page & Scroll Animations on Figma
- Microinteractions Types - Pt3 - Animating onboarding experience with Lottie

## BRANDING

- Introduction to Branding
- Elements of Branding
- Brand Guidelines
- Logo
- Typography
- Additional assets
- Packing & Labeling
- Brand Equality
- Types of Brand
- Product Brands
- Brand Strategy

## DESIGNING FOR SAAS PRODUCTS

- Understanding the nuances of designing for SAAS Products
- Information Visualization.

## INTRODUCTION TO PROGRAMMING

- Introduction to Java
- Variables & Datatypes & I/O in Java
- Conditionals and Loops
- Functions, Class, and Object in Java
- Constructors
- Abstraction and Encapsulation
- Inheritance and Polymorphism

## INTRODUCTION BASIC DATA STRUCTURES & ALGORITHMS TO PROGRAMMING

- Analysis of Algorithm and Time Complexity
- Recursion
- Arrays, Multidimensional Arrays, and Dynamic Arrays
- Linked Lists
- Searching & Sorting
- Strings
- Stacks & Queues
- HashSet and HashMap



## INTRODUCTION TO VERSION CONTROL

- Git Hands-On

## INTRODUCTION TO JAVASCRIPT AND TYPESCRIPT

- JavaScript
- TypeScript

## SERVER-SIDE DEVELOPMENT USING NODE.JS, EXPRESS.JS & MONGODB

- NodeJS
- ExpressJS
- RDBMS
- MongoDB
- System Design

## INTRODUCTION TO FRONTEND TECHNOLOGIES

- HTML
- CSS and Bootstrap

## ADVANCED FRONTEND TECHNOLOGY

- React + Redux
- Transpilers and Module Bundlers

## DEPLOYMENT

- Integration of Frontend
- Backend Deployment

## PROFESSIONAL PORTFOLIO

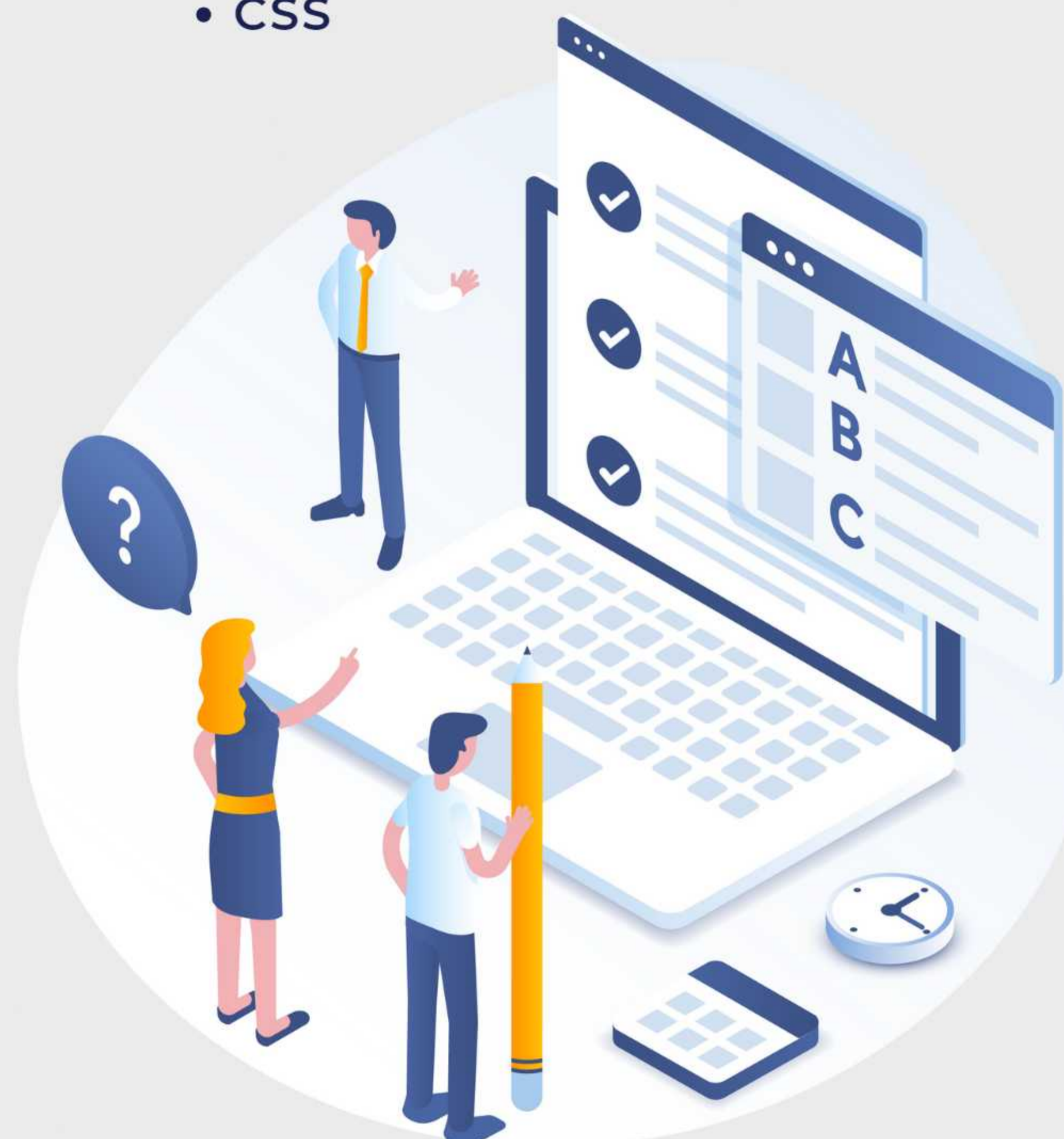
- Design your own website with all the necessary elements

## ADVANCED DATA STRUCTURES AND ALGORITHMS

- Trees & BSTs
- Collection Framework in Java
- Advanced String Algorithms
- Graphs
- Priority Queues & Heaps
- Greedy Algorithms
- Dynamic Programming
- Bit Manipulation

## SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Figma
- Miro
- Adobe Dreamweaver
- Java
- Python
- HTML
- CSS



# MASTER DIPLOMA IN GRAPHICS & WEB DESIGN ( UI & UX )

Web graphics are visual representations used on a Web site to enhance or enable the representation of an idea or feeling, in order to reach the Web site user.

## CURRICULUM

1. INTRODUCTION TO GRAPHIC
2. FUNDAMENTALS OF ART & DESIGN
3. DIGITAL IMAGING: AESTHETICS AND ARTISTRY
4. BRANDING
5. INTRODUCTION TO DIGITAL IMAGING
6. CONTENT DEVELOPMENT & DISTRIBUTION
7. INTRODUCTION TO UI/UX
8. USER RESEARCH
9. WIREFRAMING

**Duration:- 18 months**

**Course Mode:-**

**ONLINE & OFFLINE**

**Criteria:- age above 16**

**10 th or +2 above**

10. UI DESIGNING BASICS WITH FIGMA
11. USER TESTING & DEVELOPER HAND-OFF
12. UX ANALYSIS
13. ADVANCE DESIGN TECHNIQUES
14. DESIGNING FOR SAAS PRODUCTS
15. PORTFOLIO BUILDING





## INTRODUCTION TO GRAPHICS

- Basics of design
- History of graphic design
- Elements of Graphic Design
- Principles of Graphic Design
- Principles of Visual hierarchy

## FUNDAMENTALS OF ART & DESIGN

- Introduction to Art
- Illustration Basic drawings
- Art & Medium
- Line
- Elements of Shading
- Colour Theory
- Art
- Perspective Points
- Texture Rendering
- Mood Board
- Theme Board
- Texture Board
- Colour Board

## DIGITAL IMAGING: AESTHETICS AND ARTISTRY

- Introduction to Digital Composition
- Use of Design Elements in Digital Layouts
- Scanning / Capturing Images, Image editing, Masking, and Colour adjustments
- Raster & Vector Graphics and Typography

## BRANDING

- Introduction to Branding
- Elements of Branding
- Brand Guidelines
- Logo
- Typography
- Additional assets
- Packing & Labeling
- Brand Equality
- Types of Brand
- Product Brands
- Brand Strategy

## INTRODUCTION TO DIGITAL IMAGING

- Basics of Graphic Design and use of Digital technology
- Definition of Digital images
- Digital imaging in multimedia and animation

## CONTENT DEVELOPMENT & DISTRIBUTION

- Desktop publishing
- Social Networking & Publishing
- Content Distribution Systems



**NB:- For the Designer Job, you have to finish your final portfolio Collection.**

## ART & SCIENCE OF MULTIMEDIA

- Audio fundamentals (Audio quality, formats, and devices)
- Understanding Image and Video (Resolution, Color, Video standards, formats)
- Digital photography (technology, techniques, composition & lighting, etc.)

## INTRODUCTION TO UI/UX

- Why do companies create digital products?
- What is UX/UI design?
- Day in the life of a Designer

## WIREFRAMING

- How to Create the Information Architecture for an app
- How to use Figma to Wireframe
- Best Case Industry Practices for UX
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- Basics of UI Design & Intro to UI Design on Figma
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## USER RESEARCH

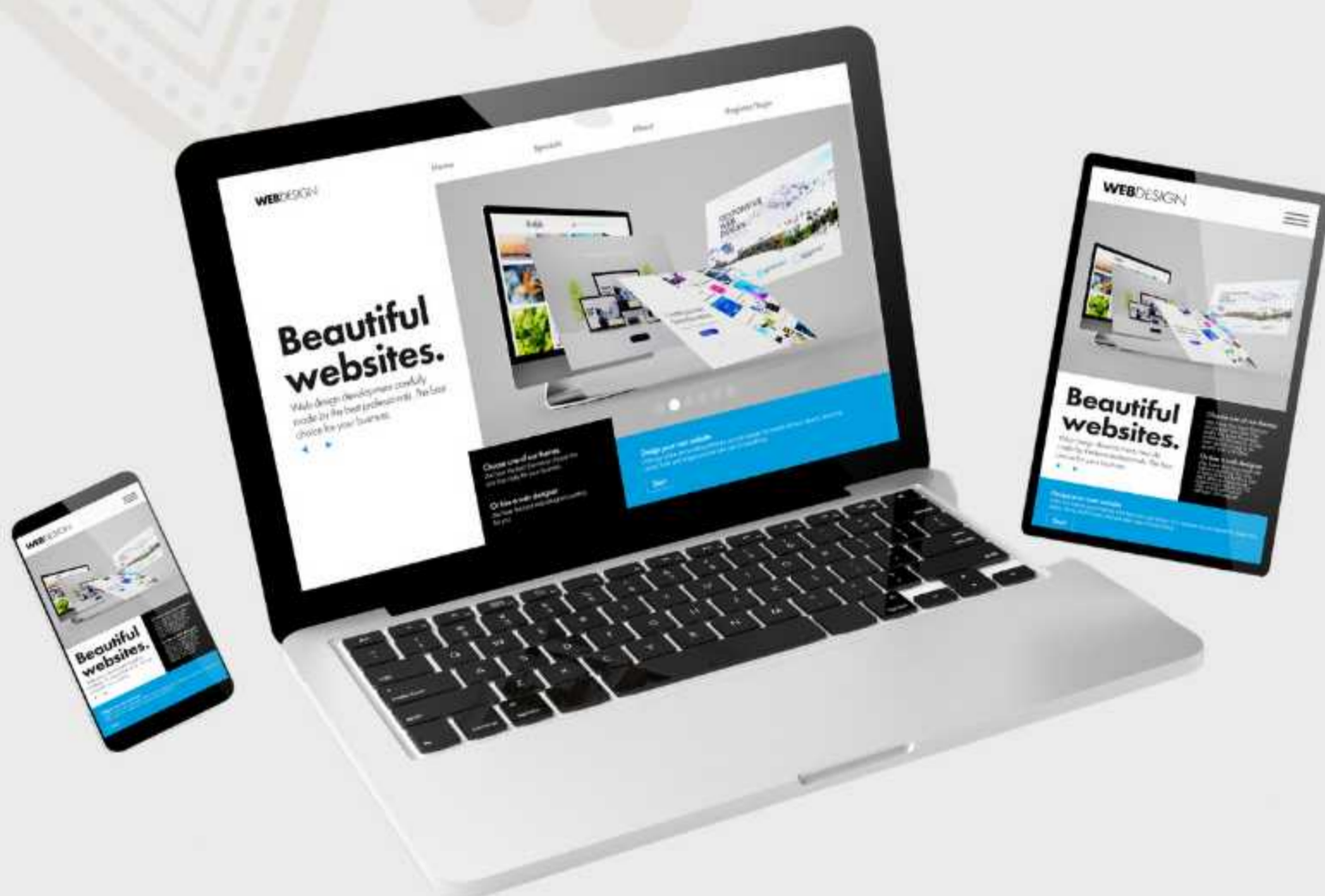
- Design Thinking Workshop
- How do Businesses work?
- Qualitative & Quantitative Research
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## PROFESSIONAL PORTFOLIO

- Design your own website with all the necessary elements

## SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe premiere pro
- Corel Draw
- Adobe XD
- Figma
- Miro



## DIPLOMA IN UI / UX & CREATIVE DESIGN

The future of UX is a specialized future. As the expertise and capacity of UX designers of all levels increases, it's going to become much more important for designers to have a specialty or focused discipline. This is already being reflected in many of the current job listings for UX positions.

### CURRICULUM

1. FUNDAMENTALS TO ART & DESIGN
2. INTRODUCTION TO UI/UX
3. USER RESEARCH
4. WIREFRAMING
5. UI DESIGNING BASICS WITH FIGMA
6. USER TESTING & DEVELOPER  
HAND-OFF
7. UX ANALYSIS
8. BRANDING
9. ADVANCE DESIGN TECHNIQUES
10. DESIGNING FOR SAAS PRODUCTS
11. PORTFOLIO BUILDING

**Duration:- 12 months**

**Course Mode:-**

**ONLINE & OFFLINE**

**Criteria:- age above 16**

**10 th or +2 above**



## FUNDAMENTALS OF ART & DESIGN

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## DESIGNING FOR SAAS PRODUCTS

- Understanding the nuances of designing for SAAS Products
- Information Visualization

## SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Corel Draw
- Figma
- Miro

## PROFESSIONAL PORTFOLIO

- Design your own website with all the necessary elements



# DESIGN COLLECTION AND PORTFOLIO BUILDING

Your portfolio is a collection of your work that shows us your design ideas including Ui/Ux - focused creative skills, art-making skills, and building concepts.

## CURRICULUM

1. INTRODUCTION
2. INSPIRATIONAL BOARD
3. IDEATION
4. COSTING
5. PRESENTATION
6. THEME BOARD
7. COLOUR BOARD
8. MIND MAPPING
9. FINAL COLLECTION
10. SOFTWARE BRUSH UP

**Duration:- 06 months**

**Course Mode:-**

**ONLINE & OFFLINE**

**Criteria:-** Those who have finished the course ( Ui &Ux Or Web Design/ Development ) from a Reputed college or institute.



**NB:-** For the Designer Job, you have to finish your final portfolio Collection.

# UI/UX PORTFOLIO



**Check out our Portfolio!**  
to see all the cool projects Our students Finished



with out a portfolio its **404**



# UX/UI FOR ROAR BIKES

CASE STUDY

PROJECT

## DESCRIPTION

Roar Bikes is a fictional project I made for a UX/UI course on Udemy.

Roar Bikes is a manufacturer of small run, contemporary bicycles sold exclusively from their own website. Roar Bikes currently have 3 models of bike to purchase (Siamese, Sphynx, Bengal). The primary objectives was to build a e-commerce website for people to browse & purchase.

UX

## USER PERSONA



**JAKE**

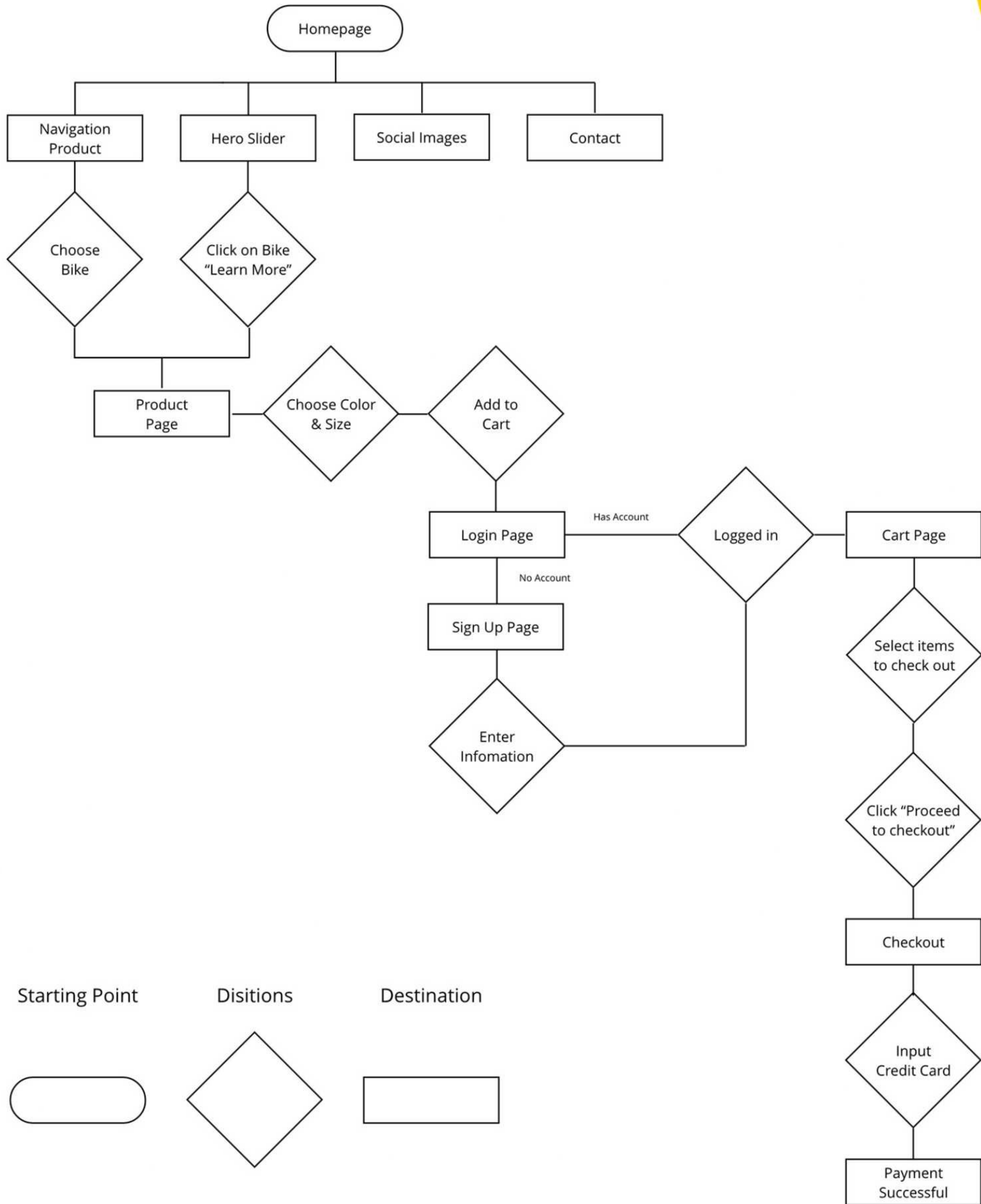
### **28 / GRAPHIC DESIGNER / CALIFORNIA, USA**

Jake is a graphic designer for a large design agency in Los Angeles. Jake prides himself on having strange & interesting versions of everyone else's everyday objects. His shoes are hand made & his backpack is pink.

He likes to make his purchase (big or small) from local responsible crafts people. He doesn't own a car. He always brings a reusable cup to the coffee shop.

Jake cycles to work and wants his bicycle to be practical but unique.

# USER FLOW





# TYPOGRAPHY

# Aa

## OSWALD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

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# Aa

## Muli

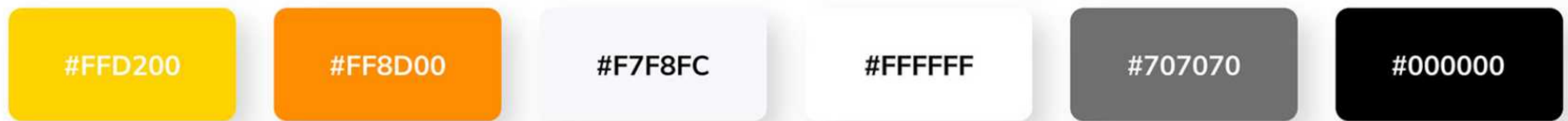
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

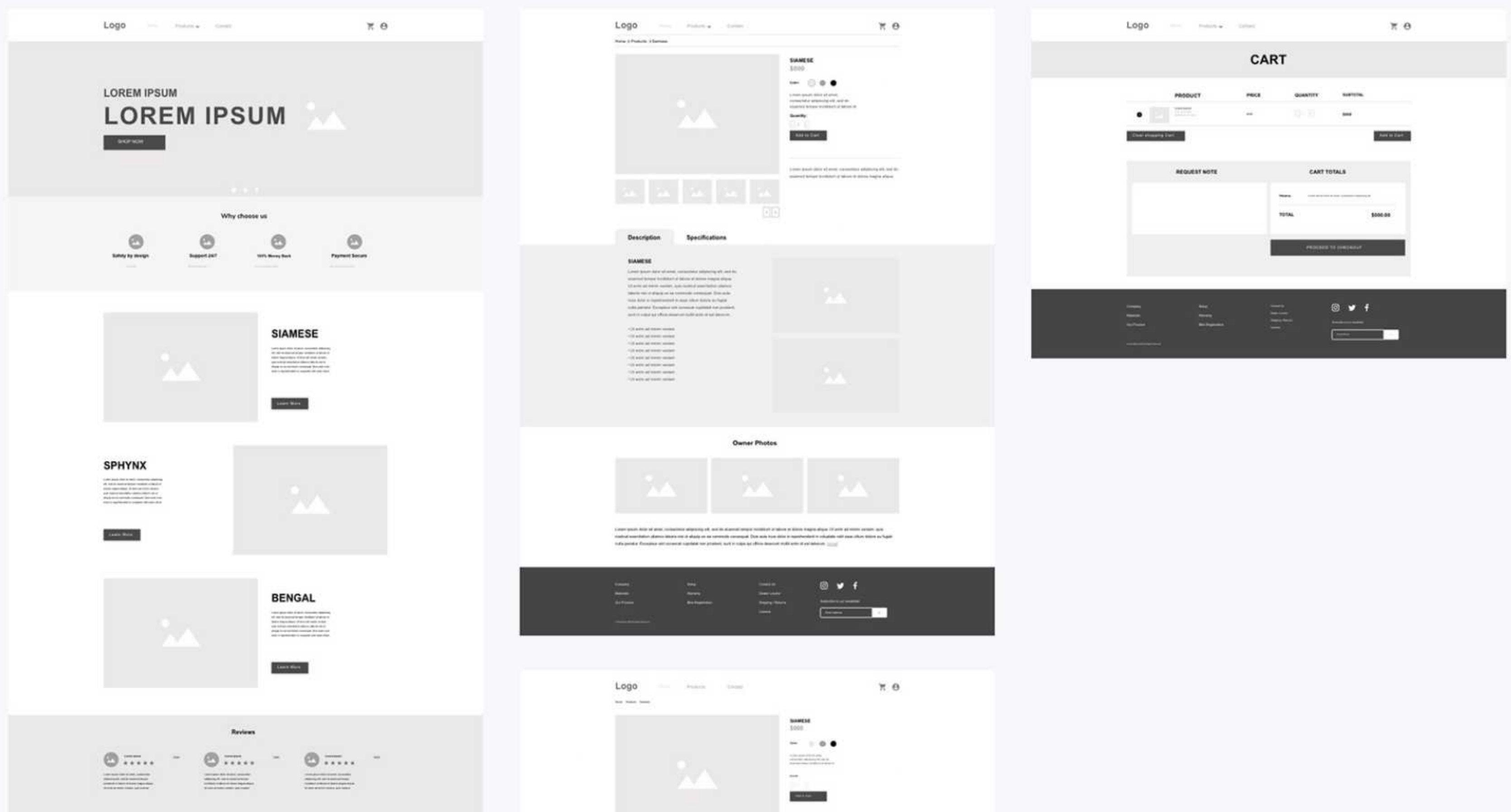
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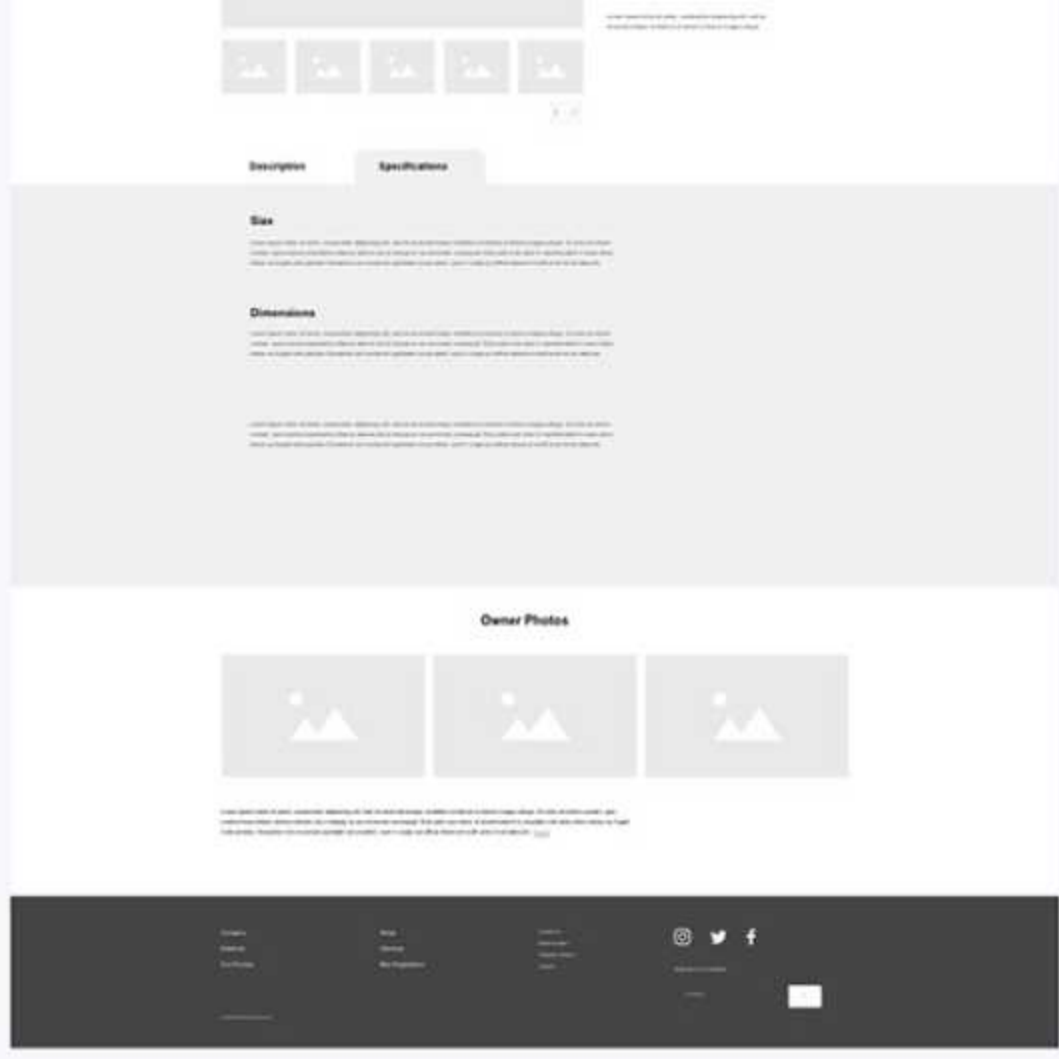
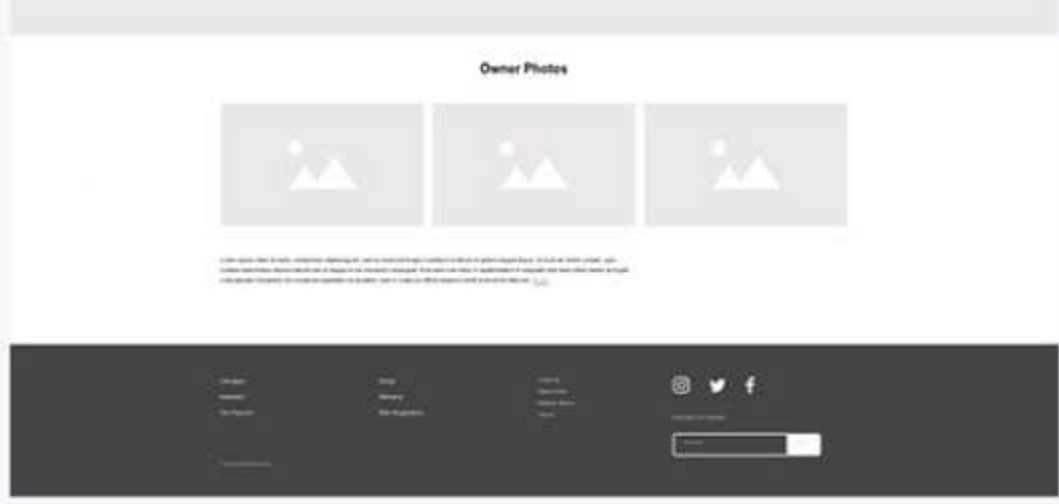
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# COLORS



# WIREFRAMES





UI

# HIGH FEDELITY MOCKUP



ROARBIKES

HOME

PRODUCTS ▾

CONTACT



NEW MODEL  
**SIAMESE**

SHOP NOW

WHY WE'RE THE BEST



**SAFETY BY DESIGN**

Safety first



**SUPPORT 24/7**

We support 24h a day



**EXPERT SERVICE**

Professionals who know



**REPAIR**

Expert Mechanics

## MODELS



### SIAMESE

The Siamese looks a lot like our other Trail and Enduro models because it is – it has the same type of progressive geometry, ultra-capable suspension, and a state-of-the-art lightweight carbon-fiber chassis that magically makes you a better rider in the most demanding terrain.

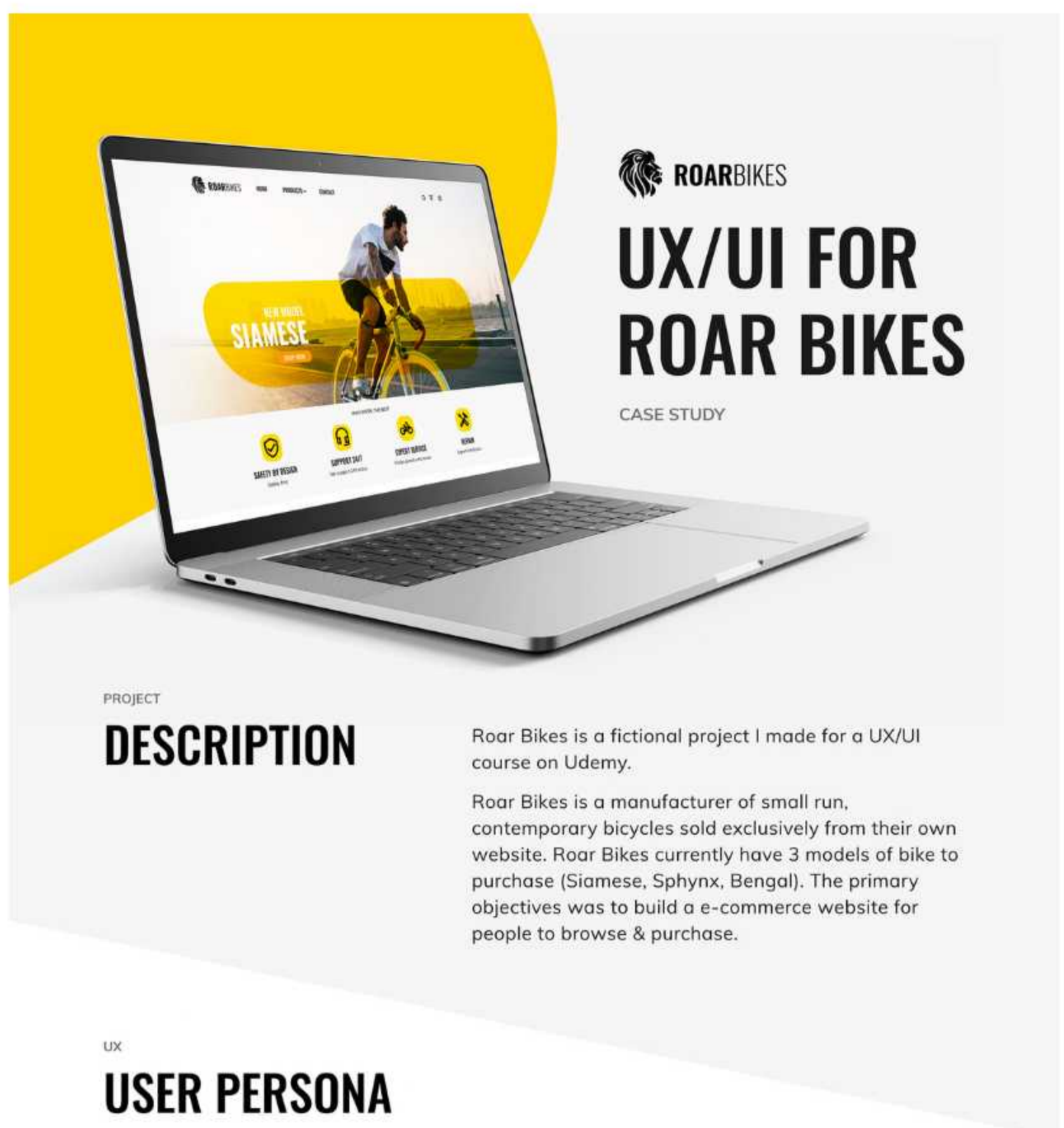
LEARN MORE

### SPHYNX

The Sphinx is the world's most versatile big-tire machine. Compatible with almost every wheel size available, from 26" and 27.5" Fat to 27.5+ to 29er, the LES Fat is a four-season hardtail that can take you from single track to snow to sand with no compromises.

LEARN MORE





# UX/UI FOR ROAR BIKES

CASE STUDY

## DESCRIPTION

Roar Bikes is a fictional project I made for a UX/UI course on UdeMy. Roar Bikes is a manufacturer of small run, contemporary bicycles sold exclusively from their own website. Roar Bikes currently have 3 models of bike to purchase (Siamese, Sphynx, Bengal). The primary objectives was to build a e-commerce website for people to browse & purchase.

## USER PERSONA



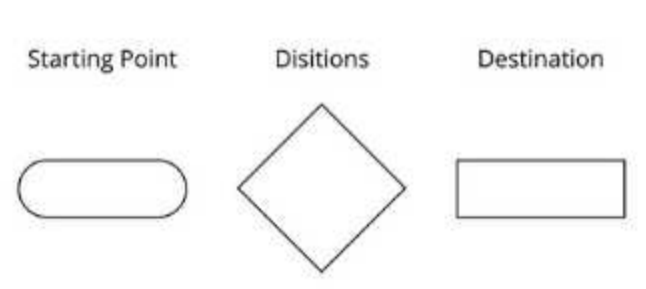
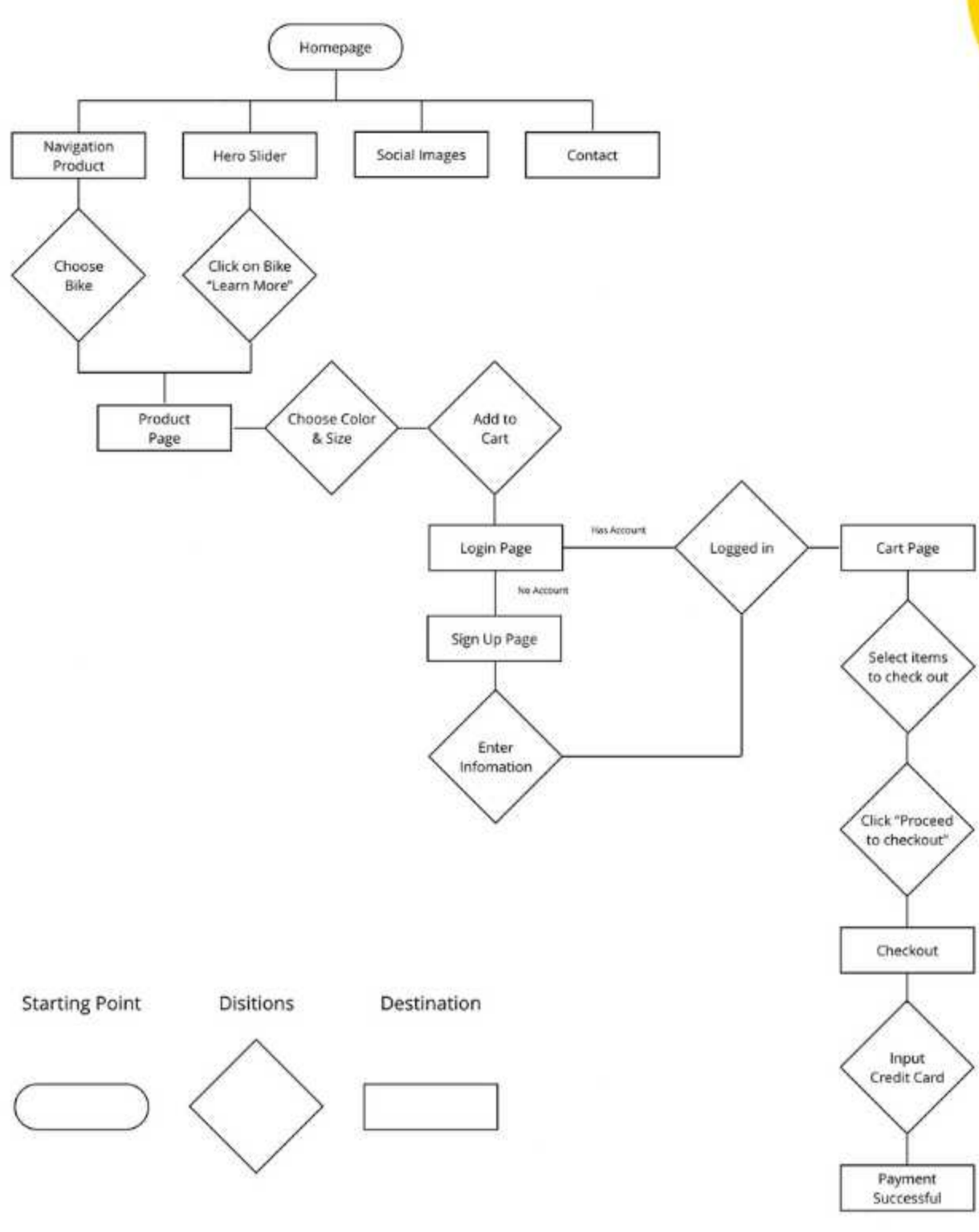
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Jake cycles to work and wants his bicycle to be practical but unique.

## USER FLOW



## TYPOGRAPHY

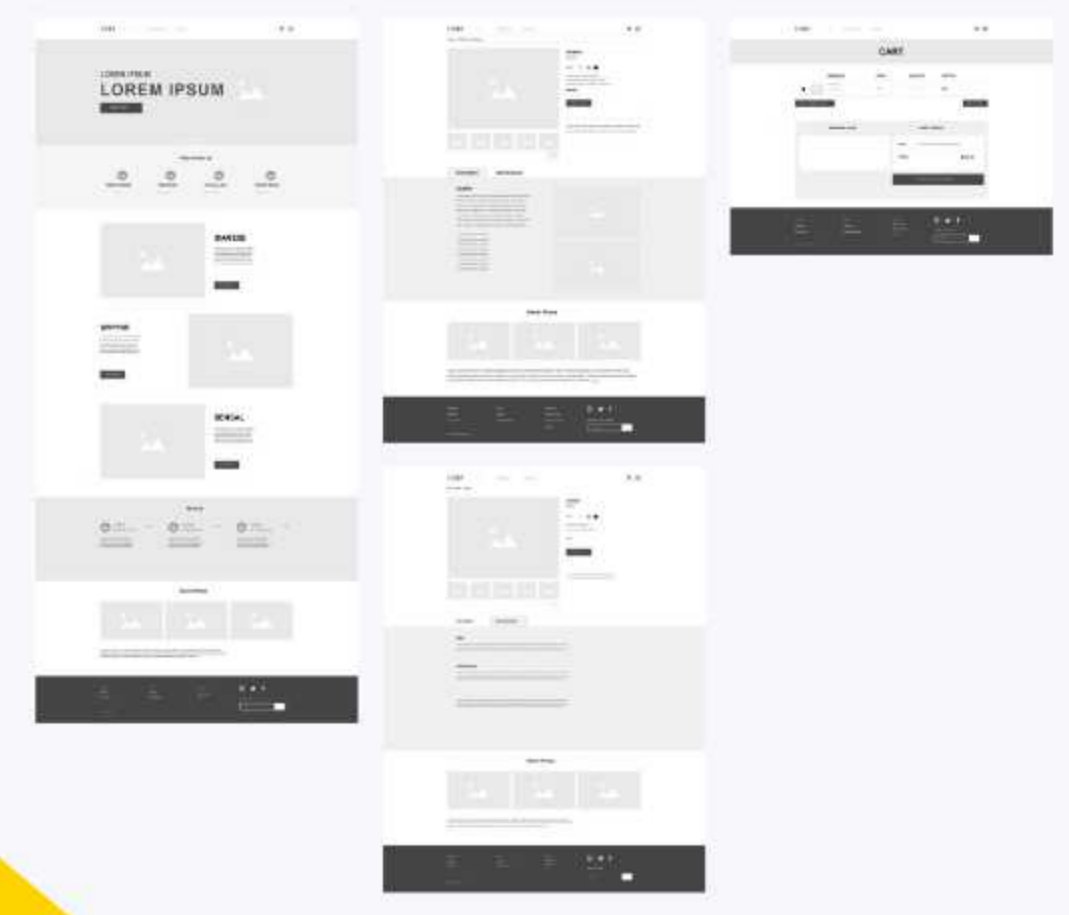
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**OSWALD**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
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 Regular Medium Bold

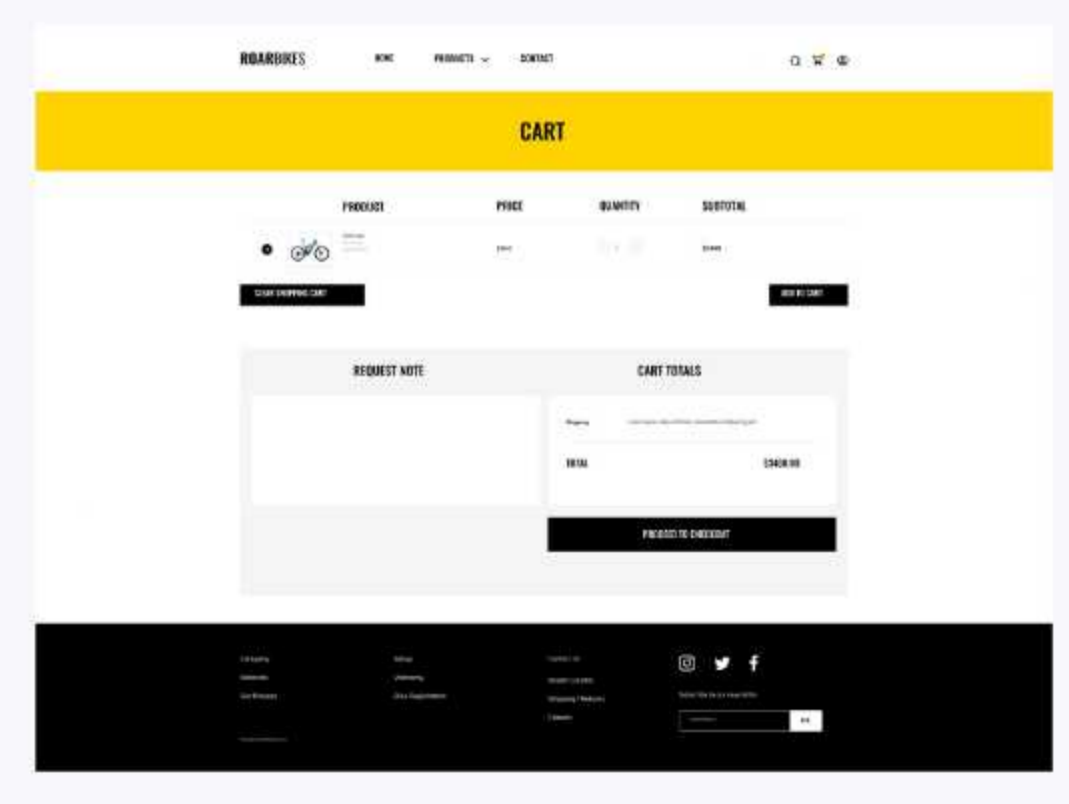
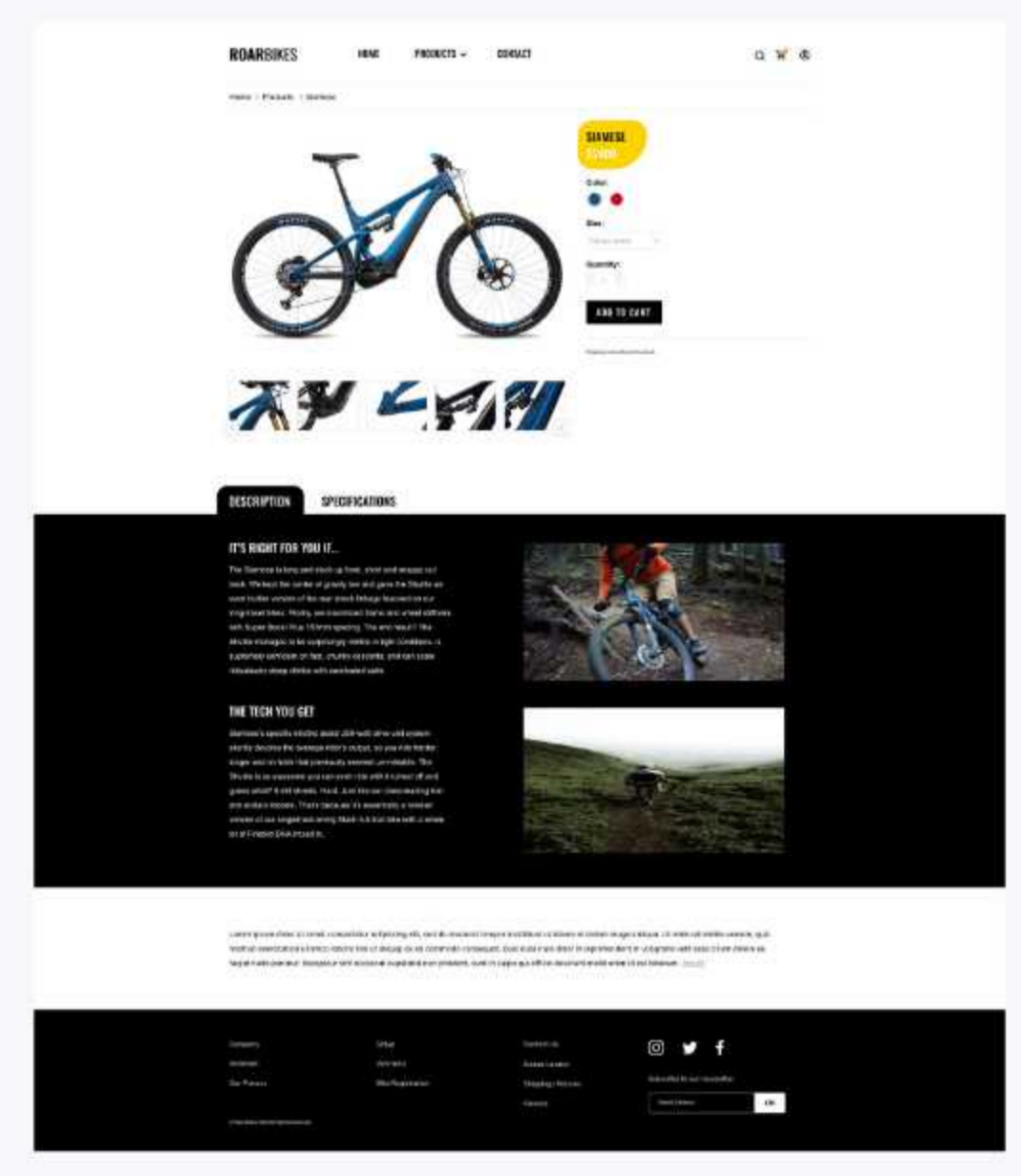
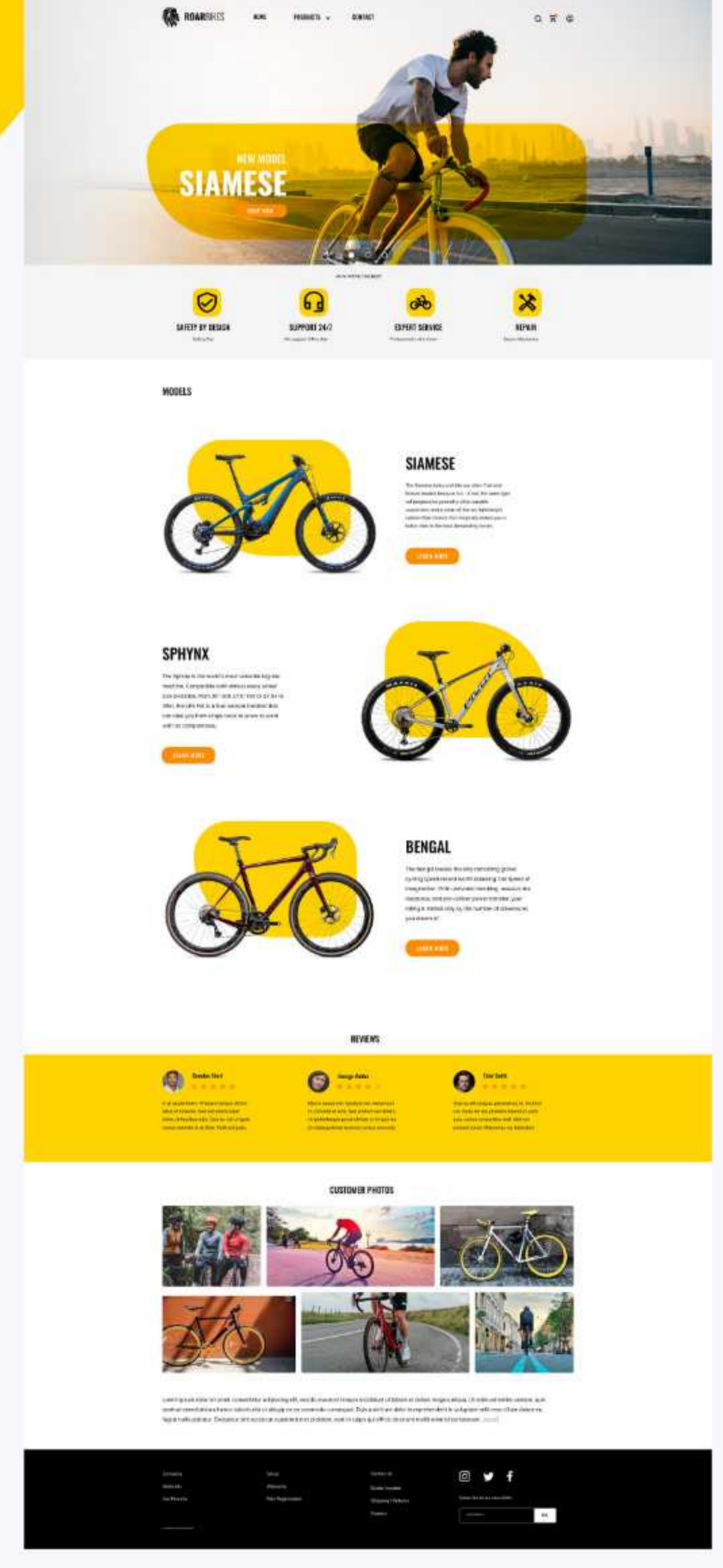
## COLORS



## WIREFRAMES



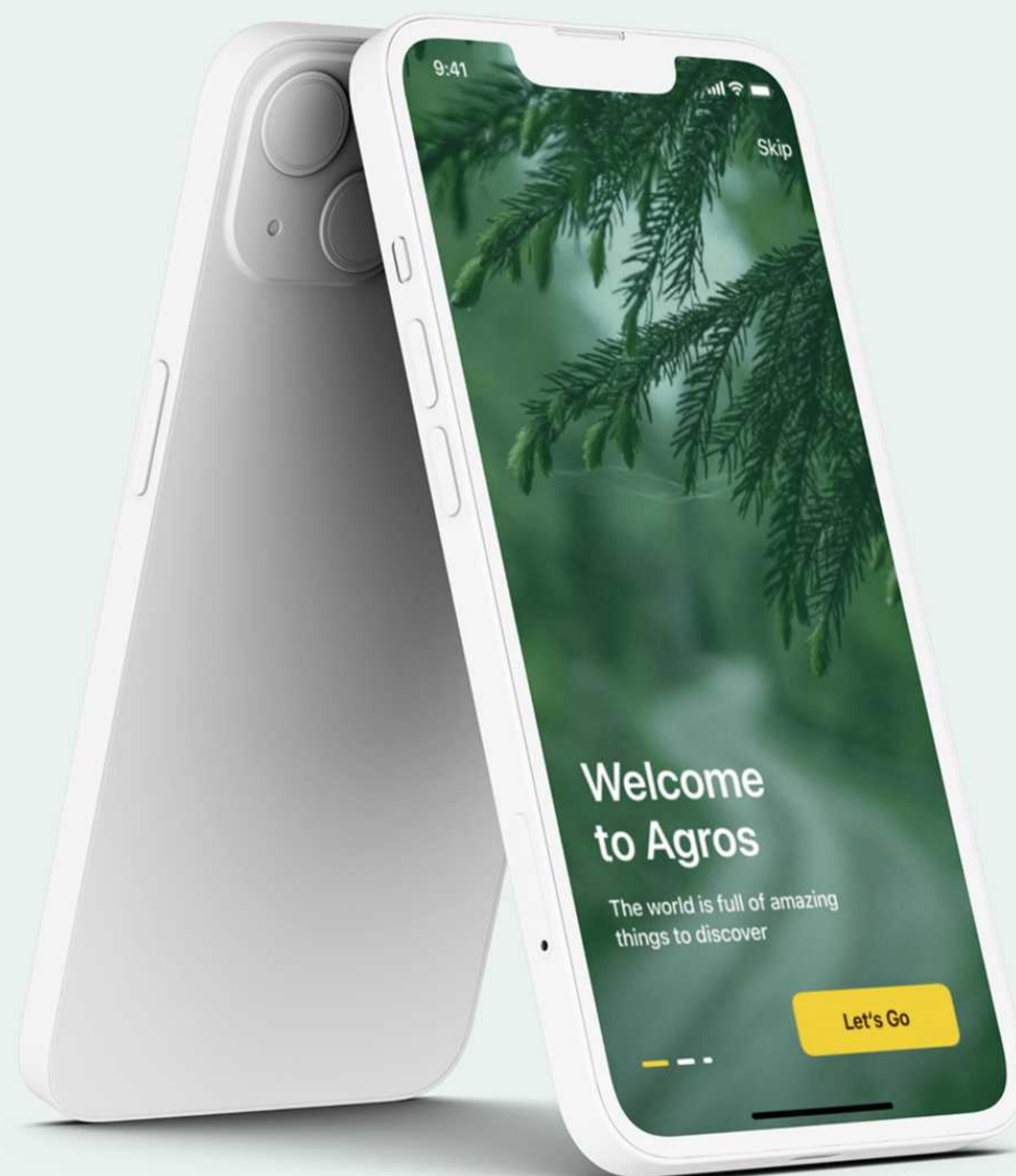
## HIGH FEDELITY MOCKUP





# Agros

TRAVEL MOBILE APP

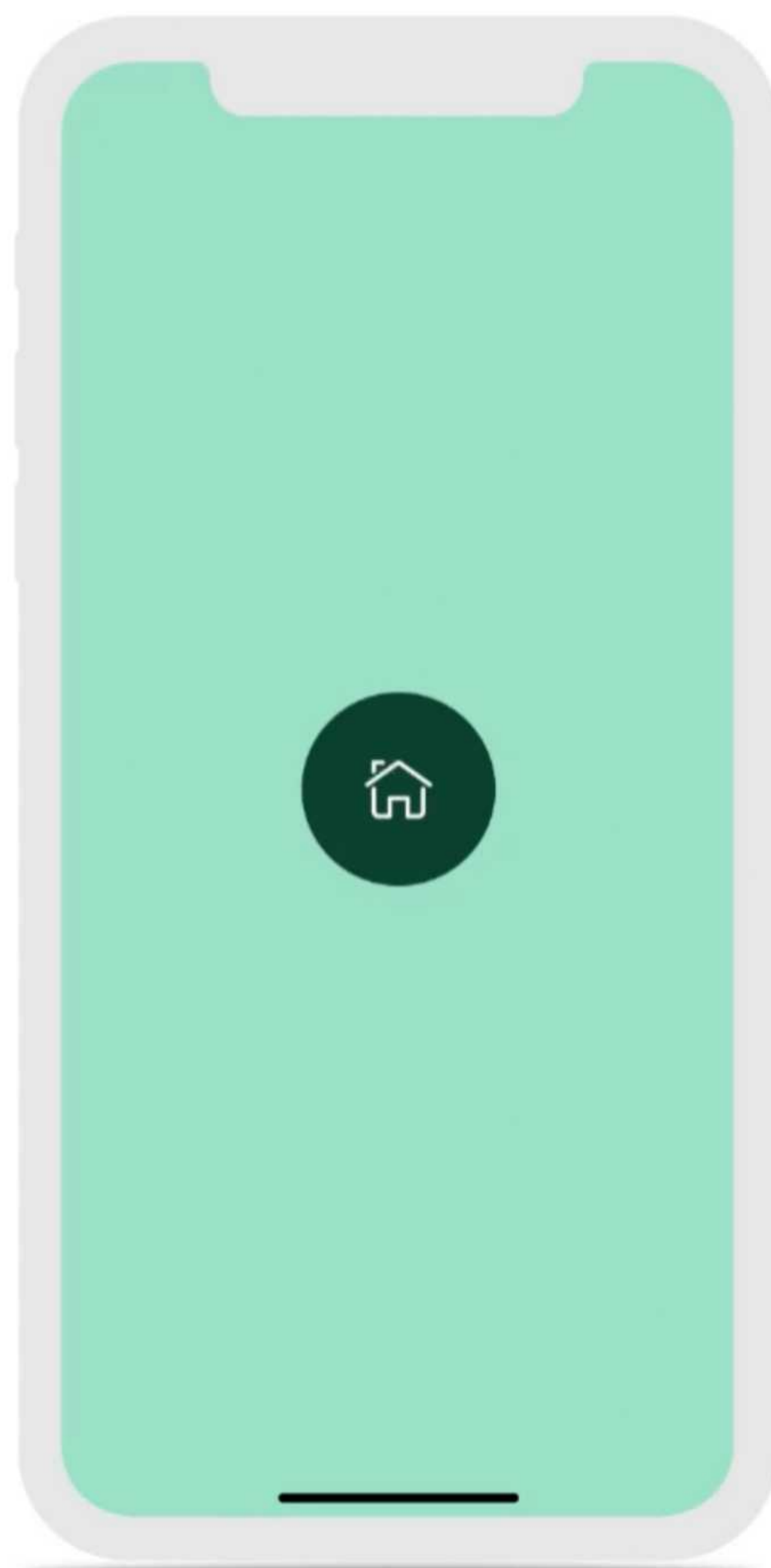


2022

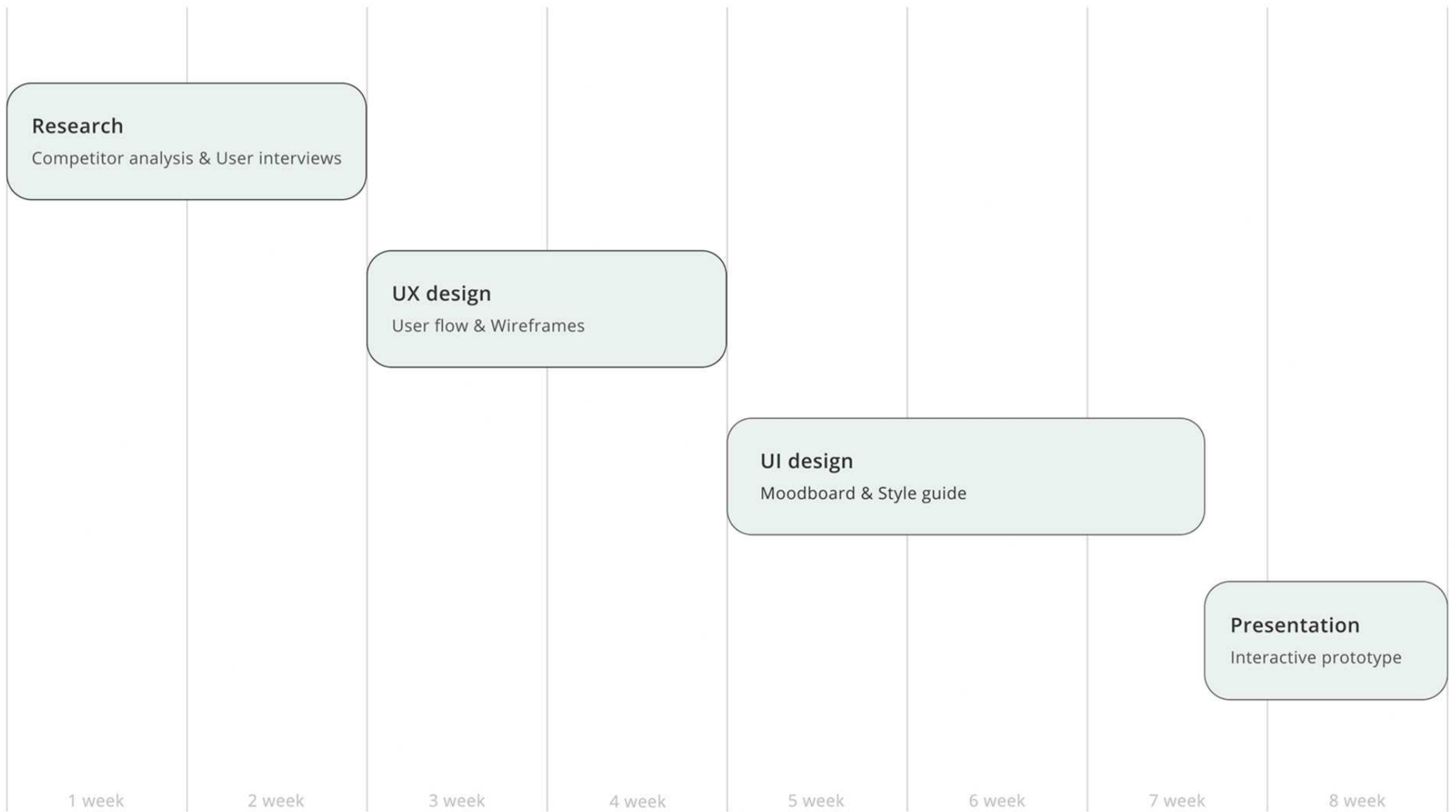
## ABOUT

The main goal was to create an application design for outdoor recreation in Belarus near forests and lakes with the ability to easily book accommodation using simple sections and an inspired interface.

The application is intended for all tourists in Belarus and local residents.



# DESIGN PROCESS & PROJECT TIMELINE



## RESEARCH

The main conclusions were obtained during the research phase

01

People who prefer outdoor recreation are looking for accommodation in various social networks and by word of mouth. There is no single application

03

Young people prefer to book online, but older people prefer to call the accommodation facilities

02

In the application, it is important for users to have filtering by price and amenities, the ability to contact the owners

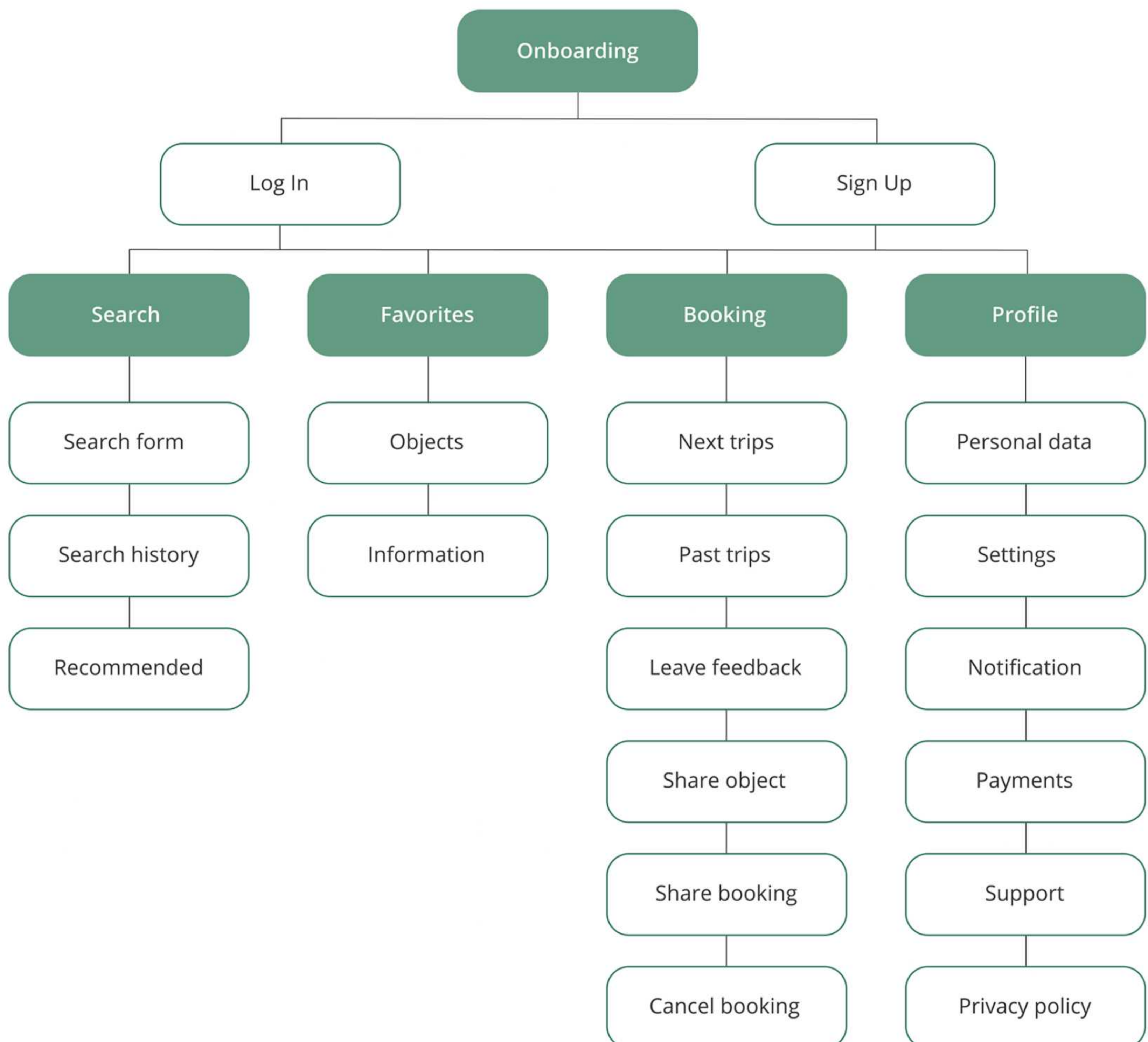
04

For all users, it is desirable to pay for booking accommodation online in the application



## USER FLOW

This stage allows us to trace the user's journey and solve the search problem from the entry point to the final taste



# WIREFRAMES

The process of working on wireframes helps to understand the product better and ensure that all the elements that are useful for the application to work are present

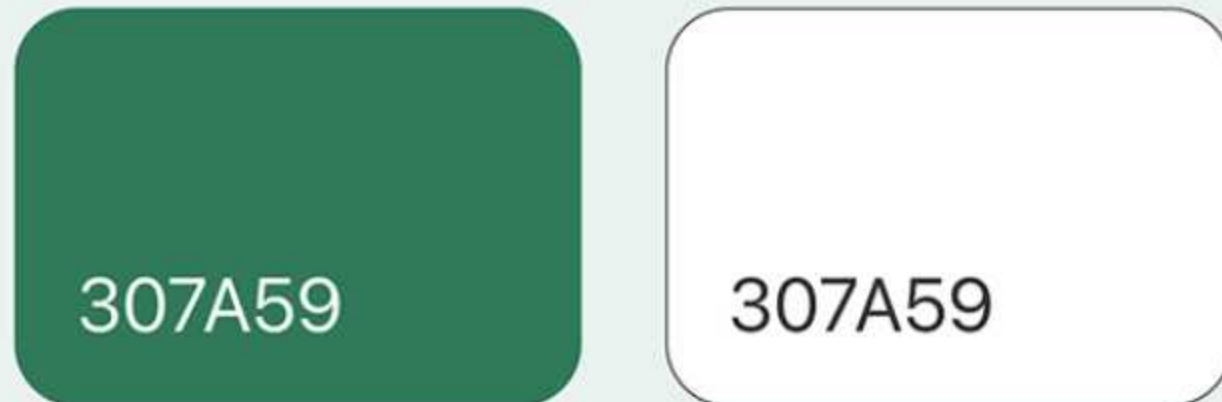


# STYLE GUIDE

# 220 + SCREENS

The style guide is used to form a unified style and holistic design of the application. When finalizing the functionality or creating new design elements, the style guide allows you to maintain the integrity of the application design

## Primary



## Secondary



## Typography

# Aa SF Pro Display

Regular Medium Semibold

San Francisco is a new sans serif typeface created by Apple. It was first released to developers on November 18, 2014. This is the first new font designed by Apple for the past 20 years

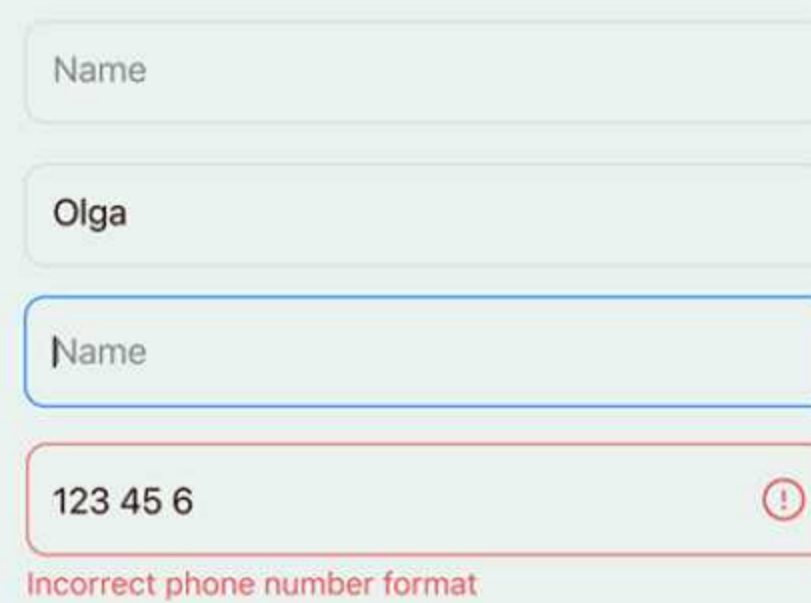
## Icons



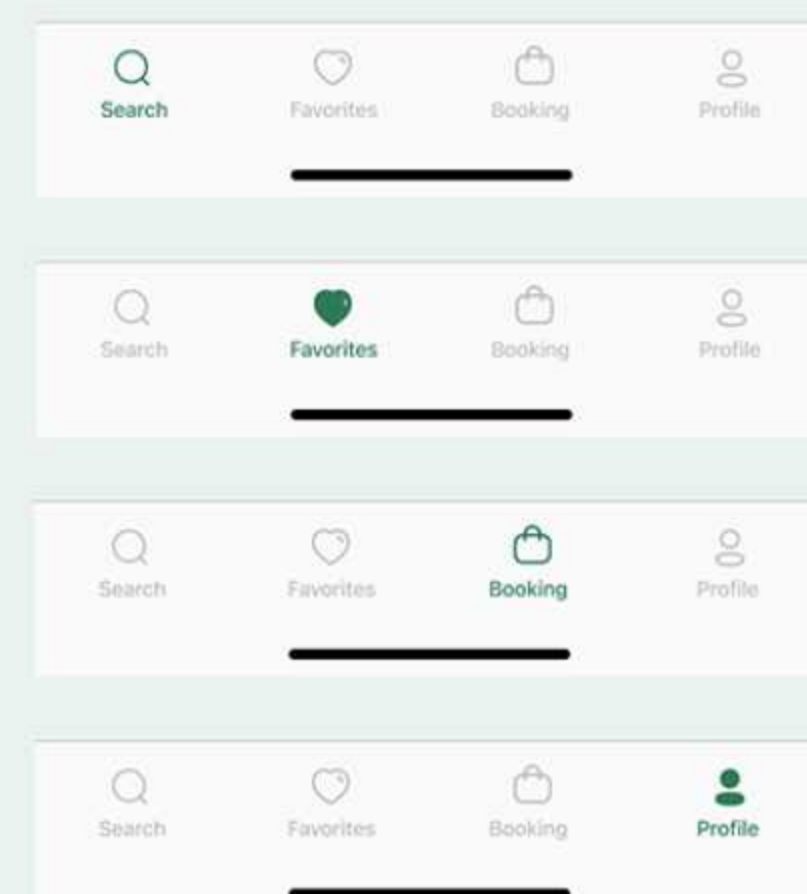
## Buttons



## Input Fields



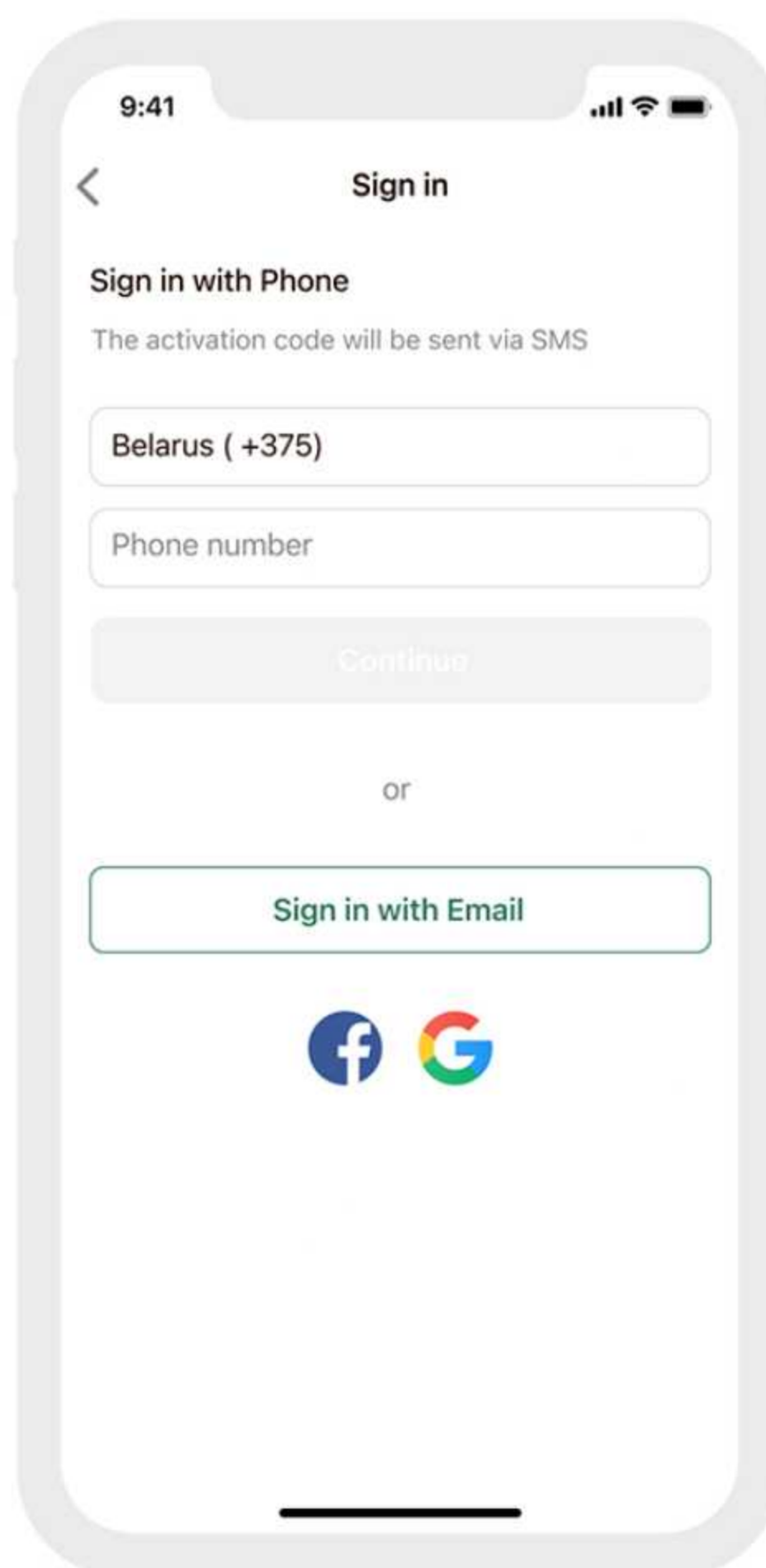
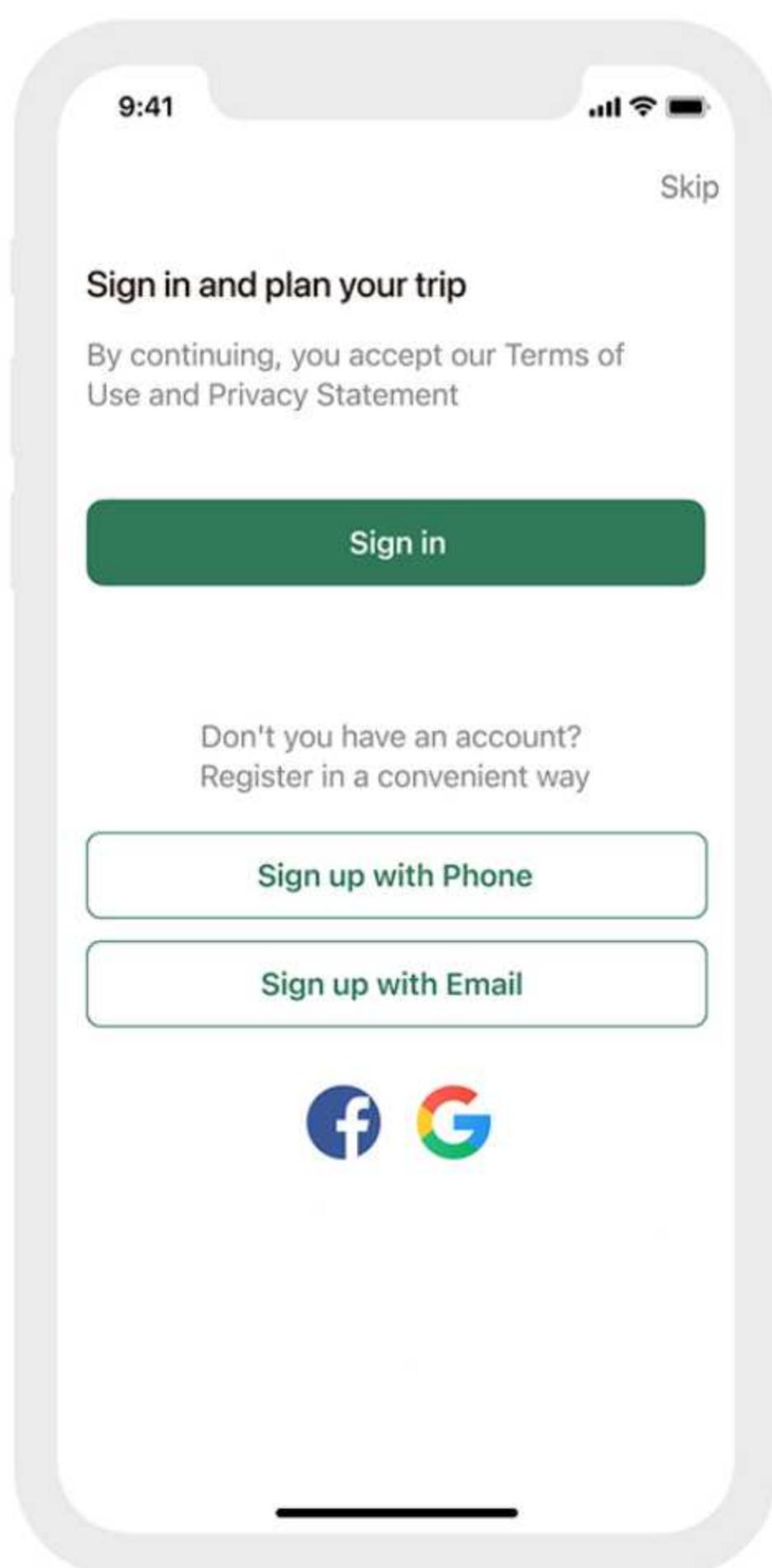
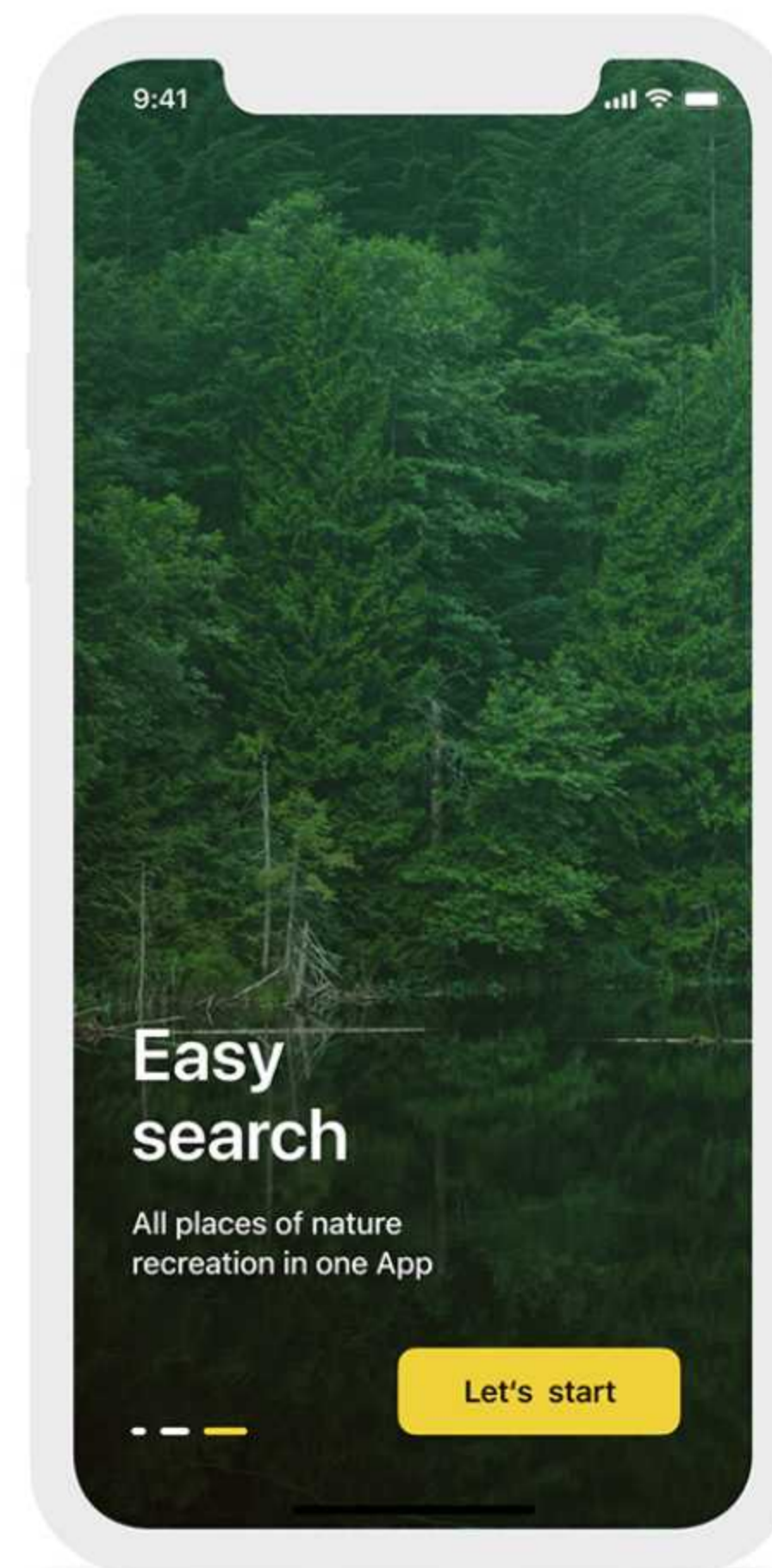
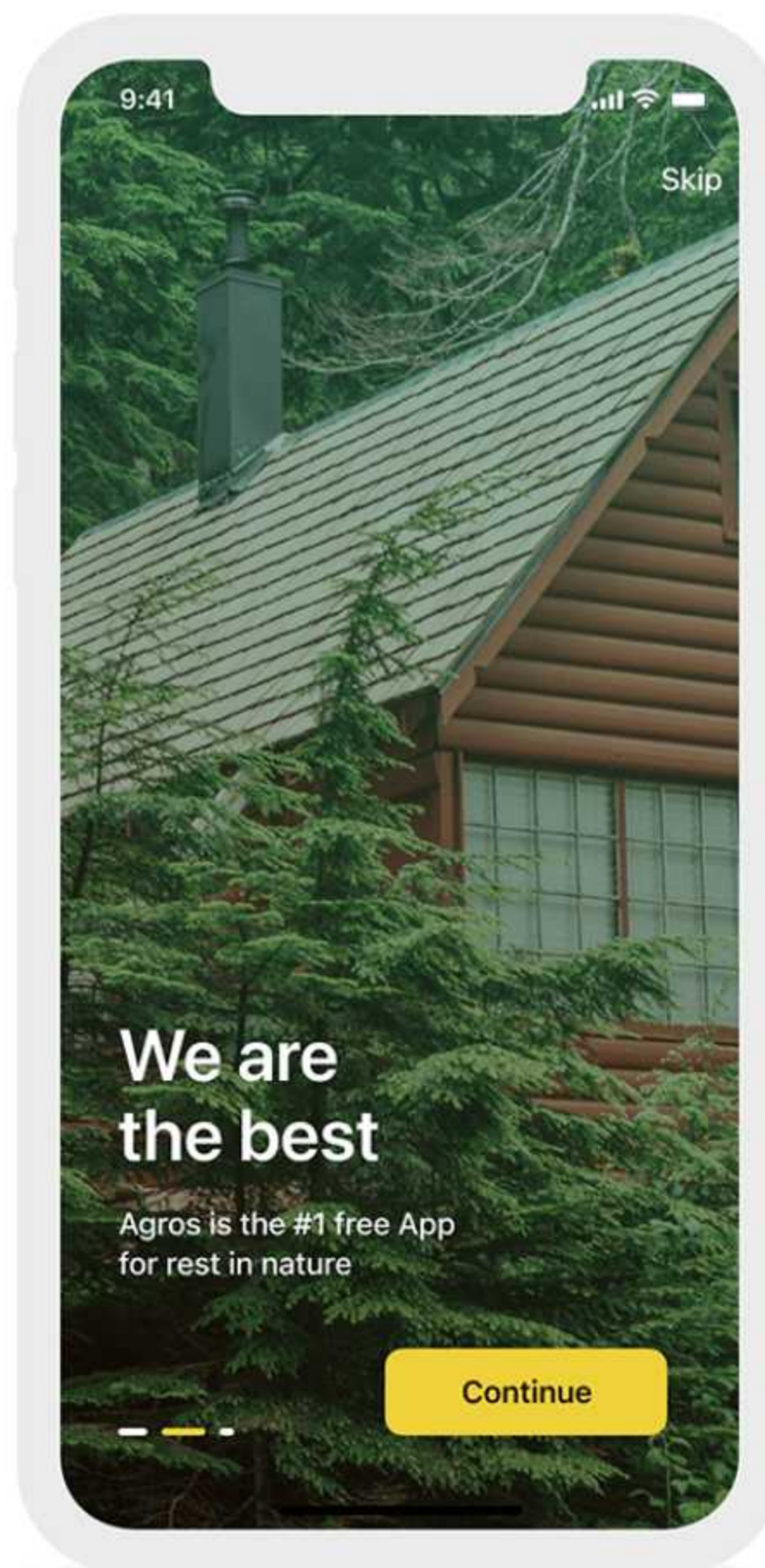
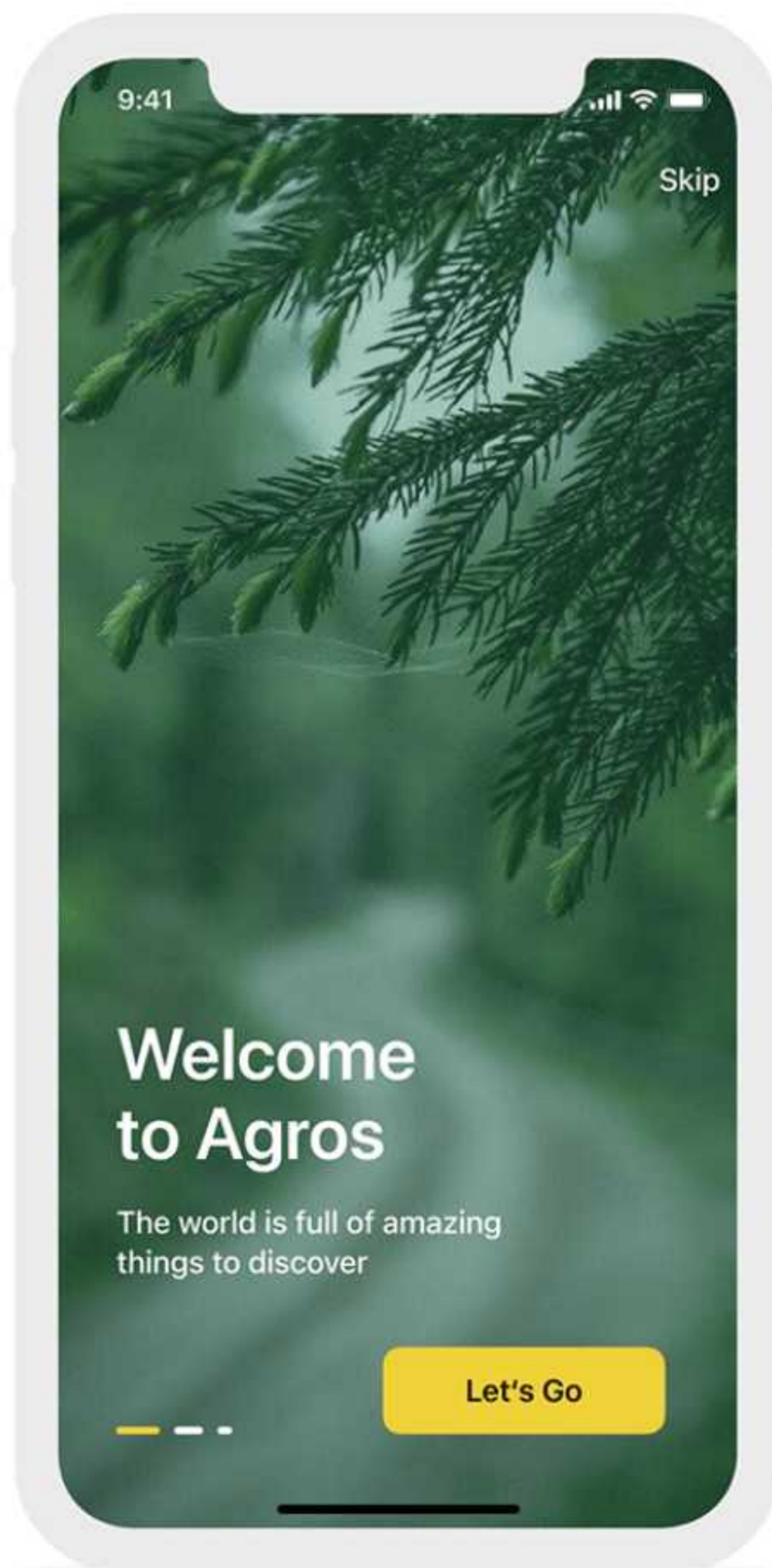
## Tab Bars Navigation





## Onboarding

Onboarding introduces the user to the application and helps to engage and onboard new users. It is used not only at the first launch, but also when adding new functions to the application

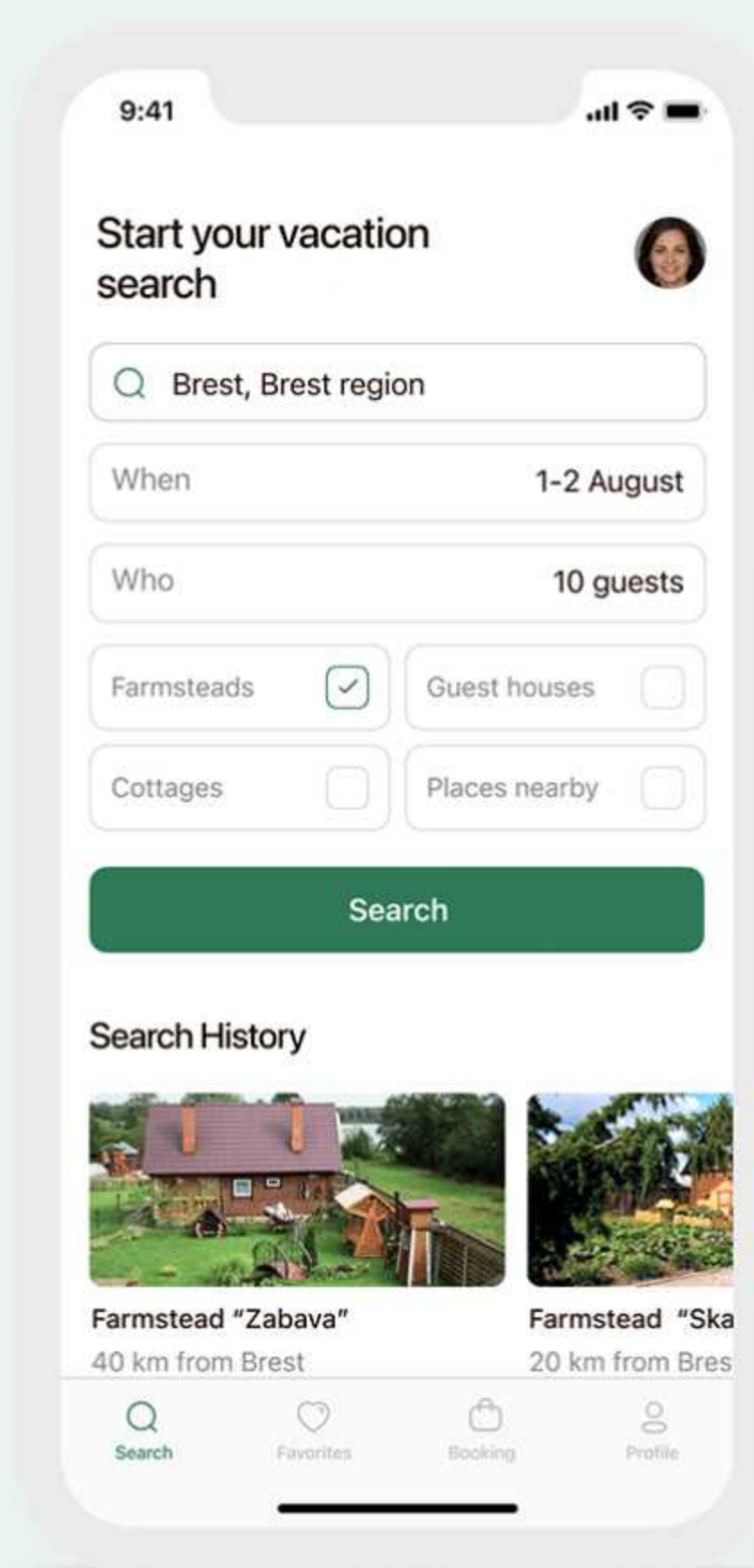
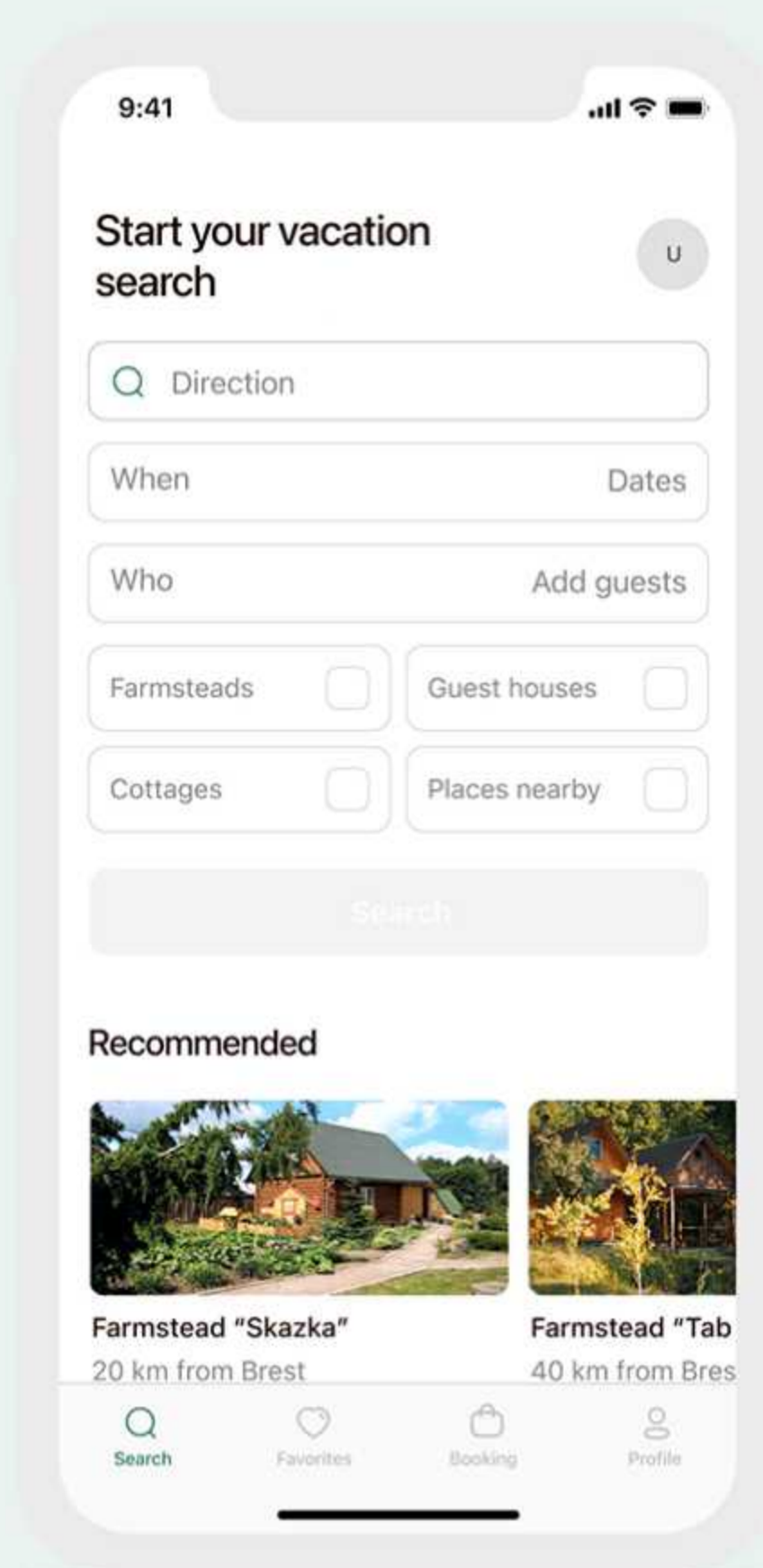


## Sign in

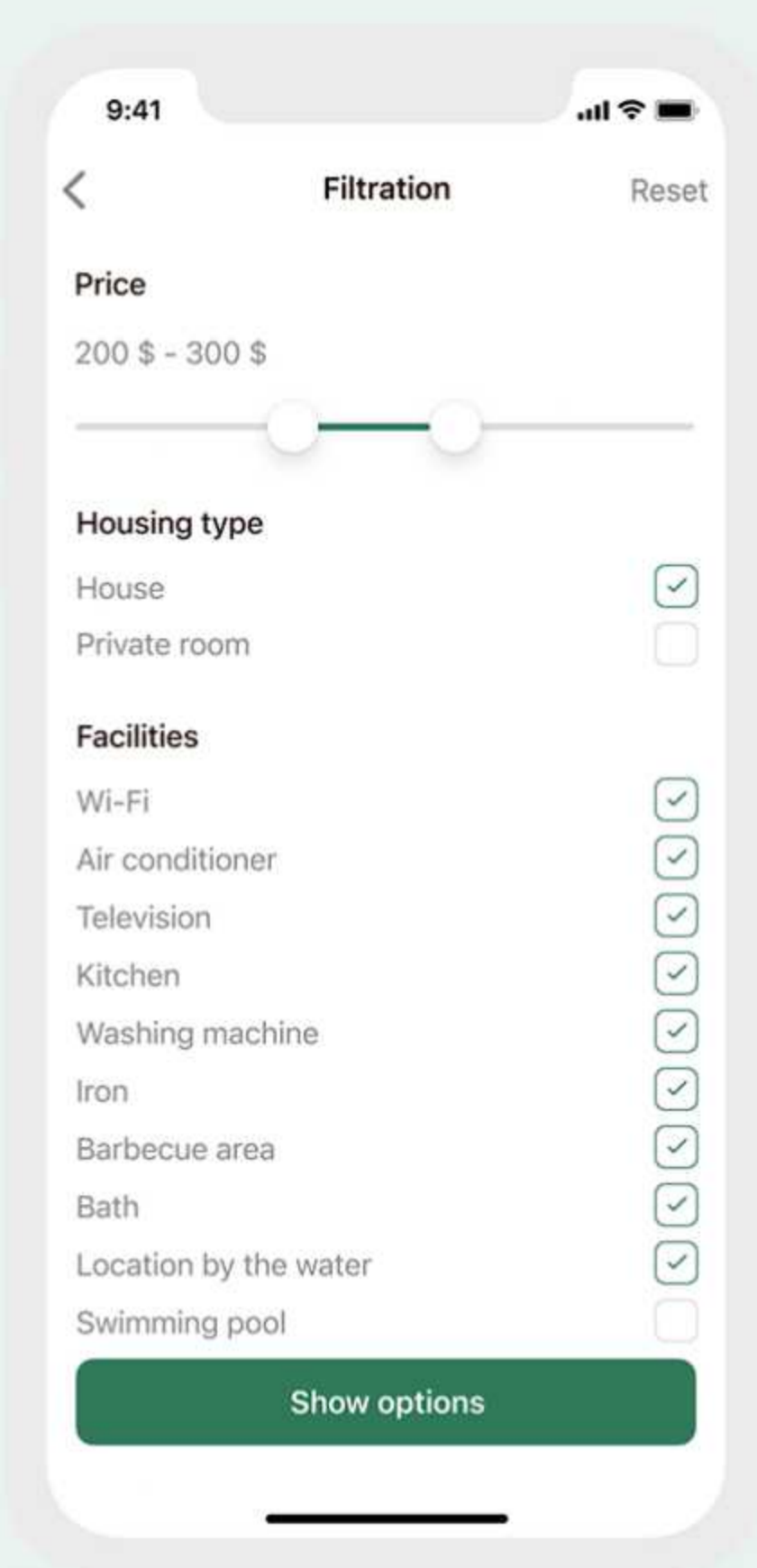
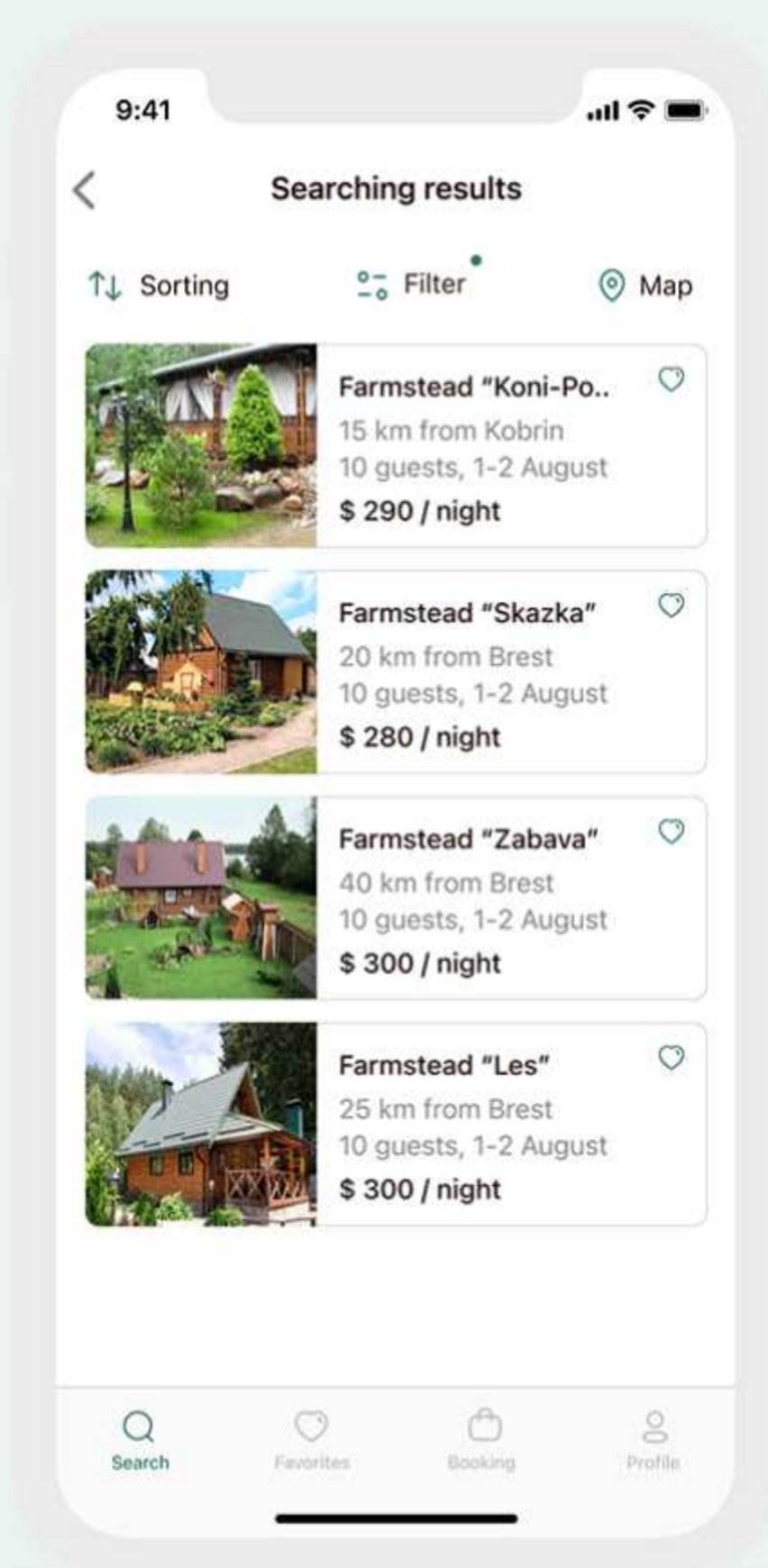
The user can log in to the application through a phone number, mail or social networks

## Main screen

On the main screen, you can select a place, dates and number of guests and book a place for outdoor recreation



Also on the main screen you can see the search history

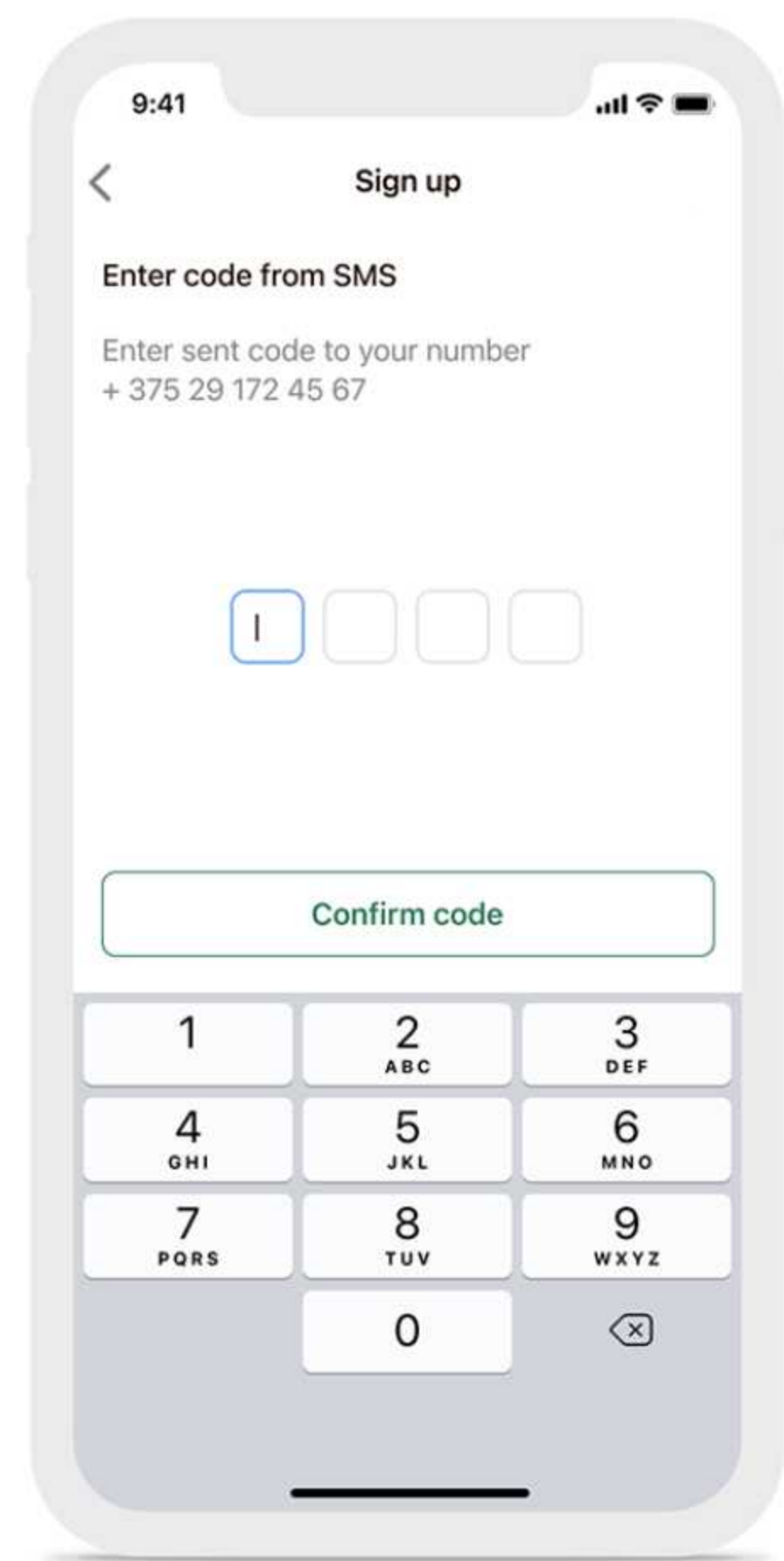
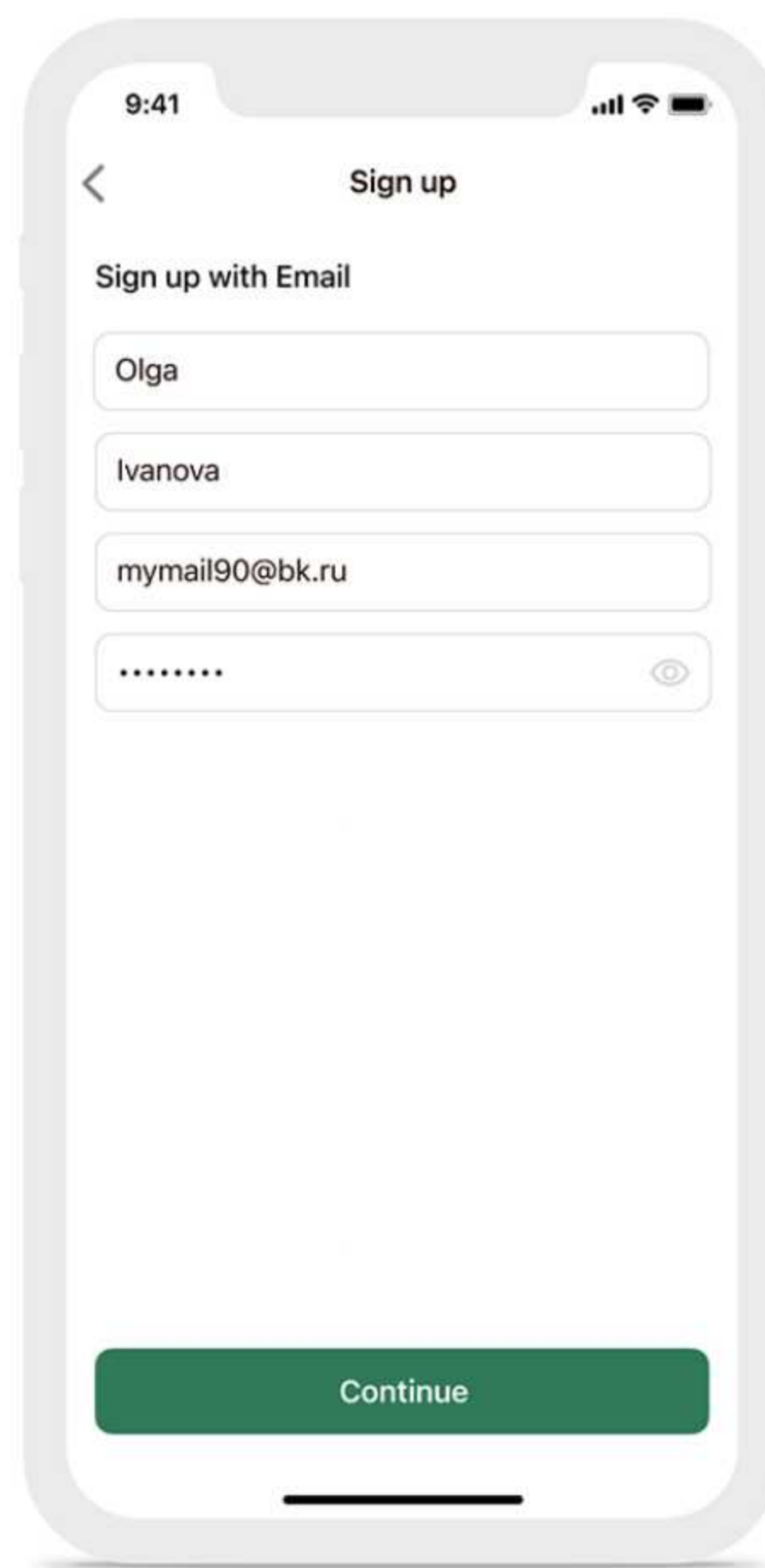


## Search & Filters

This is a convenient search for places of recreation in nature. You can find any accommodation according to your interests

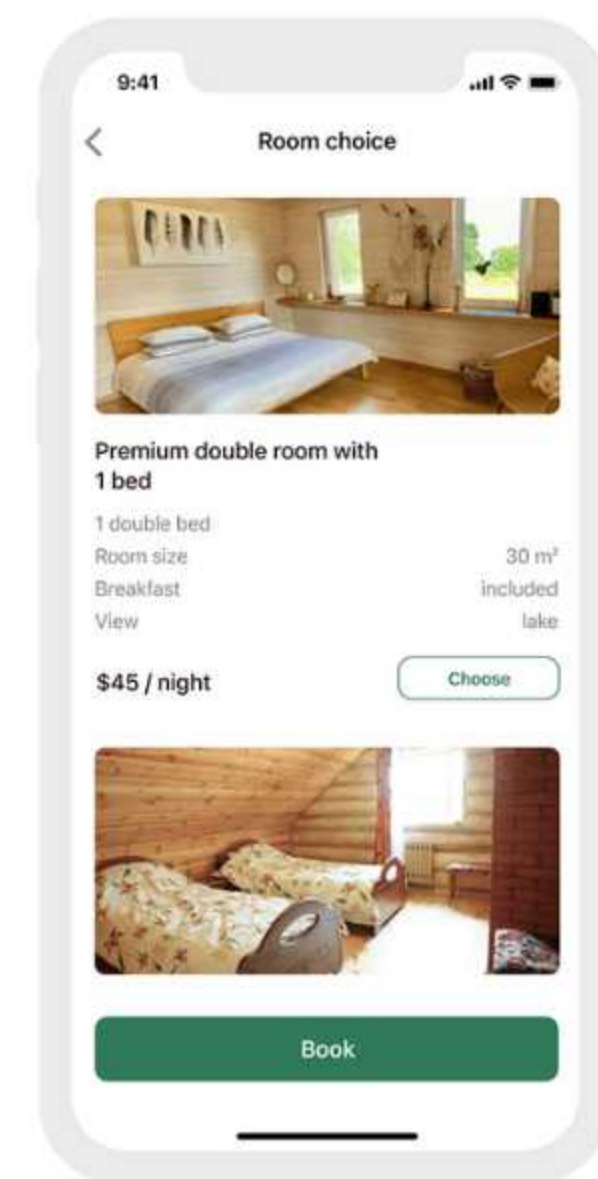
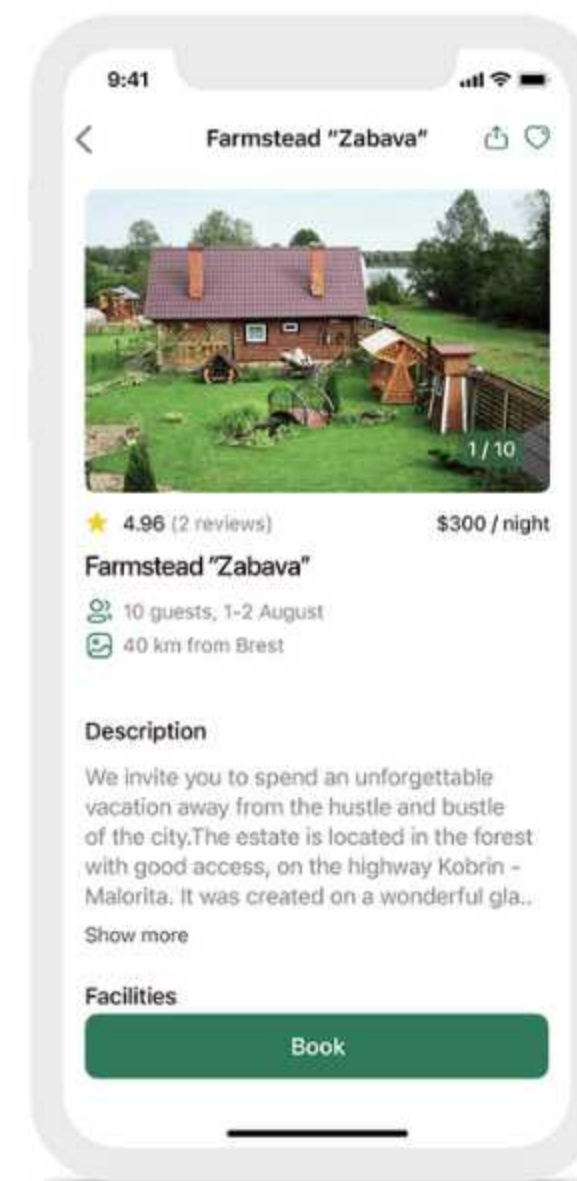
## Sign up

Fast and easy registration to the application via phone number, mail or social networks



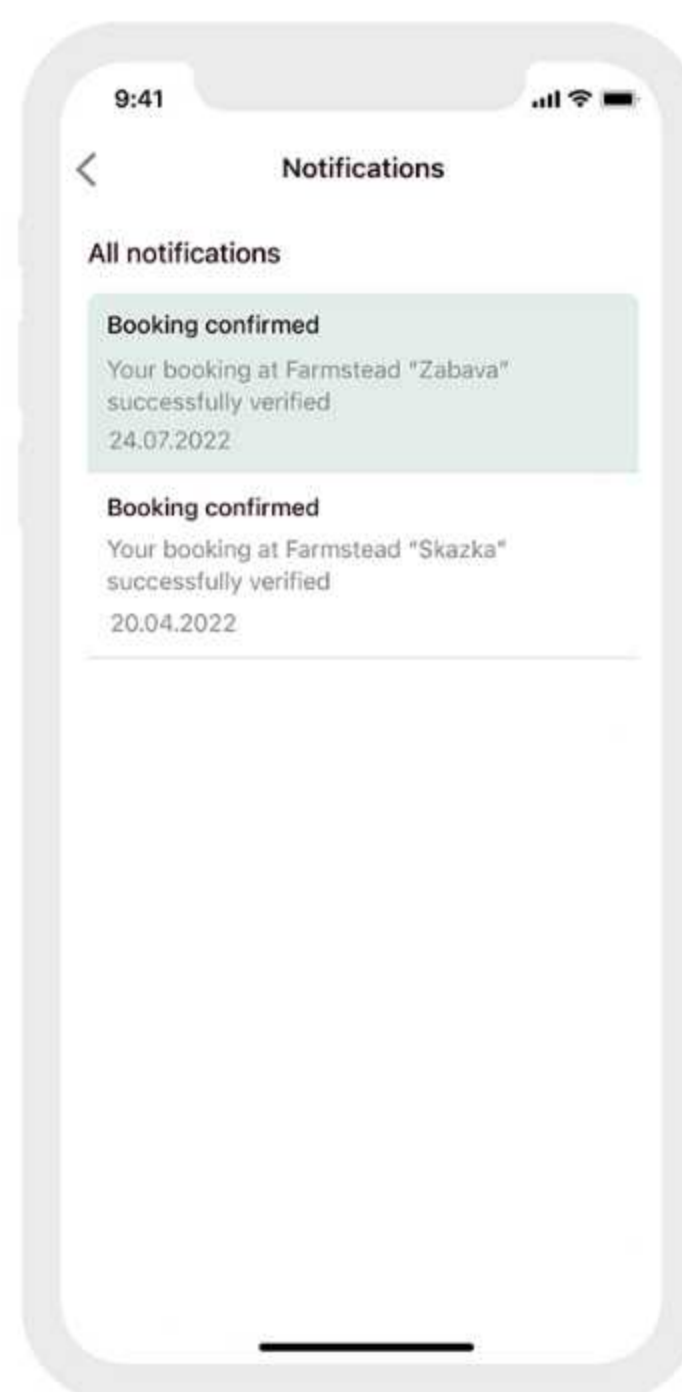
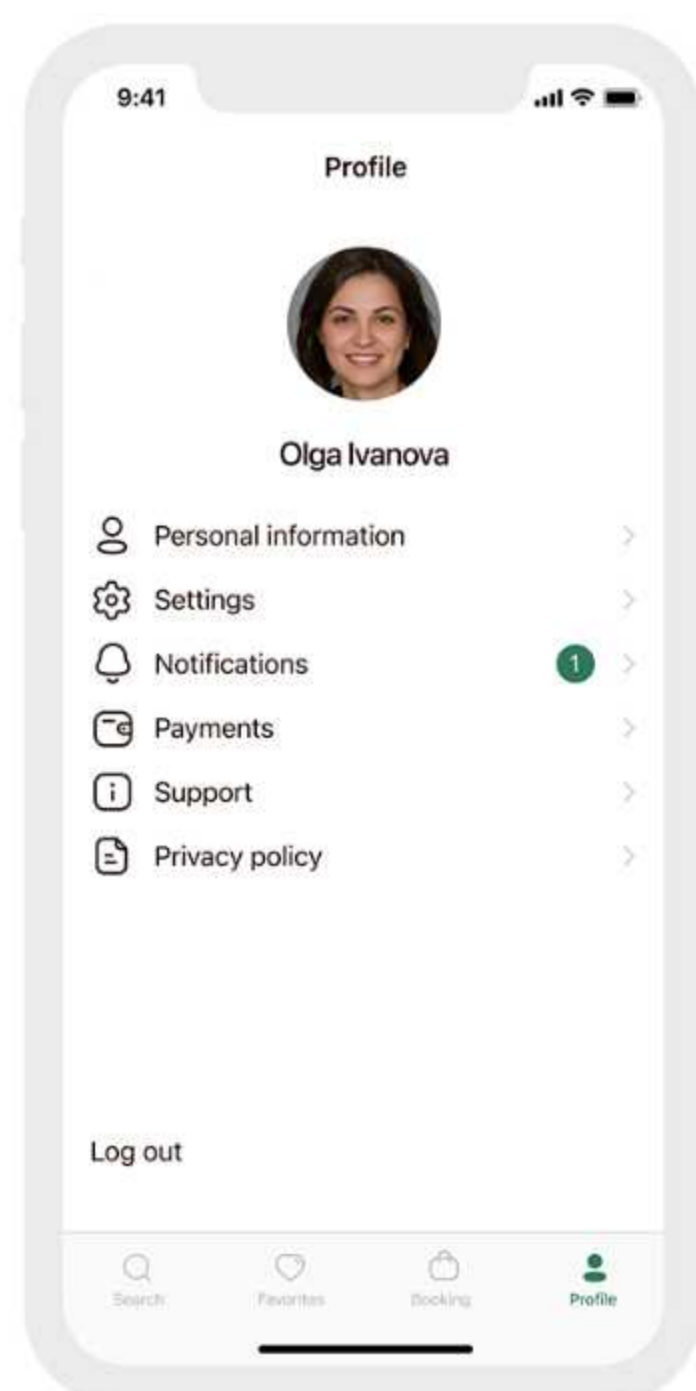
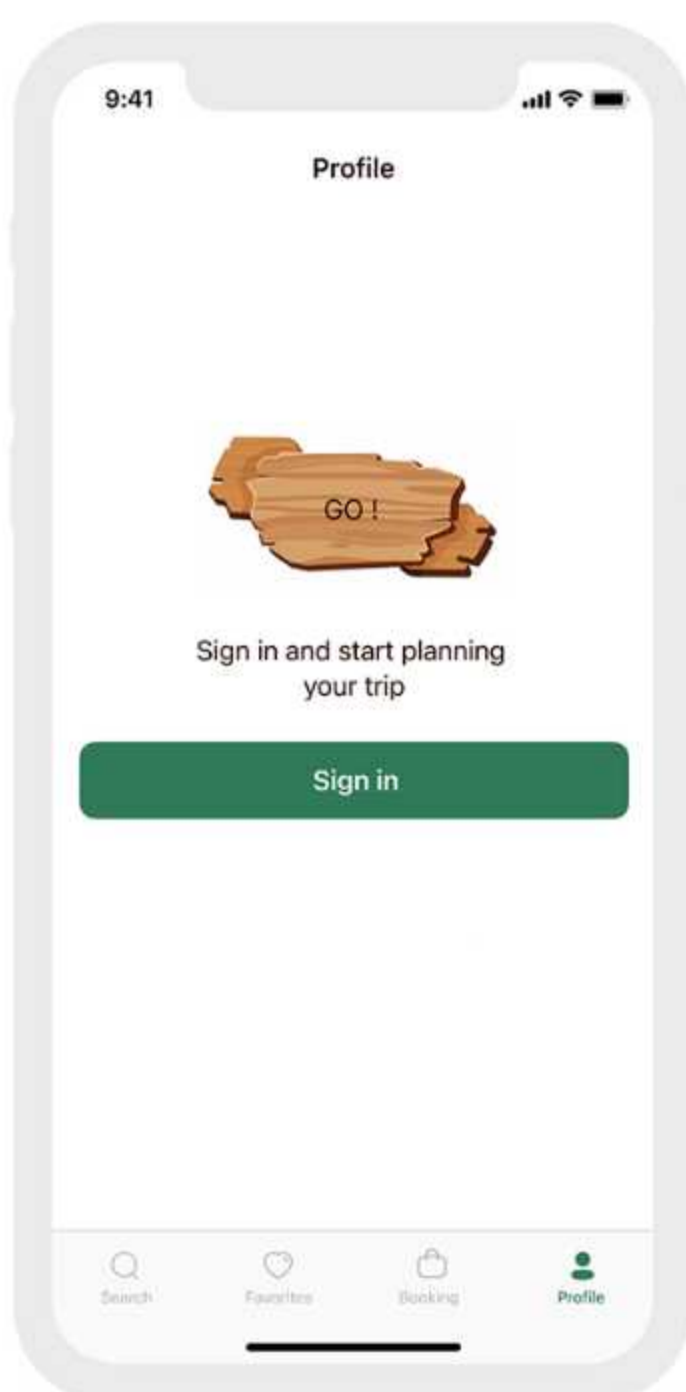
## Recreation in nature

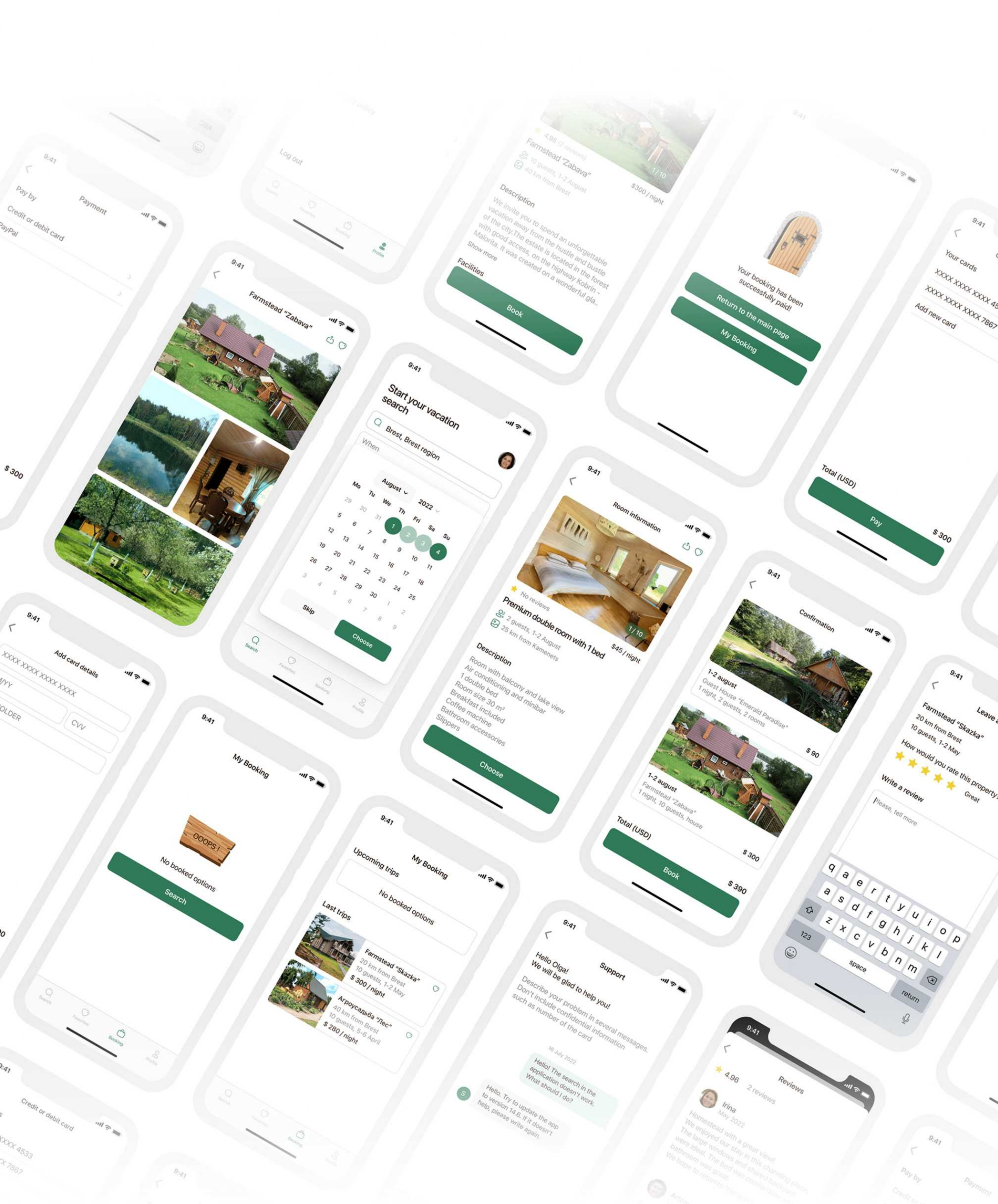
This is the screen of the outdoor recreation area and here you can see more detailed information about the accommodation



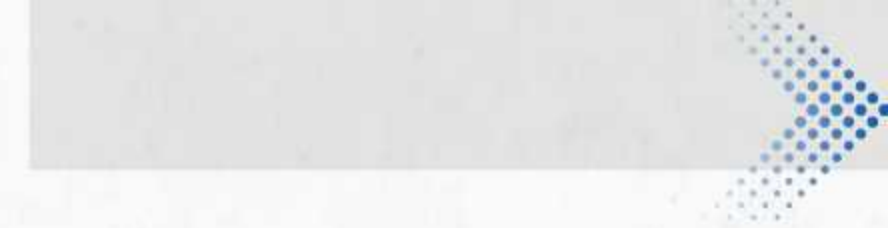
## Profile

The profile contains personal information, settings, payments, notifications, support and privacy policy





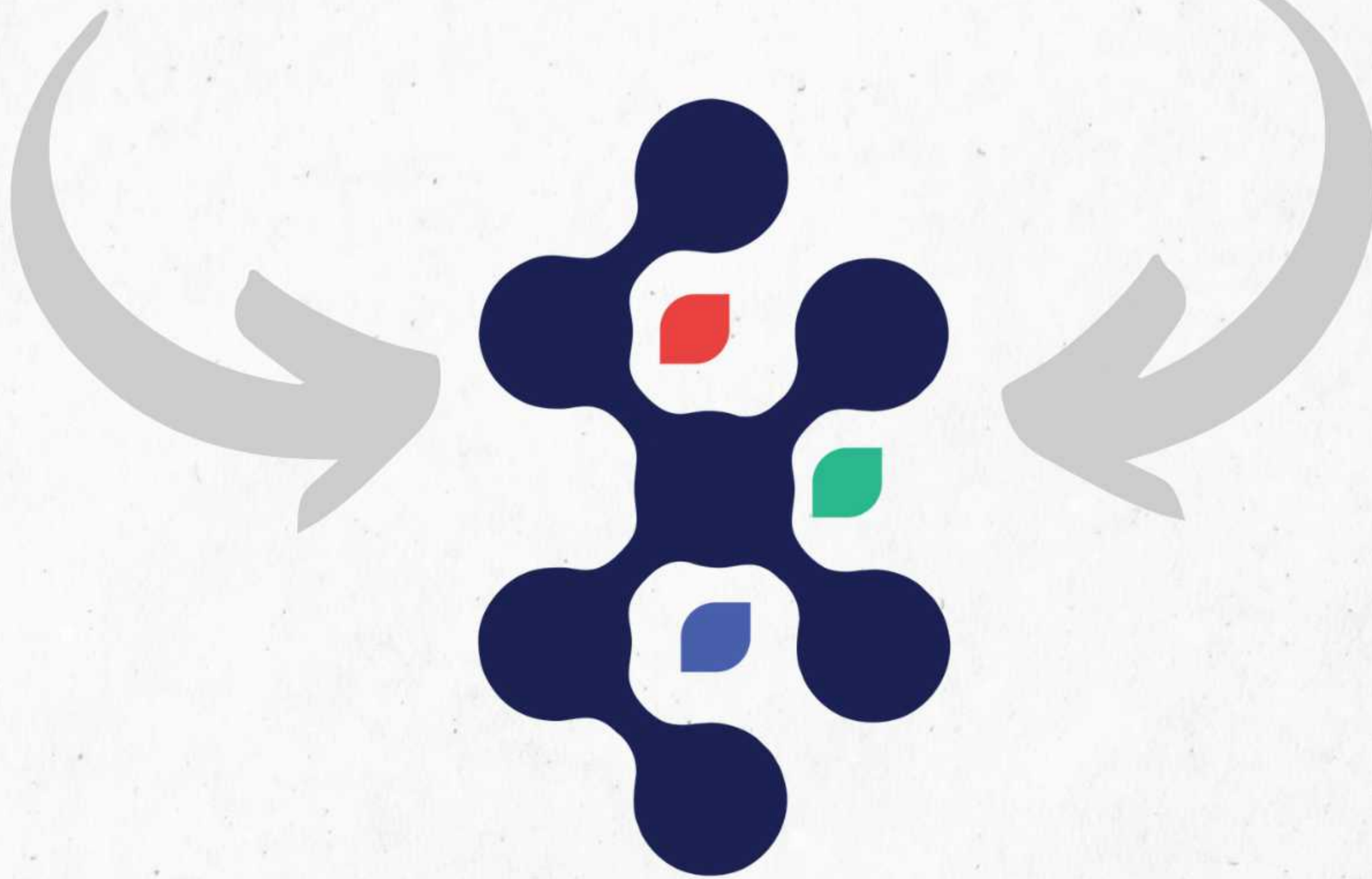
Thank for your time!



**MOLECULES**  
Represents for Technology



**RGB ( RED , GREEN ,BLUE )**  
Represents for designer



# TSHPROI

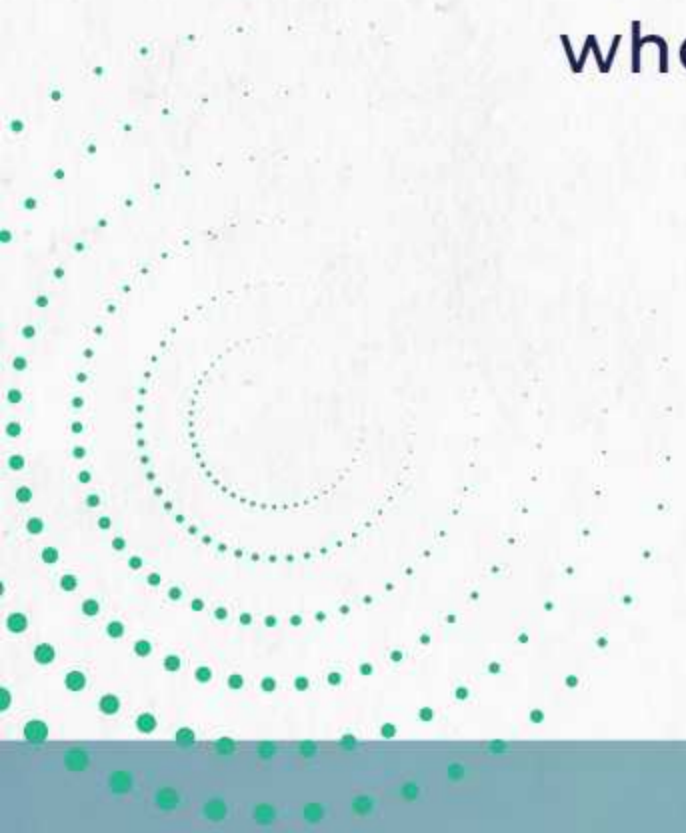
**TSH = TECHNOLOGY**

**PROI = DESIGN**

The word "tshproi" comes from two languages, H-mong and Romanian.

"Tsh" stands for "Technology" in the H-mong language (TSHUAB)

whereas "Proi" stands for "Design" in the Romanian language (PROITICA)





# Thank you



 tshproi

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