BRAND IDENTITY AND WEBSITE DESIGN FOR DECOR DAY

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE

AWARD OF THE DEGREE

OF

MASTERS OF DESIGN

IN

INTERACTION DESIGN

Submitted by:

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CANDIDATE'S DECLARATION

I, Siddhant Chauhan, Roll No - 2K22/MDID/10, student of M.Des (Interaction Design), hereby declare that the project dissertation titled "BRAND IDENTITY AND WEBSITE DESIGN FOR DECORDAY" which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Diploma Associateship, Degree, Fellowship, or any other similar title or recognition.

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<u>CERTIFICATE</u>

I hereby certify that the project dissertation titled "BRAND IDENTITY AND WEBSITE DESIGN FOR DECORDAY" which is submitted by Siddhant Chauhan, Roll No: 2K22/MDID/10, Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record of the project work carried out by the student under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to any other University or elsewhere.

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ABSTRACT

This project embarked on a meticulous branding and UI/UX design journey for Decorday. The primary objective was to forge a distinct and memorable brand identity, while simultaneously crafting a seamless and intuitive user experience across all digital touchpoints.

The initial phase meticulously laid the groundwork for the brand. This involved in-depth exploration to define core values, precisely identify the target audience, and conduct a comprehensive competitive analysis. This analysis provided the foundation for the development of a cohesive visual identity. This identity encompassed the creation of a unique and impactful logo, a carefully curated color palette that evokes specific emotions, and a consistent typography system that ensures readability and brand recognition. Additionally, a comprehensive visual language was established, including brand patterns, imagery, and design elements, ensuring a unified and recognizable brand experience across all channels.

Moving into the UI/UX design phase, the project prioritized user-centered research. This involved conducting user interviews and developing detailed user personas to gain a deep understanding of user needs, expectations, and pain points. This research informed the creation of a user-centric information architecture, ensuring intuitive navigation and efficient information retrieval. The visual design was meticulously crafted to align with the established brand identity, resulting in a visually appealing and user-friendly interface that prioritizes clarity and functionality.

By seamlessly integrating strategic branding with user-centric design principles, this project successfully delivered a strong and consistent brand experience. The resulting UI/UX design not only enhances user engagement but also effectively achieves the project's objectives, establishing a strong foundation for Decorday's continued success in the digital landscape.

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CHAPTER 1: INTRODUCTION

1.1. AIM

The primary aim of this project is to establish a strong and cohesive brand identity for Decorday.in (Manifesting Tomorrow's Pvt. Ltd.) that effectively communicates their vision and unique selling proposition (USP) to their target audience. Design a memorable and visually appealing logo and brand identity system that reflects Decorday's creativity, innovation, and dedication to exceptional service. Develop a user-friendly and responsive mobile website that showcases Decorday's services, portfolio, and team. Ensure the website is optimized for search engines and provides a seamless browsing experience on various mobile devices. Craft a consistent brand voice and messaging that resonates across all online and offline touchpoints.

1.2. Objective

This project takes a comprehensive approach to establish a powerful and unified brand identity for Decorday.in, a subsidiary of Manifesting Tomorrow's Pvt. Ltd. The primary goal is to create a brand experience that resonates with the target audience and effectively communicates Decorday's vision and unique selling proposition (USP). This will be achieved through a strategic combination of visual identity development, user-centric mobile website creation, and consistent brand voice messaging.

Decorday.in is receiving a comprehensive brand makeover! This project will craft a unified brand identity that effectively communicates their vision and unique strengths. A memorable logo and visual system will be designed to embody Decorday's dedication to creativity, innovation, and exceptional service.

Furthermore, a user-friendly mobile website optimized for search engines will be built to showcase their services, portfolio, and team. This website will ensure a seamless browsing experience on all devices. Additionally, a consistent brand voice will be established to resonate across all interactions, both online and offline. This multifaceted approach will solidify Decorday's brand image and empower them to achieve their business goals.

1.3. Deliverables

This project is equipped with a comprehensive set of deliverables designed to establish a unified brand identity for Decorday.in. These elements will work together seamlessly to create a strong and consistent brand image across all touchpoints. Let's explore the key components:

- Visual Foundations: The project will establish a core color palette that reflects Decorday's brand personality. This carefully chosen palette will be used consistently throughout all design elements. Additionally, a typography suite will be developed, featuring fonts that are both visually appealing and highly readable, ensuring clear communication across all brand materials.

- The Face of the Brand: A captivating logo will be designed to serve as the cornerstone of Decorday's brand identity. This logo will be memorable and visually represent Decorday's core values. It will be prominently featured on all marketing materials and digital platforms, fostering instant brand recognition.

- Professional Communication: Essential business stationery will be created, including a professional business card and a branded letterhead. These elements will maintain consistent visual branding while providing essential contact information for potential clients.

- Brand Advocacy: To further strengthen brand recognition, the project will encompass the design of merchandise. This could include a range of items such as t-shirts, tote bags, or notebooks, all emblazoned with the Decorday logo and potentially incorporating elements of the chosen color palette. These items will serve as walking advertisements, promoting Decorday both at events and in everyday use.

- Digital Hub: In today's mobile-driven world, a user-friendly mobile website is paramount. The project will deliver a series of wireframes, starting with a low-fidelity wireframe that outlines the basic structure and functionality of the website. This wireframe will be refined into a high-fidelity wireframe, adding visual elements and providing a clearer picture of the website's overall design. Finally, the project will culminate in the creation of final website designs, bringing the mobile website to life with a polished and user-friendly interface.

By implementing these comprehensive deliverables, this project will equip Decorday.in with a powerful brand identity system. From the core visual elements to the digital hub, each component will contribute to a cohesive and impactful brand experience, solidifying Decorday's position in the event industry.

CHAPTER 2: BACKGROUND STUDY

2.1. About Company

Figure 1: Decorday Logo

2.1.1. Company Background

Hailing from Gurgaon, Decorday.in isn't your typical decorator. They're a team passionate about crafting unforgettable event experiences. Their vision is clear: seamlessly blend creativity, innovation, and exceptional service throughout the planning process, ensuring every event leaves a lasting impression.

2.1.2. Company Vision

Decorday.in isn't just about transforming a space with decorations; they're about transforming an occasion into an unforgettable memory. Their vision is as clear as a sparkling centerpiece: to create experiences that resonate long after the last guest departs.

2.1.3. Mission

Decorday.in isn't just about translating your dreams into decorations; they're about bridging the gap between your vision and an extraordinary event. Their mission statement is a testament to their commitment to turning your aspirations into reality:

- Exceptional Service
- Innovative Design
- Seamless Execution

2.1.4. Brand Personality

The unique blend of creativity, innovation, sophistication, approachability, trust, collaboration, and client-centric passion allows Decorday.in to craft unforgettable event experiences. They don't just decorate your event; they bring your vision to life with passion and expertise, ensuring a truly

extraordinary experience for you and your guests.

2.2. Target Audience

This project targets a specific demographic: discerning millennial and Gen X couples aged 25-45. These individuals are financially established and possess a keen eye for style. They're not just planning an event; they're crafting a unique and unforgettable experience. Here's a deeper dive into their aspirations:

- Milestone Moments: This demographic is likely at a stage in life marked by significant milestones. Whether it's a dream wedding, a milestone anniversary, or a momentous social gathering, they're seeking a company that understands the importance of these celebrations and elevates them to a new level.
- Discerning Taste: These couples are not easily impressed. They have a well-developed sense of style and are looking for a company that reflects their taste. Modern, innovative design with a focus on high-quality execution is likely to resonate with them.
- Investment in Experience: Budget isn't the primary concern here. These couples are willing to invest in creating a truly special event that reflects their personalities and leaves a lasting impression on their guests. They value expertise and appreciate a company that can translate their vision into reality.
- Beyond the Ordinary: They're not looking for cookie-cutter event experiences. They crave something unique and memorable, something that reflects their individual style and sets their event apart from the rest. A company that offers creative and personalized solutions will be highly attractive to this audience.

By understanding these core aspirations, your brand can tailor its message and services to resonate deeply with discerning millennial and Gen X couples. Focus on showcasing your ability to create unique, stylish, and high-quality event experiences that cater to their desire for life's milestones to be truly unforgettable.

While Decorday excels in crafting unforgettable social experiences, its reach extends beyond weddings and galas. This project recognizes the potential for partnerships with a diverse range of businesses, fostering a thriving network within the event industry. Here's a closer look at Decorday's target B2B audience:

- **Corporate Powerhouses:** Forward-thinking corporations and marketing agencies are seeking exceptional event planning and decor services for product launches, conferences, or corporate

events. Decorday understands the need to create a lasting impression and can transform these events into strategic tools for brand building and client engagement.

- **Hospitality Hubs:** Hotels, banquet halls, and other hospitality venues are constantly seeking ways to enhance their offerings and attract new clients. Partnering with Decorday allows them to provide a wider range of services, including event planning and decor, to their clientele. This collaboration benefits both parties, creating a one-stop shop for clients seeking seamless event solutions.

- **Industry Collaborators:** The event industry thrives on collaboration. Catering companies, entertainment providers, and other businesses in related fields are ideal partners for Decorday. By working together on larger events, Decorday can offer clients a comprehensive service package, streamlining the planning process and ensuring a cohesive event experience.

Through strategic B2B partnerships, Decorday can solidify its position as a leading event solutions provider. By catering to the needs of corporations, hospitality venues, and industry collaborators, Decorday can expand its reach, establish valuable connections, and contribute to the success of a broader range of events.

2.3. Marketing Channels
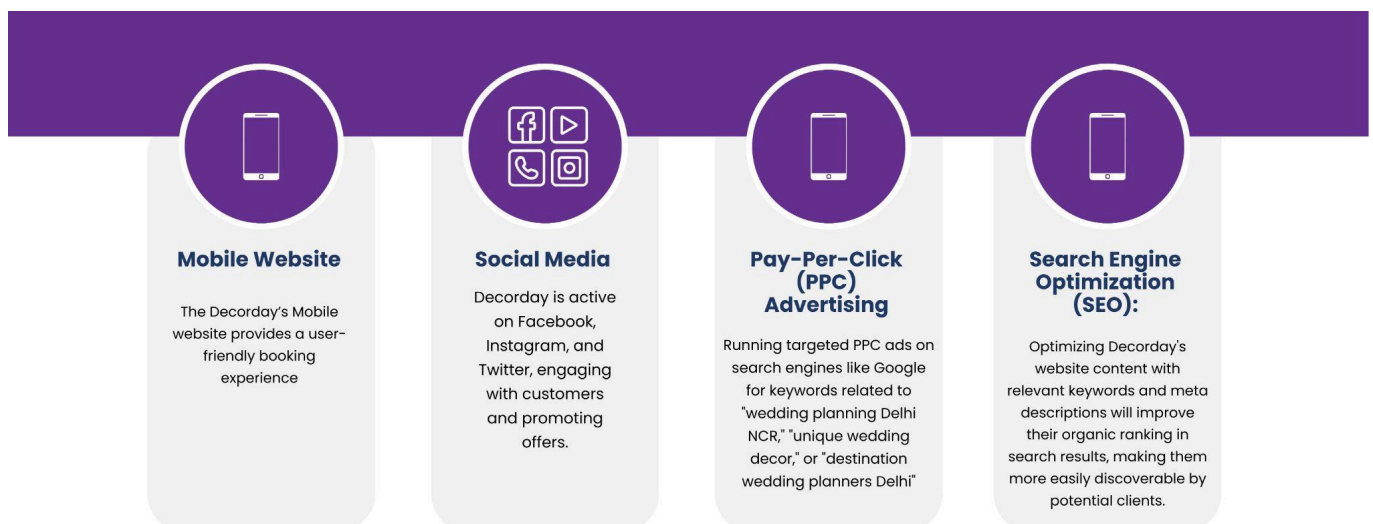
Figure 2: Marketing Channels of Decorday

- Mobile Website: The Decorday's Mobile website provides a user-friendly booking experience
- Social Media: Decorday is active on Facebook, Instagram, and Twitter, engaging with customers and promoting offers.
- Pay-Per-Click (PPC) Advertising: Running targeted PPC ads on search engines like Google for

keywords related to "wedding planning Delhi NCR," "unique wedding decor," or "destination wedding planners Delhi"

● Search Engine Optimization (SEO): Optimizing Decorday's website content with relevant keywords and meta descriptions will improve their organic ranking in search results, making them more easily discoverable by potential clients.

CHAPTER 3: RESEARCH

3.1. Competitive Analysis

	CherishX	Weddingsutra Events	WeddingNama
Brand Identity	• Luxury, Elegant and Opulent	• Sophisticated, Classy and Trustworthy	• Trendy, Modern and Playful
Emotions Evoked	• Exclusivity • Impressive • Attention to Details	• Traditional • Reliability • Established Brand	• Fashion Forward • Energy • Uniqueness
Services Offered	• Full Service planning & Decoration. • Destination Weddings	• Full Service planning & Decoration. • Vendor Management	• Decoration focused. • Theme design • Event styling.
Target Audience	• Luxury Weddings • High end Clients	• Upscaling Weddings •	• Modern Weddings • Younger Generation
Strength	• Strong reputation • Bespoke experiences • Excellent Customer service	• Extensive experiences • National Presence • Network of Vendors	• Innovative design concepts • Trendsetting approach • Strong social media presence
Weakness	• Limited online portfolio • Potentially High Price point	• Website can be overwhelming • Less focus on customization	• Limited information on pricing structure. • May not suit traditional preferences
Pricing Strategy	• High end packages	• Offer tiered pricing	• Project based pricing
Social Media Presence	• Active on Instagram • Focus on Luxurious wedding imagery	• Active on multiple platforms • Share client stories and wedding trends	• Highly Active on social media and Pinterest • showcase creative decorations concepts and influencer collaborations
Website Design	• User Friendly • Image-heavy • Service Focused	• Informative • Client Testimonials driven • Extensive portfolio	• Modern and visually appealing website. • Clear differentiation between services and portfolio sections. • Highlights design philosophy.

Figure 3: Competitive Analysis

Through a comprehensive competitive analysis, key insights have been gleaned to position Decorday for success. Here's how we'll leverage these findings:

- **Distinct Brand Identity:** The analysis revealed a potential gap in the market for a brand that

prioritizes all three aspects of event management: creativity, innovation, and exceptional service. Decorday will capitalize on this by designing a memorable and visually appealing logo and brand identity system. This system will not only be aesthetically pleasing but will also visually embody Decorday's core values.

- **Focus on User Experience:** Many competitor websites were found to be clunky or poorly optimized for mobile devices. Decorday's user-friendly and responsive mobile website will address this shortcoming. The website will be designed to showcase Decorday's services, portfolio, and team in a captivating and informative manner. Furthermore, it will be optimized for search engines, ensuring potential customers can easily discover Decorday when searching for relevant event planning services. This focus on user experience will not only enhance brand perception but also streamline the customer journey and lead to increased conversions.

By implementing these strategic differentiators, Decorday will carve out a unique niche in the event industry. They will be known not just for their stunning visuals but also for their commitment to innovation, exceptional service, and a seamless user experience. This comprehensive approach will position Decorday as the go-to partner for clients seeking unforgettable and well-executed events.

3.2. User Segment

To ensure a truly successful brand strategy, Decorday must cater to a diverse range of users. Here's a breakdown of the three key audience segments:

3.2.1. Primary Audience: The Bride & Groom (Decision-Makers)

- This segment sits at the heart of Decorday's strategy. They are the decision-makers, likely to be couples between the ages of 25-50, who are planning their wedding or another significant event.
- They are discerning and have a good sense of style. They're looking for a company that reflects their taste and appreciates a modern or innovative approach to event design.
- Financially comfortable, they're willing to invest in creating a unique and memorable event. They value expertise and appreciate a company that can translate their vision into reality.

3.2.2. Secondary Audience: Family & Friends (Influencers)

- While the bride and groom are the primary decision-makers, family and friends can significantly influence their choices.

- This segment is likely composed of individuals who will be attending the event and experiencing Decorday's work firsthand. Creating a positive experience for them is crucial for building brand loyalty and positive word-of-mouth recommendations.
- Decorday's efforts should extend beyond just the couple, ensuring a seamless and enjoyable experience for all attendees.

3.2.3. Tertiary Audience: Vendors & Featuring Artists (Partners)

- This segment encompasses vendors (caterers, photographers, etc.) and featuring artists (musicians, performers) who collaborate with Decorday to create a comprehensive event experience.
- Fostering strong relationships with vendors and artists is crucial. A positive working environment and a reputation for exceptional service will not only benefit Decorday but also ensure a smooth and well-coordinated event for the primary and secondary audiences.
- By establishing themselves as a reliable and collaborative partner, Decorday can attract top talent in the event industry, further solidifying their reputation for excellence.

By understanding the needs and motivations of each audience segment, Decorday can tailor their messaging, brand identity, and overall approach to resonate with everyone involved. This multifaceted approach will ensure a successful event experience not just for the bride and groom, but for everyone involved, ultimately solidifying Decorday's position as a leader in the event industry.

3.3. User Persona

Figure 4: User Persona 1

Imagine Tara, a busy young professional living in the heart of the city. She and her fiancé are planning their dream wedding, but amidst the excitement comes the overwhelming task of planning. Decorday steps in as Tara's knight in shining armor, offering a wedding planning experience designed for modern couples like her.

Here's how Decorday helps Tara achieve her dream wedding:

- **Personalized Perfection:** Gone are the days of cookie-cutter weddings. Decorday understands that Tara's vision is unique. Through consultations and inspiration boards, they'll get to know her style and budget, then curate a selection of vendors perfectly aligned with her taste. No more endless vendor searches; Decorday presents a shortlist of trusted professionals who share Tara's vision.
- **Customizable Canvas:** Decorday doesn't believe in a one-size-fits-all approach. They offer a variety of customizable decor packages that can be tailored to Tara's specific needs and preferences. Whether it's a whimsical garden theme or a sophisticated black-tie affair, Decorday will work with her to create a cohesive and stunning aesthetic.
- **Tech-Savvy Planning:** Decorday understands Tara's busy lifestyle. They offer a user-friendly online platform that streamlines communication and logistics with vendors. No more endless phone calls and emails; everything is conveniently managed in one place. This platform empowers Tara to stay informed and involved while minimizing stress.
- **Expert Guidance:** Planning a wedding can be overwhelming. Decorday alleviates that burden by providing a team of experienced wedding planners. These experts will guide Tara through the entire process, offering valuable insights and ensuring every detail is meticulously planned and executed. They'll handle the heavy lifting, allowing Tara to focus on the joy of the occasion.
- **Inspiration at Your Fingertips:** Sometimes, visualizing your dream wedding can be challenging. Decorday's extensive inspiration galleries and mood boards will spark creativity. Tara can browse a curated selection of photos and themes, helping her refine her vision and communicate her ideas to the design team.

Decorday goes beyond just decorations; they become Tara's trusted partner, transforming her wedding vision into a reality that exceeds expectations. With a focus on personalization, customization, user-friendly technology, expert guidance, and endless inspiration, Decorday empowers modern couples like Tara to plan their dream wedding with confidence and minimal stress, allowing them to savor the journey and create lasting memories.
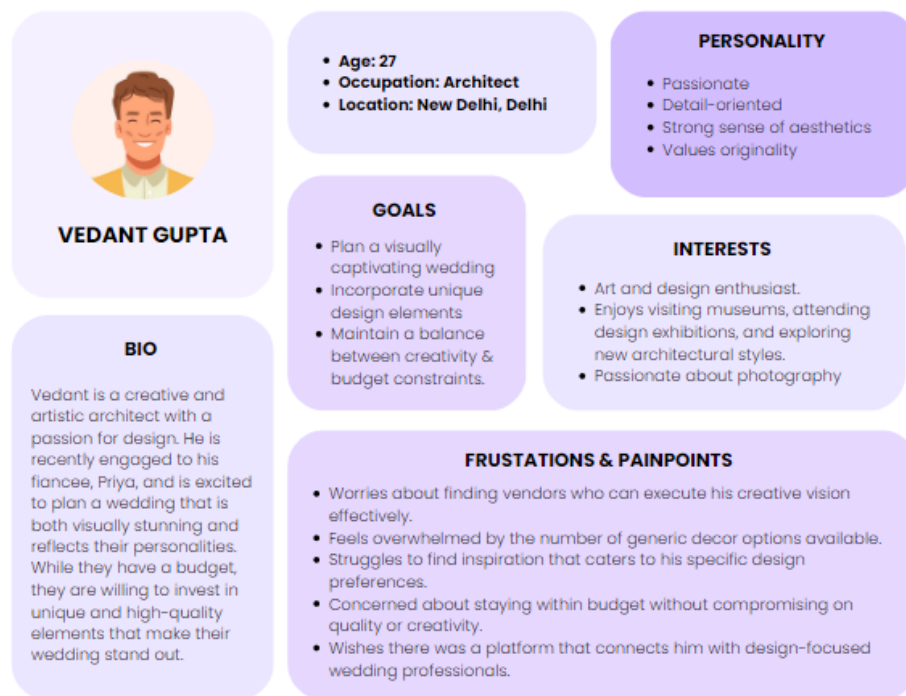
Figure 5: User Persona 2

Imagine Vedant, a young man with a keen eye for design, embarking on his wedding planning journey. He and his partner crave a unique and aesthetically stunning celebration, a reflection of their personalities. Decorday steps in as the perfect partner, catering to the needs of modern couples like Vedant.

Here's how Decorday ignites Vedant's creative vision:

- **Customization is King:** Decorday isn't about pre-designed packages. They offer a variety of customizable options, allowing Vedant to incorporate unique design elements that reflect his individual style. From bespoke centerpieces to personalized lighting installations, Decorday empowers him to create a wedding that's truly one-of-a-kind.

- **Creative Collaborators:** Decorday boasts a curated network of creative vendors who are at the forefront of design trends. These partners share Vedant's passion for pushing boundaries and creating unforgettable experiences. Decorday meticulously selects vendors who understand his vision and can translate it into reality.

- **In-House Design Powerhouse:** Vedant doesn't have to navigate the design process alone. Decorday's in-house design team is at his disposal. These experts will collaborate with him, brainstorming innovative ideas and translating his vision into a cohesive design plan. Together, they'll explore concepts and ensure every detail aligns with his aesthetic preferences.

- **Visualizing the Dream:** Decorday understands the power of visualization. They'll create

custom mood boards showcasing the planned aesthetics. These visual tools will allow Vedant to see his vision come to life, ensuring he's fully involved and in love with the design direction.

- **Budget Transparency:** Planning a wedding can be financially stressful. Decorday prioritizes transparency. They offer clear pricing breakdowns for different decor packages and customization options. This allows Vedant to tailor a package that aligns with his budget, eliminating surprises and ensuring a smooth planning process.

Decorday goes beyond simply providing decorations; they become Vedant's creative partner. By offering customizable decor, a curated network of trendsetting vendors, expert design collaboration, visual tools, and transparent pricing, Decorday empowers modern couples like Vedant to craft a wedding that's not just beautiful, but a true reflection of their unique love story.
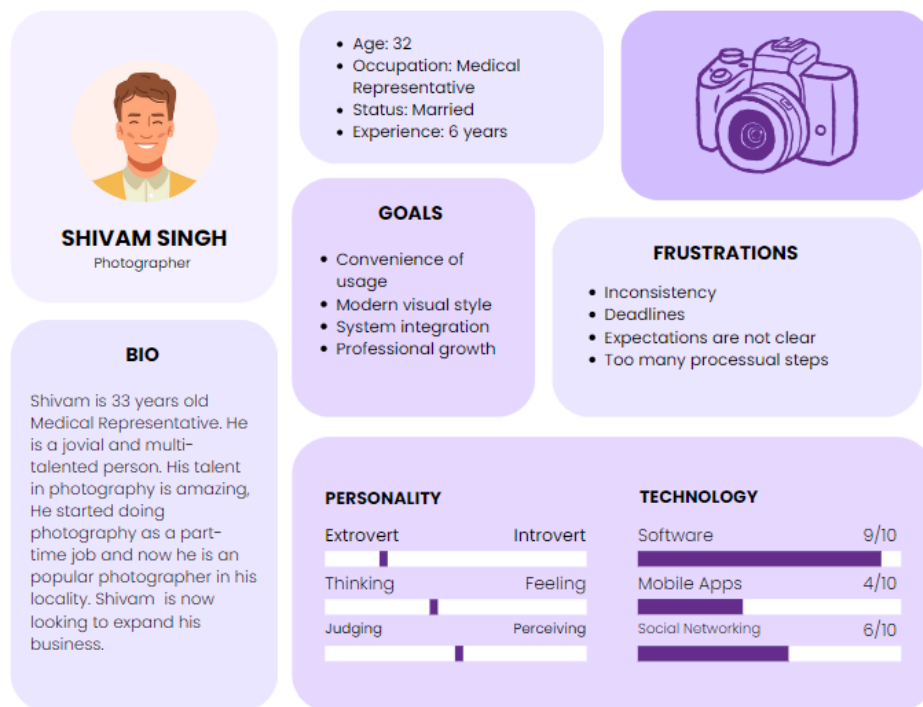
Figure 6: User Persona 3

3.4. USER JOURNEY
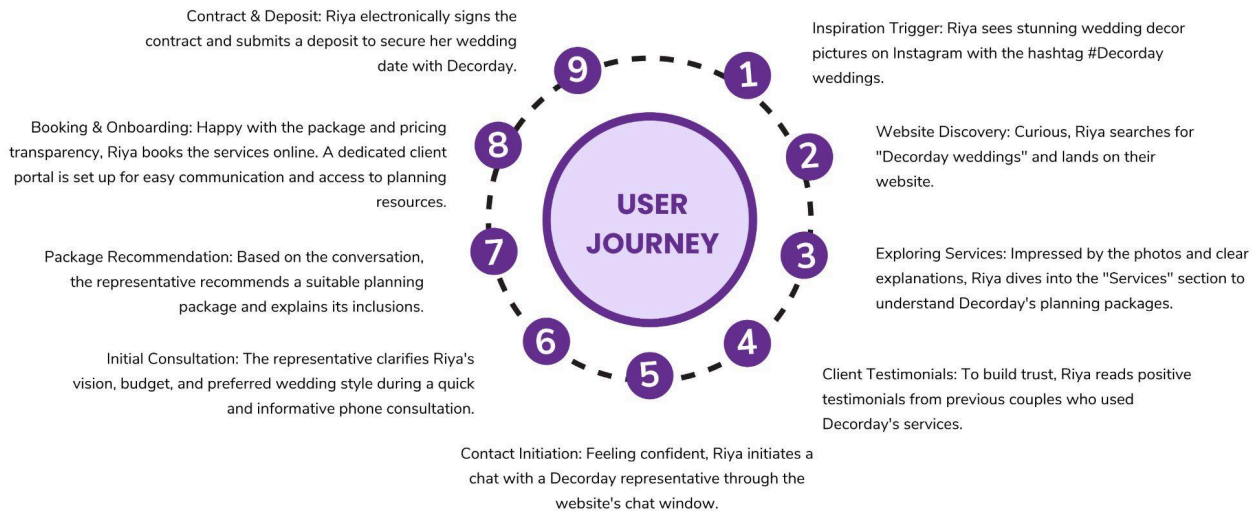
Figure 7: User Journey

1. Inspiration Trigger: The Spark of Possibility

Riya scrolls through her Instagram feed, her eyes catching a glimpse of breathtaking wedding decor. A cascade of flowers, a whimsical lighting installation - it's everything she's ever dreamed of for her own special day. The accompanying hashtag #DecordayWeddings piqued her curiosity. Could this be the key to transforming her vision into reality?

2. Website Discovery: Unveiling the Magic

Intrigued, Riya types "Decorday weddings" into the search bar. Landing on Decorday's website, she's instantly captivated. High-quality photos showcase stunning event designs, each one unique and awe-inspiring. Clear and concise explanations of services offered paint a picture of a seamless planning experience.

3. Exploring Services: Diving Deeper

Riya delves further, exploring the "Services" section. Here, she discovers a range of planning packages, each tailored to different needs and budgets. Detailed explanations outline the inclusions of each package, empowering Riya to find the perfect fit for her dream wedding.

4. Client Testimonials: Building Trust with Real Stories

Knowing she's not alone is important to Riya. She navigates to the "Testimonials" section, eager to hear from past couples who entrusted their wedding to Decorday. The glowing reviews and heartfelt

stories instill confidence, assuring her that Decorday can deliver an exceptional experience.

5. Contact Initiation: Taking the First Step

Feeling a sense of assurance, Riya decides to initiate contact. A convenient chat window pops up on the website. With a few clicks, she connects with a friendly Decorday representative, ready to discuss her vision and ask any lingering questions.

6. Initial Consultation: A Collaborative Conversation

The Decorday representative welcomes Riya with warmth and professionalism. During a quick and informative phone consultation, they delve into Riya's vision, budget, and preferred wedding style. The representative listens attentively, ensuring a clear understanding of Riya's aspirations for her special day.

7. Package Recommendation: Tailoring the Dream

Based on the insightful conversation, the representative suggests a planning package that perfectly aligns with Riya's needs and budget. They meticulously explain the inclusions of the package, ensuring Riya knows exactly what to expect.

8. Booking & Onboarding: Embracing the Journey

Impressed by the service, package options, and transparent pricing, Riya feels confident in her decision. She seamlessly books Decorday's services online through a secure platform. A dedicated client portal is then set up, providing Riya with a centralized hub for communication with the Decorday team and access to valuable planning resources.

9. Contract & Deposit: Securing the Dream Date

With a sense of excitement, Riya electronically signs the contract, formalizing the partnership with Decorday. She then submits a deposit, securing her dream wedding date and taking a significant step towards realizing her vision.

Decorday's user journey isn't just about booking a service; it's about weaving a narrative of possibility, trust, and ultimately, the creation of a truly unforgettable wedding experience.

3.5. Case & Task Flow

Figure 8: Case and Task Flow

The Situation:

Rohan's world just got flipped upside down – in the best way possible! He's recently engaged and bursting with excitement to plan his dream wedding. However, a new project at work throws a wrench into his plans. With limited time and the desire for a perfect celebration, Rohan needs a solution.

Enter Decorday: The Wedding Planning Hero

Decorday steps in as Rohan's knight in shining armor. Their user-friendly platform offers a streamlined process for booking a wedding planner, ensuring his vision comes to life without sacrificing precious time.

The Task Flow: A Stress-Free Path to Success

1. Booking a Wedding Planner: With a few clicks, Rohan lands on Decorday's website. A prominent button labeled "Book a Wedding Planner" catches his eye. Clicking it takes him to a dedicated booking page.

2. Login Process (Optional): Depending on Decorday's system, Rohan might have the option to log in to an existing account (if he's used their services before) or create a new account in seconds.

3. Select Wedding Planner by Category: Decorday understands that wedding styles vary. Their platform offers a variety of filters to help Rohan find the perfect planner. He can choose from categories like "Elegant & Traditional," "Modern & Minimalist," or "Budget-Conscious,"

ensuring he connects with someone who aligns with his vision.

4. Choose a Suitable Wedding Planner: Rohan is presented with a curated list of wedding planners based on his selected category. Each planner has a profile showcasing their expertise, experience, and client testimonials. He can browse profiles, compare services, and shortlist a few planners that resonate with him.

5. Get a Quotation: Transparency is key. Rohan can easily request quotes from his shortlisted planners. This might involve filling out a brief form outlining his wedding details (date, location, guest count, preferred style). This allows him to compare pricing and services before making a decision.

6. Get Contact Details: Once Rohan has chosen his dream wedding planner and received a personalized quote, he can access their contact details directly through the platform. This allows him to schedule a consultation and discuss the specifics of his wedding in detail.

The Outcome: A Wedding to Remember

By leveraging Decorday's user-friendly booking system, Rohan has found the perfect partner to transform his wedding vision into reality. With a dedicated wedding planner by his side, he can focus on his upcoming marriage while ensuring his dream day unfolds flawlessly, leaving him with memories to cherish forever.

3.6. Journey Map

Stages	Research	Evaluate and Compare	Commit	Use and Monitor	Refine and Reviews
Goals	Book a wedding planner	Learns about Services and offers	Finalizing the wedding planner	Looking for hassle free service	Reviewing the final arrangements and services
Activity/Touch Point	Asks for advice or recommendation from family & Friends	choose wedding planner	Sharing the requirements and ideas.	Examine and confirm services	Refining the arrangements and services as per need
	Compares different products online	Contact vendor/arrange meeting	Agreement and payment process	Monitoring the checklist with wedding planner	Review the refined arrangements and confirm with planner
	Reaches Shaadisaga	Compares and analyse			Giving feedback or suggestions if any

Figure 9: Journey Map

3.7. Client Testimonials

- Rishi & Aakriti, Delhi: "Decorday took the stress out of wedding planning! Their modern design aesthetic captured our vision perfectly, and their team was incredibly helpful in staying within our budget. They truly personalized the experience, making us feel like our wedding was one-of-a-kind."

- Virendra & Ananya, Noida: "We were blown away by Decorday's creativity. They transformed our venue into a magical wonderland, exceeding all our expectations. Their tech tools made communication and planning a breeze, and their affordability allowed us to have our dream wedding without breaking the bank."

- Priyanka & Aditya, Gurgaon: "Decorday's attention to detail is unmatched. They went above and beyond to ensure every element of our wedding was flawless. We especially appreciated their focus on eco-friendly and sustainable practices, which aligned perfectly with our values."

- Raghav & Ishita, Noida: "Decorday is the perfect choice for modern couples who want a wedding that reflects their unique style. They helped us create a personalized celebration that was both elegant and fun. We wouldn't hesitate to recommend them to anyone!"

- Prachi & Sarthak, Ghaziabad: "Planning a wedding can be overwhelming, but Decorday made the process enjoyable. Their team was always available to answer our questions and address our concerns. We felt confident and supported throughout the entire planning journey."

CHAPTER 4: BRAND GUIDELINES

4.1. Moodboard
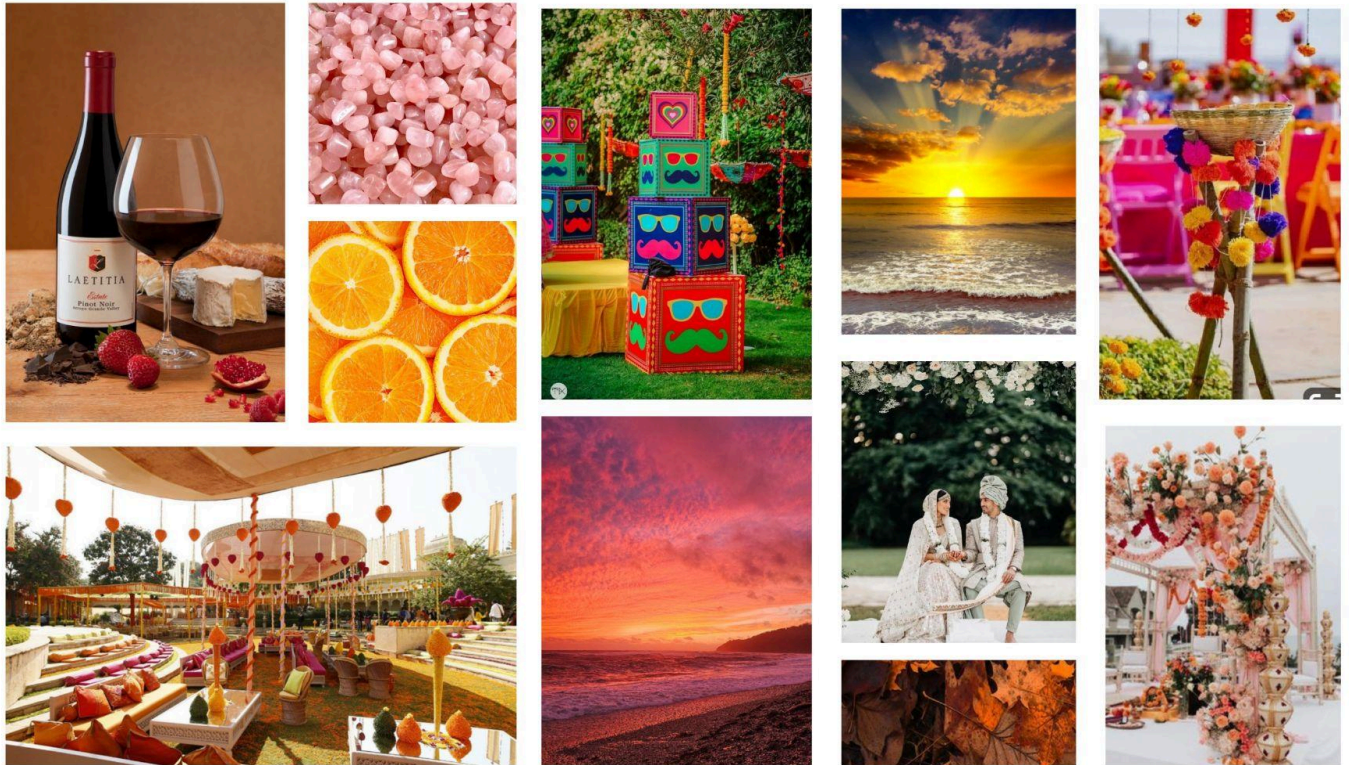
Figure 10: Moodboard

- Celebration and Joy: The overall impression is one of festivity and lightheartedness. The bright colors of the oranges and the celebratory connotation of wine suggest a sense of merriment.

- Relaxation and Comfort: The marshmallows evoke feelings of comfort and nostalgia, perhaps hinting at cozy evenings spent around a fire. The calming image of the sunset can further enhance this sense of tranquility.

- Approachable and Inviting: The imagery suggests a welcoming and down-to-earth brand personality. The informality of the collage, combined with the use of everyday objects, creates a sense of approachability.

- Creative and Playful: The unconventional combination of objects like wine and marshmallows hints at a brand that is creative and unexpected. This could be appealing to a target audience that values individuality and a touch of whimsy.

- Focus on Experience: The image doesn't showcase a specific product or service, but rather focuses on creating a mood or experience. This could suggest that the brand prioritizes the emotional connection with their customers over a hard sell.

4.2. Color Palette

Figure 11: Color Palette 1

The chosen color palette paints a vivid picture of the brand's potential personality and target audience. Let's explore the symbolism of each color:

- **Wine Red:** This deep, rich hue evokes a sense of luxury and sophistication. It's often associated with indulgence, celebration, and a touch of mystery. This shade could resonate with a target audience that values quality, refinement, and experiences that go beyond the ordinary.
- **Rose Quartz:** The delicate pink hue within the red adds a touch of softness and warmth. Rose quartz is often associated with love, compassion, and nurturing qualities. This could be a subtle nod to the brand's focus on creating positive emotions and fostering connections.
- **Sunset:** The fiery orange and red tones of the sunset capture a sense of passion, energy, and creativity. This vibrant shade suggests a brand that is bold, dynamic, unafraid to push boundaries. It could appeal to a target audience that seeks out unique and innovative experiences.

By combining these elements, the color palette creates a sense of sophistication, warmth, and vibrancy. It hints at a brand that is both luxurious and approachable, offering experiences that are both celebratory and emotionally engaging.

Figure12: Color Palette 2

The addition of these new shades to the color palette further expands the brand's potential image and target audience:

- **Sunrise:** This warm, golden hue evokes the optimism and hope of a new beginning. It's a perfect choice for a brand focused on creating dream weddings, symbolizing the start of a new chapter in life.

- **Citrus Fruits:** The vibrant orange of citrus fruits like oranges and tangerines adds a burst of energy and vitality. This color is associated with joy, freshness, and a sense of playfulness. It could resonate with a target audience that values fun, lighthearted experiences, and celebrating life's special moments.

- **Autumn Leaves:** The rich, warm tones of autumn leaves offer a touch of maturity and sophistication. This shade can also represent creativity and a connection to nature. It could appeal to a target audience that appreciates both timeless elegance and a touch of artistic flair.

By combining these elements, the color palette creates a sense of optimism, energy, and creativity. It suggests a brand that is both joyful and sophisticated, offering experiences that are fresh, vibrant, and memorable.
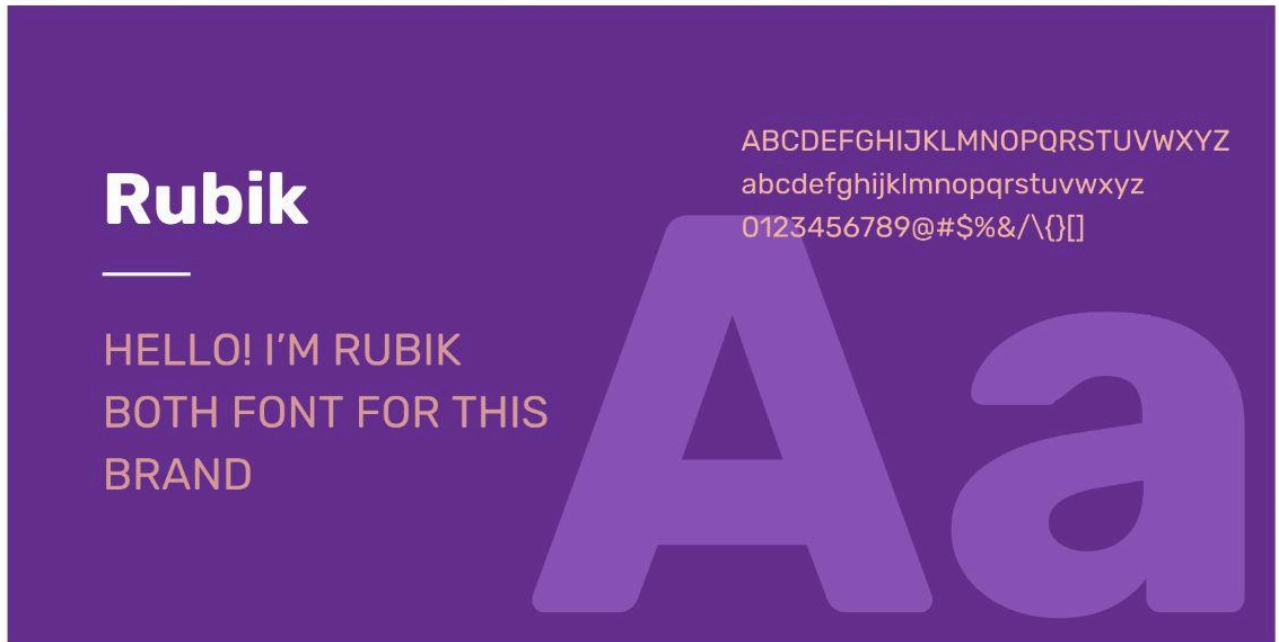
4.3. Typography

Figure 13: Typography

Decorday's selection of the Rubik font family transcends mere functionality; it's a strategic decision that strengthens their brand identity and resonates with their target audience. Let's delve deeper into the reasons why Rubik is the perfect fit:

- Versatility: A Symphony of Weights

Rubik's extensive range of weights, from thin to black, empowers Decorday to create a cohesive and dynamic brand identity. Think of it as a musical orchestra, where each weight plays a distinct role. Bolder weights can take center stage for logos and headlines, commanding attention and establishing a strong brand presence. Lighter weights, like those used in body text, provide a clear and comfortable reading experience, ensuring the message is easily understood. This versatility allows Decorday to adapt their communication style to different contexts and audiences, maintaining consistency while adding emphasis and hierarchy where needed.

- Modern & Clean Aesthetic: A Visual Reflection of Innovation

Rubik's clean lines and geometric shapes perfectly mirror Decorday's focus on modern design. The font's simplicity exudes a sense of professionalism and sophistication, aligning with the expectations of young, tech-savvy couples who appreciate a contemporary aesthetic. This visual harmony between font and brand identity creates a seamless experience that reinforces Decorday's image as a forward-thinking and innovative company.

- Readability: Prioritizing Clarity for a Seamless User Experience

Even in its lighter weights, Rubik prioritizes clear and legible characters. This ensures effortless reading on various platforms, including websites, social media posts, and printed materials. In the digital age, where attention spans are short and information overload is a reality, prioritizing readability is crucial. By using a font that is easy on the eyes, Decorday ensures that their message is effectively communicated and understood by their audience.

- Digital Friendliness: Ensuring Consistent Brand Representation Across the Web

As a web-safe font, Rubik displays consistently across different browsers and devices. This is a critical factor for Decorday's online presence, guaranteeing that their brand identity is presented accurately and uniformly everywhere. Whether someone encounters Decorday on their website, social media platforms, or online advertisements, they will experience the same brand image, reinforcing recognition and trust.

- Cost-Effectiveness: Smart Choices for Sustainable Growth

Being an open-source font, Rubik is free to use for commercial purposes. This allows Decorday to maintain brand consistency across various materials without incurring licensing fees. This cost-effectiveness is a significant advantage, especially for a growing company. It allows Decorday to allocate resources strategically, focusing on other aspects of brand building and customer experience.

- Hierarchy & Emphasis: Guiding the User Journey

By strategically using bolder weights for headlines and lighter weights for body text, Decorday can create a clear visual hierarchy. This guides users through their website or marketing materials, enhancing the overall user experience. Imagine a website where headlines stand out, directing attention to key information, while body text is easy to read and navigate. This strategic use of font weight creates a user-friendly experience, making it easier for potential clients to understand Decorday's offerings and engage with their brand.

- Versatility in Design Applications: Tailoring the Message for Maximum Impact

With its range of weights, Rubik can be tailored to different design needs. For instance, a bold weight might be used for logos. Lighter weights might be used for long paragraphs, where readability is paramount. This versatility allows Decorday to create a cohesive and impactful brand experience across various touchpoints, from website design to social media posts and printed brochures.

CHAPTER 5: PROPOSAL

5.1. LOGO

Figure 14: LOGO Iterations

Before arriving at the final logo, I explored several iterations to ensure the perfect representation of Decorday's brand identity. These iterations experimented with different variations of the interlocking "d" concept, exploring different shapes, curves, and color combinations. Each iteration served as a stepping stone, allowing me to refine the design and ensure it effectively captured the brand's essence of creativity, celebration, and partnership. Through this iterative process, I ultimately arrived at the final logo, which successfully embodies the Decorday brand and sets the stage for a truly unforgettable wedding experience.

Figure 15: LOGO and variations

The Decorday logo is a clever and multifaceted design that embodies the essence of the brand's mission: transforming weddings into unforgettable celebrations. Here's a breakdown of the logo's key elements and their symbolic meaning:

- Interlocking D's: The logo is composed of two curved elements, each resembling a lowercase "d." However, upon closer inspection, these elements cleverly combine to form a capital "D," representing the brand name "Decorday." This playful use of negative space hints at the brand's creativity and ability to bring unique ideas to life.
- Balloon-like Curves: The two "d" shapes are gracefully curved, reminiscent of balloons. This evokes a sense of celebration, joy, and festivity, perfectly aligning with the celebratory nature of weddings. The curves can also be interpreted as two hands reaching out and connecting, symbolizing the partnership between Decorday and their clients in creating the dream wedding.
- Destination Pin Inspiration: The individual "d" shapes can also be seen as stylized destination pins, commonly used on maps to mark points of interest. This subtle nod to location could

represent Decorday's ability to cater to weddings of all styles and locations, transforming any venue into an extraordinary event space.

- Color Palette: A bright and airy color scheme reinforces the celebratory and joyful aspects of the logo.

Overall, the Decorday logo is a successful marriage of playfulness and sophistication. It effectively communicates the brand's core values of creativity, celebration, and partnership, leaving a lasting impression and setting the stage for a wedding experience that is both unique and unforgettable.

5.2. Business Card

Figure 16: Business Card Iterations

Before finalizing the Decorday business card, I explored several iterations to ensure it perfectly complemented the brand identity. These iterations experimented with different layouts, typography, and visual elements, all aiming to create a card that was both informative and visually appealing. Each iteration served as a valuable learning experience, allowing me to refine the design and ensure it effectively communicated Decorday's message and brand values. Through this iterative process, I ultimately arrived at the final business card design, which successfully presents a professional and memorable representation of Decorday.

Figure 17: Final Business Card

The final Decorday business card design is a testament to the meticulous iterative process, meticulously crafted to deliver a clear, impactful, and brand-aligned representation. The layout prioritizes user experience, ensuring essential information like contact details, website, and social media handles are instantly accessible and easy to read. The typography seamlessly integrates with the brand's chosen font, Rubik, maintaining consistency and professionalism across all touchpoints. Visual elements like the prominently placed Decorday logo and subtle color accents are thoughtfully incorporated, reinforcing brand recognition and adding a touch of personality without overwhelming the design. The overall composition consists of a sense of clean lines and modern elegance, perfectly mirroring the brand's aesthetic and target audience.

Furthermore, the card's size and material selection play a crucial role in creating a lasting impression. A high-quality paper stock with a smooth finish adds a touch of sophistication, while the compact size ensures portability and convenience.

The final Decorday business card design is not just a piece of paper; it's a carefully crafted extension of the brand, strategically designed to inform, impress, and leave a memorable mark on potential clients. It exemplifies the power of iterative design and serves as a tangible representation of Decorday's commitment to professionalism, creativity, and delivering exceptional wedding experiences.

5.3. Letterhead

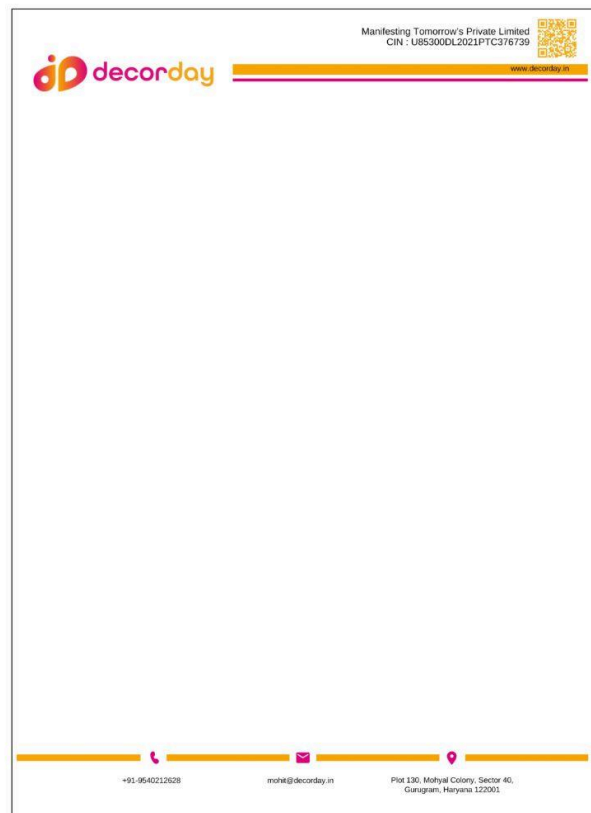*Figure 18: Letterhead*

- Clean and Modern Aesthetic: The letterhead utilizes a clean and minimalist layout. This simplicity creates a sense of professionalism and modernity, potentially appealing to clients who value a contemporary aesthetic.

- Focus on Branding: The prominent placement of the company name "Manifesting Tomorrow's Private Limited" establishes brand recognition. Additionally, the inclusion of the website domain name "decorday" encourages potential clients to explore the company's online presence for further information.

- Contact Information Accessibility: The phone number and email address are clearly displayed, making it easy for clients to reach Decorday. This accessibility fosters trust and demonstrates a commitment to clear communication.

- Limited Use of Color: The letterhead seems to primarily use black text on a white background. This limited color scheme reinforces the clean and modern aesthetic while maintaining a professional tone.

- Informative, Not Visually Striking: While the letterhead effectively conveys essential company information, it doesn't include any design elements that are particularly eye-catching.

Depending on Decorday's target audience and brand identity, a touch of visual interest could potentially enhance brand memorability.

- Overall Impression: The Decorday letterhead presents a professional and modern image. The clean design and clear communication of contact details prioritize functionality. However, the lack of visual elements might limit memorability.

5.4. Merchandise

Figure 19: Merchandise

Decorday's decision to offer a hoodie as merchandise presents a strategic opportunity to strengthen brand identity and customer connection. Hoodies are a popular clothing item, often associated with comfort, casual style, and a sense of community.

Here's how this merchandise choice might contribute to Decorday's brand image:

- Accessibility and Wearability: Hoodies are a versatile clothing item that can be worn in various casual settings. This accessibility allows Decorday to connect with a wider audience who can showcase their brand affiliation in their everyday lives.
- Sense of Community: Hoodies can foster a sense of belonging and community among Decorday's clientele. By wearing the branded hoodie, customers become walking advertisements for the brand and potentially connect with other Decorday enthusiasts.

- Brand Recall and Recognition: A well-designed hoodie with clear branding can increase brand recall and recognition. Every time someone sees the hoodie, they'll be reminded of Decorday and the positive associations it evokes.

Design Considerations for Brand Impact:

The specific design elements of the hoodie will significantly impact how it contributes to brand identity. Here are some potential considerations:

- Color Palette: The colors used on the hoodie should align with Decorday's overall brand palette. This could involve incorporating or using colors that make Decorday's logo more visible and vibrant.
- Logo Placement and Size: The strategic placement and size of the Decorday logo will influence brand recognition. A prominent logo on the front or back of the hoodie can maximize brand visibility.
- Overall Quality: The quality of the materials and construction of the hoodie will reflect on the Decorday brand. Using high-quality materials ensures a comfortable and durable product that customers will be proud to wear.

Merchandise as a Branding Tool:

By carefully considering these design elements, Decorday can leverage their hoodie merchandise to create a positive brand association and cultivate a loyal customer base. A well-designed hoodie can become more than just clothing; it can be a symbol of shared experience, trust, and connection with the Decorday brand.
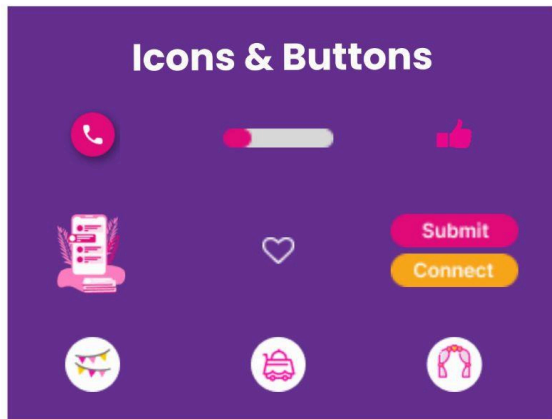
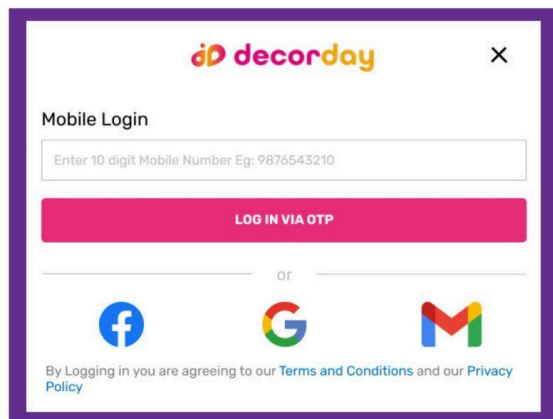## 5.5. Mobile Website

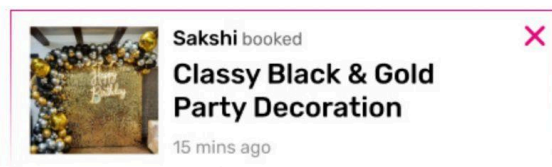*Figure 20: Icons and Buttons*

Figure 21: Login Popup

Figure 22: Notification

- Mobile-First Browsing: Majority of all website traffic now comes from mobile devices. By prioritizing mobile, it is ensured that the majority of the audience has a seamless and optimized user experience.
- Improved Search Engine Ranking: Google prioritizes mobile-friendly websites in search results, potentially boosting brand's visibility and organic traffic.
- Focus on User Behavior: Mobile users typically have shorter attention spans and prioritize quick access to information. A mobile-first approach ensures the website is concise, easy to navigate, and delivers the most important content upfront.
- Cost-Effectiveness: Developing a mobile-first website can be more cost-effective than building separate desktop and mobile versions. Responsive design allows the website to adapt to different screen sizes, streamlining the development process.

By prioritizing mobile, it is ensured that brand's website is accessible and user-friendly for the majority of its potential audience, ultimately increasing the chances of engagement and conversion.

5.5.1. Low Fidelity Wireframe

Figure 23: Low Fidelity Wireframe

- Homepage: The homepage serves as the entry point for users and provides a clear understanding of what the brand offers. It includes elements like a hero image showcasing the products or services, a navigation bar for easy access to different sections of the website, and key information about the company.
- Product/Service Pages: These pages provide detailed information about the products or services brand offers. It includes product descriptions, images, specifications, pricing, and potentially a call-to-action button (CTA) like "Add to Cart" or "Learn More."
- About Us: This section focuses on establishing trust and credibility with potential customers. It includes information about the brand's mission, values, team, and customer testimonials.
- Contact Us: The contact us section provides users with multiple ways to get in touch with brand, such as a contact form, email address, and phone number.
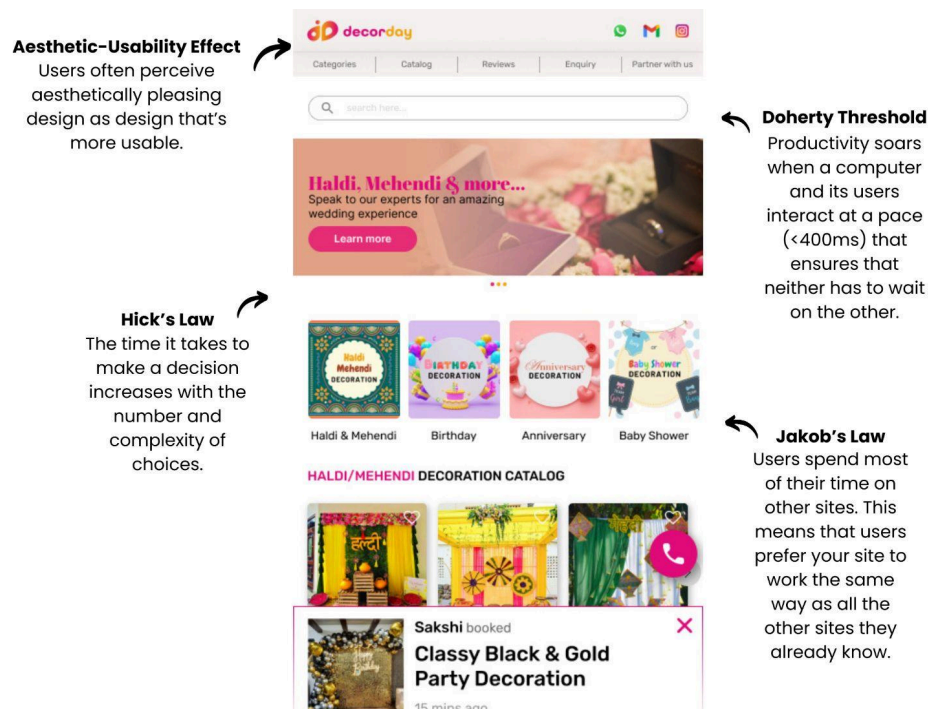
5.5.2. UX Laws

Figure 24: Incorporated UX Laws

1. Aesthetic-Usability Effect:

- What it is**:** This principle states that users often perceive aesthetically pleasing designs as more usable. In other words, a website that looks good is often perceived as being easier to use.
- Purpose: By prioritizing aesthetics, a positive first impression is created that encourages users to engage with the website. This can lead to increased user satisfaction and trust in Prodal.
- Why it's important: In today's competitive online landscape, first impressions matter. A visually appealing website attracts users and sets the tone for a positive user experience. Think of it as the digital equivalent of walking into a well-designed store; it subconsciously influences your perception of the brand and its offerings.

2. Hick's Law:

- What it is: This law states that the time it takes for a user to make a decision increases with the number and complexity of choices available.
- Purpose: By minimizing the number of choices and simplifying the decision-making process, it

is ensured that users can quickly and easily navigate the website and complete their desired tasks. This reduces cognitive load and prevents them from feeling overwhelmed.

- Why it's important: Mobile users have shorter attention spans and limited screen space. Hick's Law helps optimize the website for quick decision-making, preventing users from getting frustrated and abandoning their tasks. Imagine trying to find a specific product on a website with dozens of options crammed onto a small screen; it can be overwhelming and lead to users giving up.

3. Doherty Threshold:

- What it is: This principle states that users' productivity and satisfaction significantly increase when the website responds to their actions within 400 milliseconds.
- Purpose: By ensuring fast loading times and smooth interactions, a seamless experience and responsive user experience is created. This keeps users engaged and avoids frustration.
- Why it's important: Mobile users expect instant gratification. A website that lags or takes too long to load can lead to user abandonment and negative brand perception. Think of it like waiting in a long line; nobody enjoys it, and it can quickly turn a positive experience into a negative one.

4. Jakob's Law:

- What it is: This law states that users spend most of their time on other websites. This means they have established expectations and mental models for how websites should work.
- Purpose: By following established web conventions and user interface patterns, it make the website intuitive and easy to learn for users. This reduces the cognitive load and allows them to focus on the content and tasks at hand.
- Why it's important: Leveraging familiar patterns and conventions minimizes the learning curve for users. This ensures a smooth and predictable experience, increasing user satisfaction and engagement. Imagine trying to use a website with completely unique and unfamiliar navigation; it can be confusing and frustrating. By following established patterns, users can intuitively navigate the website without needing to constantly learn new things.

By applying these UX laws, I've not just created a mobile website; I've crafted a user experience that is not only aesthetically pleasing but also user-friendly, efficient, and familiar. This ultimately leads to a better user experience and increases the chances of Prodal achieving its goals.
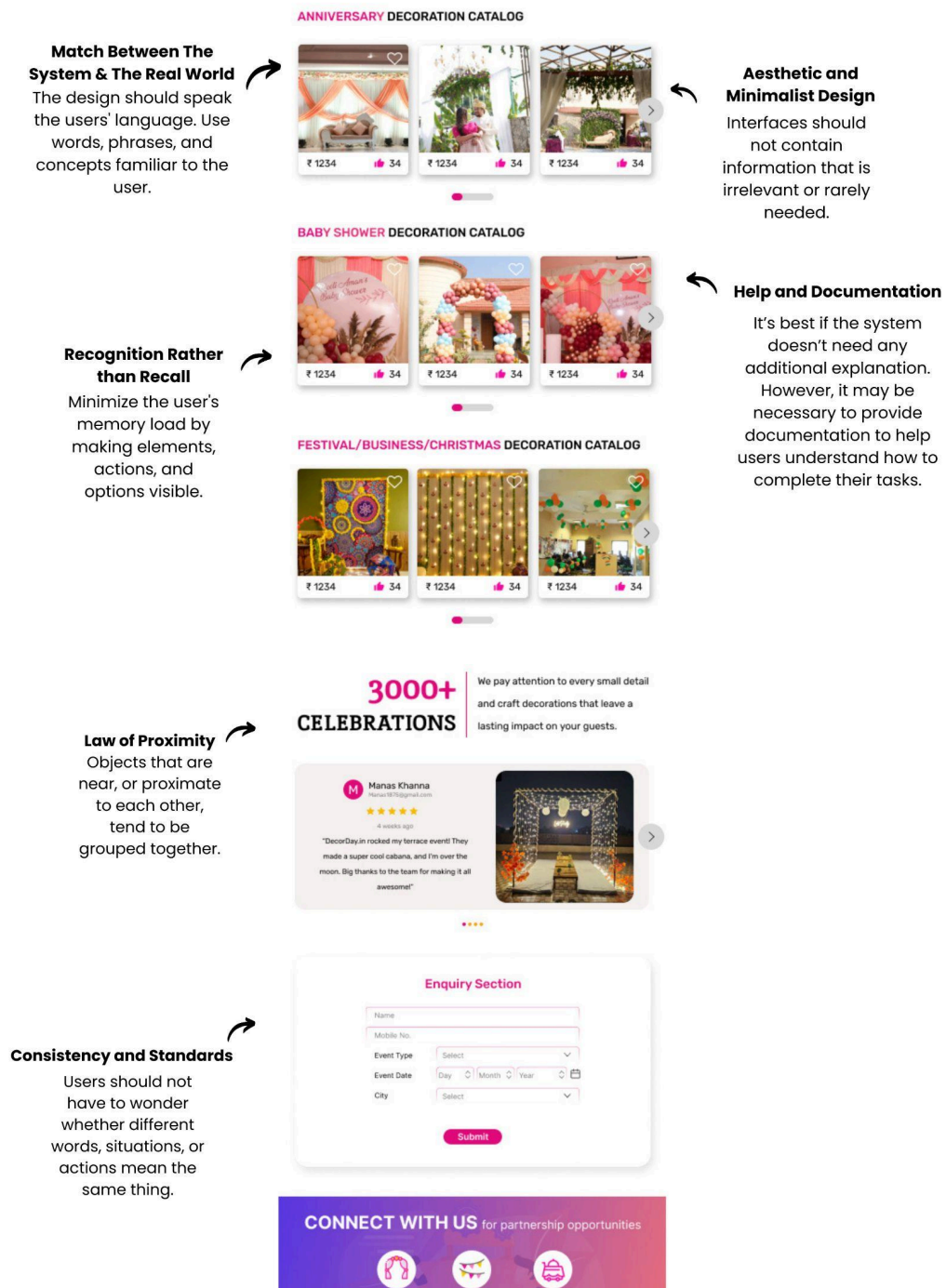
5.5.3. Heuristic Principles

Figure 25: Incorporated Heuristic Principles

1. Match Between The System & The Real World:

- Purpose: This principle emphasizes using familiar metaphors and concepts from the real world to make the website easy to understand.

- Why it's important: Users don't have to learn entirely new things to navigate the website, making it more intuitive and reducing cognitive load.
- How I have used it:
  - Using icons that clearly represent their function
  - Labeling buttons and menus with clear and concise language that reflects common understanding
  - Using familiar layouts and structures

2. Recognition Rather than Recall:

- Purpose: This principle focuses on minimizing the need for users to remember complex instructions or information.
- Why it's important: Users don't have to constantly refer back to instructions or guess how things work, leading to a smoother and more efficient experience.
- How I have used it:
  - Providing clear and visible labels for buttons and elements
  - Using consistent colors and styles to indicate different functionalities
  - Avoiding overly complex or hidden menus and options

3. Aesthetic and Minimalist Design:

- Purpose: This principle encourages focusing on essential elements and avoiding clutter to create a visually appealing and uncluttered interface.
- Why it's important: Users are less overwhelmed and can easily find the information they need without distractions.
- How I have used it:
  - Using clean and uncluttered layouts with ample white space
  - Focusing on the primary content and functionality
  - Avoiding excessive animations or unnecessary visual elements

4. Help and Documentation:

- Purpose: This principle ensures that users have access to readily available help and support if needed.
- Why it's important: Users can easily get assistance if they encounter problems or have questions, reducing frustration and improving the overall experience.
- How I have used it:

- ○ Including a comprehensive FAQ section
- ○ Providing clear contact information and support channels
- ○ Offering in-app tutorials or help guides

5. Law of Proximity:

- Purpose: This principle emphasizes grouping related elements visually to create a clear hierarchy and organization.
- Why it's important: Users can easily understand the relationships between different elements and navigate the website more efficiently.
- How I have used it:
  - ○ Grouping navigation buttons together
  - ○ Placing related content sections close to each other
  - ○ Using visual cues like borders or spacing to differentiate sections

6. Consistency and Standards:

- Purpose: This principle ensures that the website maintains a consistent visual language and interaction patterns throughout.
- Why it's important: Users can learn and predict how things work based on their initial interactions, leading to a more predictable and reliable experience.
- How I have used it:
  - ○ Using the same fonts, colors, and styles throughout the website
  - ○ Maintaining consistent button styles and interactions
  - ○ Avoiding sudden changes in layout or functionality
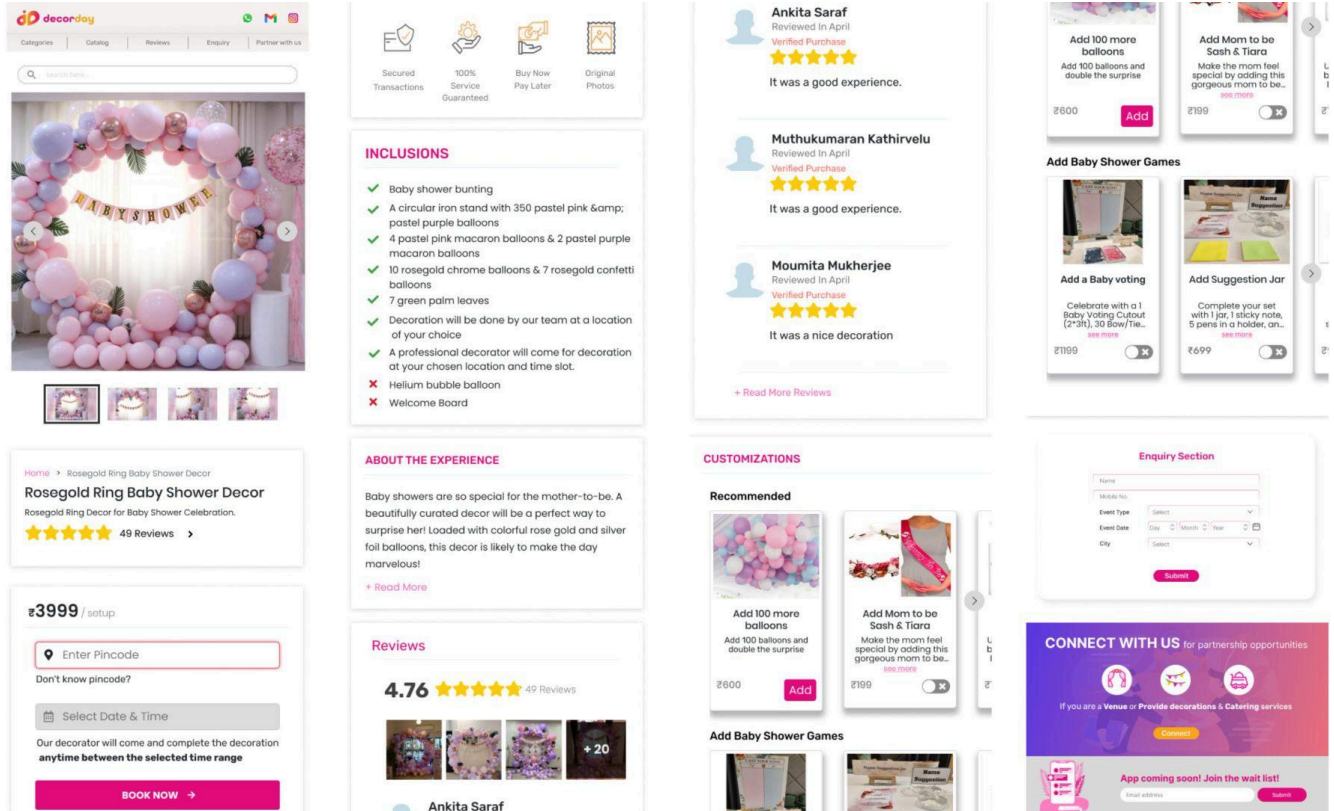
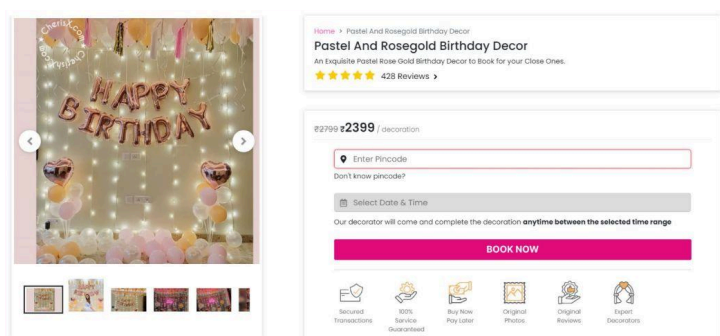## 5.5.4. Final Screens

Figure 26: Final Screens
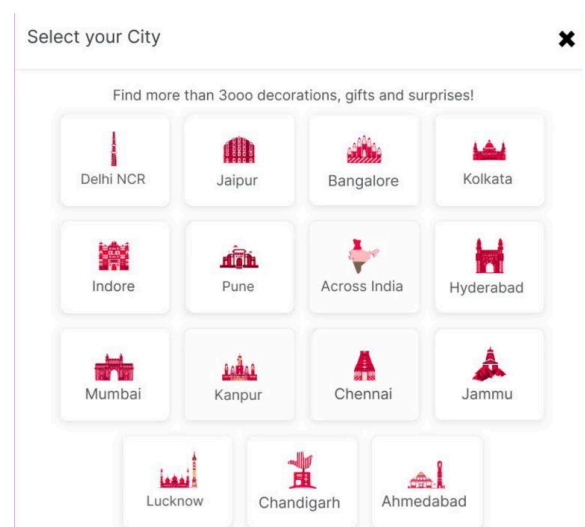

Figure 27: Listing Page

Figure 28: City Selection

With the final design complete, the mobile website stands as a testament to meticulous user-centered design. The careful integration of the six key heuristic principles has resulted in an experience that prioritizes intuitiveness, clarity, and ease of use.

- Familiarity reigns supreme: By leveraging familiar metaphors and concepts, I've ensured immediate understanding for the users. They won't need to decipher complex instructions or navigate unfamiliar territory. Instead, they'll feel comfortable and confident as they interact with the website.

- Clarity is key: The focus on clear instructions and visual cues minimizes the need for users to remember intricate details. Labels are concise and informative, while visual elements like icons and spacing guide users effortlessly through the interface. This minimizes cognitive load and fosters a smooth, efficient experience.

- Aesthetics meet functionality: The minimalist design strikes a perfect balance between visual appeal and functionality. Clean layouts and ample white space create a visually uncluttered interface, while prioritizing essential elements ensures users can easily find what they're looking for. This combination fosters a positive user experience that is both aesthetically pleasing and highly functional.

- Help is always at hand: Recognizing that users may encounter challenges, I've incorporated readily available help options. Whether it's a comprehensive FAQ section, clear contact information, or in-app tutorials, users can easily access assistance if needed. This builds trust and confidence, encouraging them to explore and engage with your website further.

- Consistency builds trust: By maintaining a consistent visual language and interaction patterns throughout the website, I've established a sense of predictability and reliability. Users can confidently navigate the interface, knowing what to expect based on their initial interactions. This consistency fosters trust and user confidence, creating a positive foundation for long-term engagement.

In conclusion, the final design of the mobile website represents a triumph of user-centered design. By meticulously applying the six key heuristic principles, I've crafted an experience that is intuitive, clear, and enjoyable to use. This meticulous approach has laid the foundation for a successful mobile website that effectively connects with the target audience and delivers a truly user-friendly experience.

CHAPTER 5: CONCLUSION

Figure 29: Badge Mockup

Figure 30: Sticker Mockup

Figure 31: Visiting Card Front Mockup
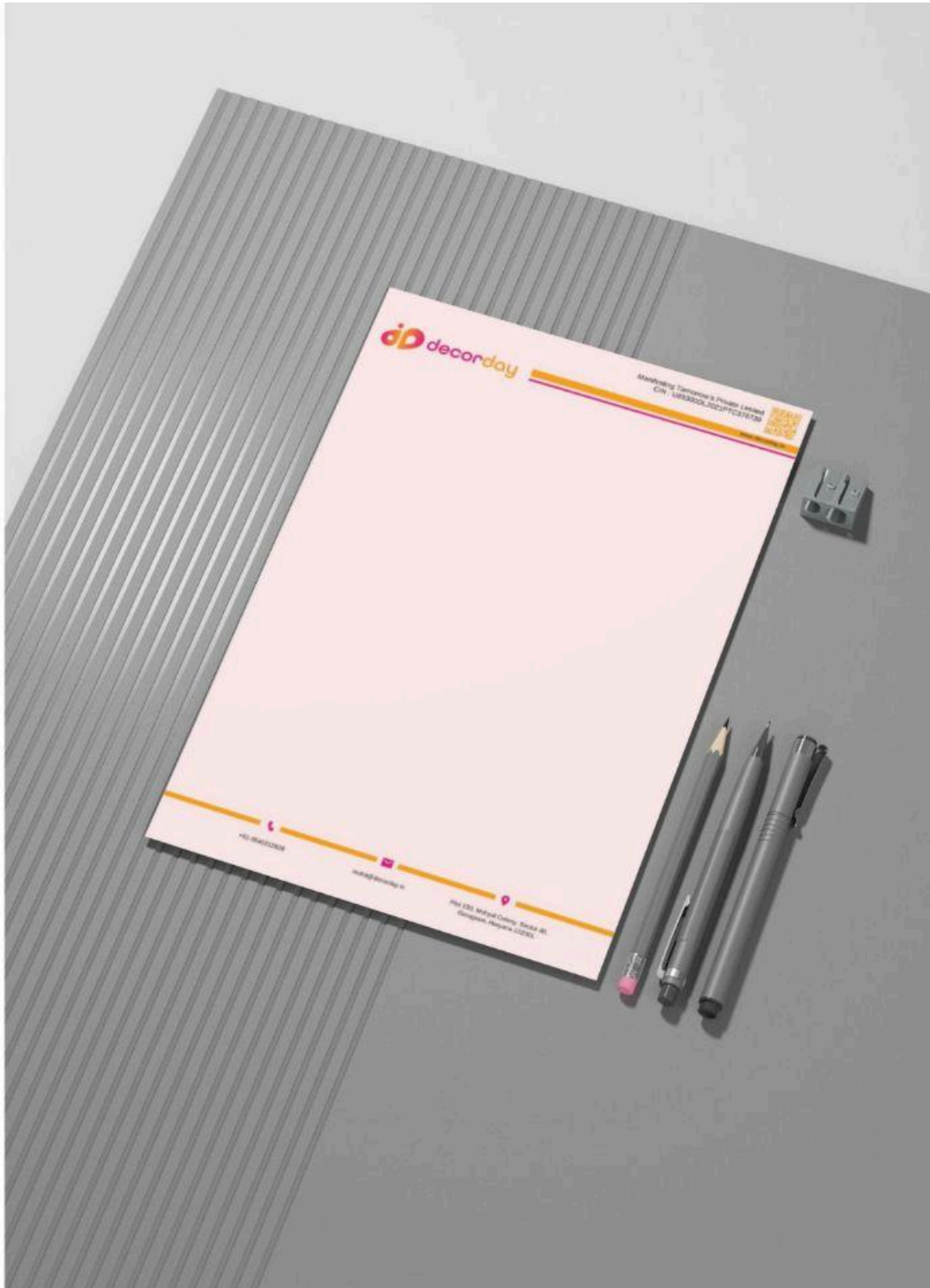
Figure 32: Visiting Card Back Mockup

Figure 33: Letterhead Mockup

Figure 34: Mobile Screen Mockup

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