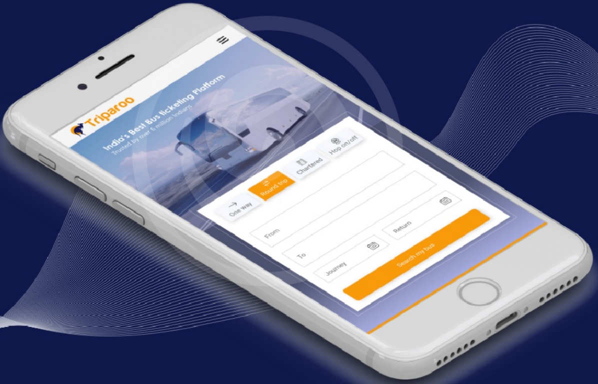
Triparoo

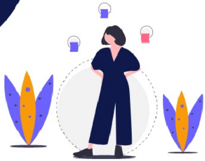

Triparoo
India's Best Bus ticketing Platform
Trusted by over 5 million Indians
One way
Round trip
Chartered
Hop on/off
From
To
Journey
Return
Search my bus

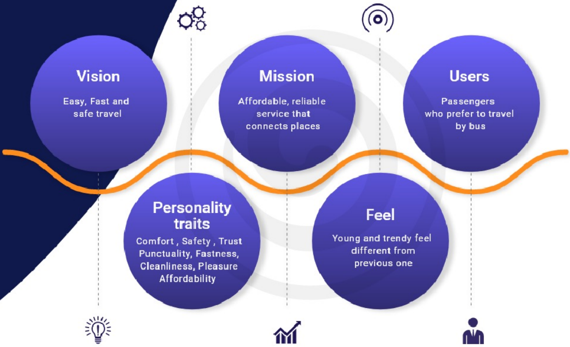
BRIEF

- To revamp the SETC Bus booking website and give a new look and feel
- To focus on the problems faced in the existing website and give a restructure
- To rename the website, and recreate logo, icons, buttons and all UI Components
- To design a android mobile responsive layout

BRAND ANALYSIS

To walkthrough the existing brand's objectives and capture their requirements





Vision

Easy, Fast and safe travel

Mission

Affordable, reliable service that connects places

Users

Passengers who prefer to travel by bus

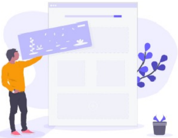
Personality traits

Comfort , Safety , Trust Punctuality, Fastness, Cleanliness, Pleasure Affordability

Feel

Young and trendy feel different from previous one

MOOD BOARD



Different creative information, photos, ideas are assembled together to visualize the brand's qualities

Keywords derivation

Keywords are derived by mind mapping and analyzing the brand's vision, mission, promise

Punctuality
Affordability
Safety
Fastness
Trust
Cleanliness
Comfort
Pleasure

Photo collection

Based on the personality traits and emotions Photos are collected

மேல் அரசு கீழ்
விரைவுப் போக்குவரத்துக் கழகம்
தமிழ்நாடு (வ.து)
பயணச்சீட்டு
YN
100
ரூபாய்
81971

Outcomes of mood board

மேல் அரசு கீழ்
விரைவுப் போக்குவரத்துக் கழகம்
தமிழ்நாடு (வ.து)
பயணச்சீட்டு
YN
100
ரூபாய்
81971

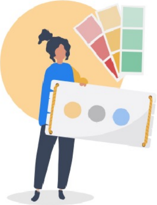
Orange 🟧	Blue 🟦	Grey ⬜
Evening / Morning sun	Sky/ Clouds seen in travel	Tickets issued
Feels energetic and happy	Gives relaxation / peace	Conveys the feel of bus travel

Kangaroo

Logo Inspiration

Kangaroo cares for its young one while hopping

COLOR PALETTE



Color palette is formed with the colors derived from the mood board Other colors derived from the basic palette are shown in extended color palette

Primary color	Secondary color	Tertiary color
#F99A0B	#1F1655	#DCDFE5

Extended palette

Colors that are the shades of Primary, Secondary, Tertiary colors used in design

#F99A0B #EDAA23 #FECB1E

Primary color

#1F1655 #8F8AA9 #EBF2F7

Secondary color

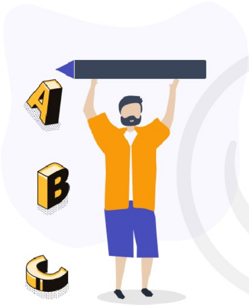
#DCDFE5 #96A2AB #F3F3F3

Tertiary color

Colors used in status indication

🟥 #EBF2F7

🟩 #19D019



TYPOGRAPHY

Typography includes the selection of fonts, fixing font sizes, giving colors and alignment.

Font color

● Text #666666

○ Buttons #FFFFFF

Logo font

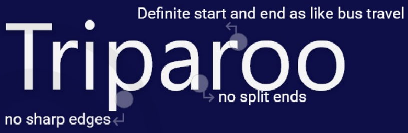
Harabara Mais demo

The blunt nature and style suits the triparoo logo

Web and Mobile content

Roboto

Rounded, clean typeface enables better user readability


Definite start and end as like bus travel
Triparoo
no split ends
no sharp edges

Aa Roboto

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

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

Aa Bb Bold Aa Bb Medium Aa Bb Regular

Font size usage

	🖥	📱
Heading 1	Roboto Bold 29	Roboto bold 14
Heading 2	Roboto Medium 23	Roboto Medium 14
Heading 3	Roboto Regular 23	Roboto Medium 12
Body content 1	Roboto Regular 21	Roboto Regular 12
Body content 2	Roboto Regular 18	Roboto Medium 11
Sub heading 1	Roboto Medium 16	Roboto Regular 11
Body content 3	Roboto 14 Regular	Roboto Bold 8
Body content 4	Roboto 12 Regular	Roboto Regular 8

LOGO CREATION

Logo is created to define the brand personality and values

Conception

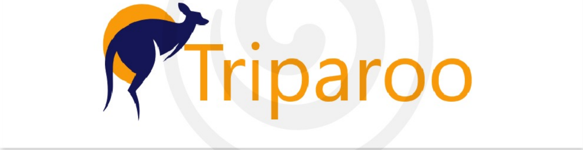
Kangaroo reflects the concept of bus travel

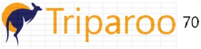
Kangaroo hops/ jumps. Bus stops at in-between places

Kangaroo cares its young one and performs a safe hopping

Our Bus assures passenger safety

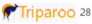
Trips + Kangaroo




Triparoo
70

280

Website variant

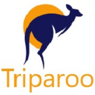

Triparoo
28

117

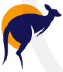
Mobile variant

Never change the proportion between the logo icon, and text

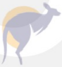
Other variants depending upon usage



Combo mark

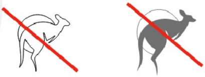


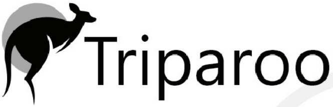
Pictorial version



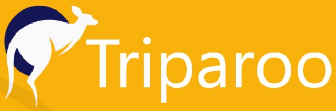
watermark version

Logo no-gos

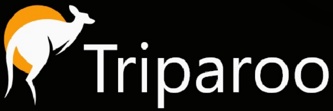


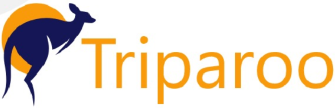


Print variant



Shades of Orange background



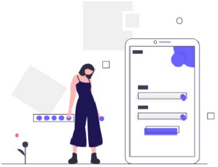


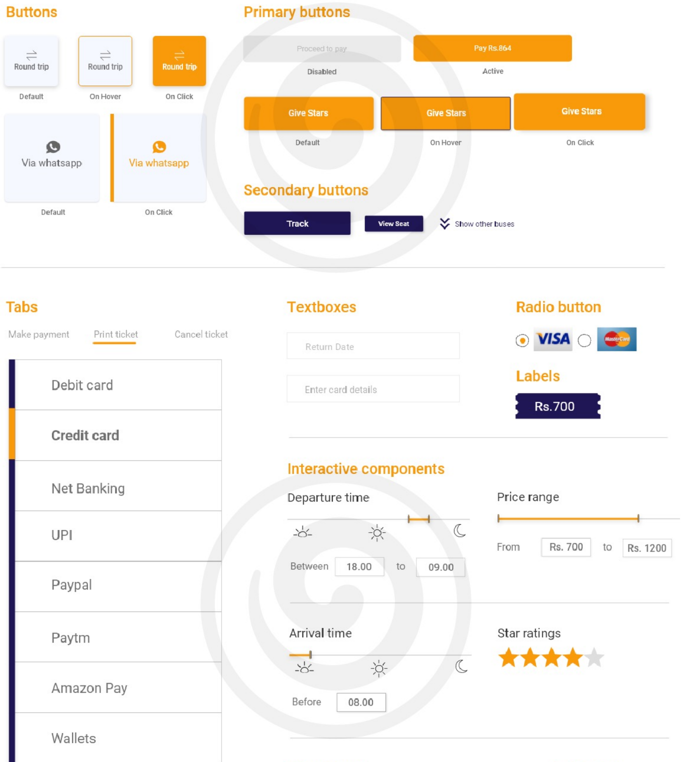
▇▇▇▇ Upto Black-Extra light #666666

▇▇▇▇ Upto grey-dark #999999

UI COMPONENTS

UI Components such as buttons text fields, tabs etc., are designed




Buttons
Round trip
Default
Round trip
On Hover
Round trip
On Click
Via whatsapp
Default
Via whatsapp
On Click

Primary buttons
Proceed to pay
Disabled
Pay Rs.864
Active
Give Stars
Default
Give Stars
On Hover
Give Stars
On Click

Secondary buttons
Track
View Seat
Show other buses

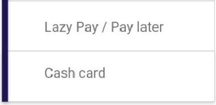
Tabs
Make payment
Print ticket
Cancel ticket
Debit card
Credit card
Net Banking
UPI
Paypal
Paytm
Amazon Pay
Wallets

Textboxes
Return Date
Enter card details

Radio button
● VISA
○ MasterCard

Labels
Rs.700

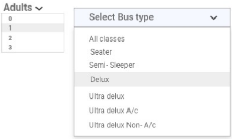
Interactive components
Departure time
Between
18.00
to
09.00
Price range
From
Rs. 700
to
Rs. 1200
Arrival time
Before
08.00
Star ratings



Lazy Pay / Pay later

Cash card

Drop downs



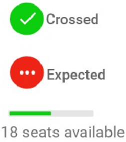
Adults

- 0
- 1
- 2
- 3

Select Bus type

- All classes
- Seater
- Semi- Sleeper
- Delux
- Ultra delux
- Ultra delux A/c
- Ultra delux Non- A/c

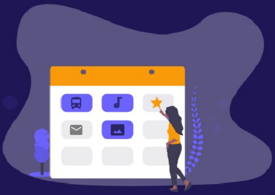
Indicators



✓ Crossed

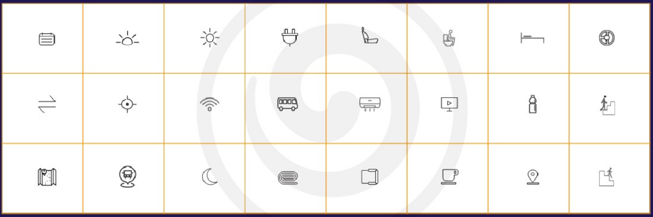
••• Expected

18 seats available



ICONOGRAPHY

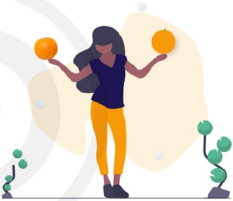
Icons interpreting the images used in the content are created

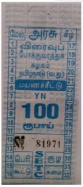


SKEUOMORPHISM

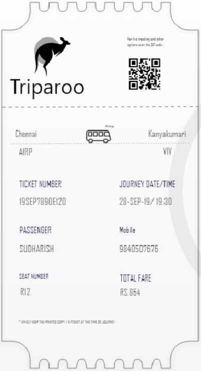
It is a graphical user interface design to describe interface objects that mimic their real-world counterparts

Ticket is skeuomorphed in the UI design





மேல் அரசு கீழ்
விரைவுப் போக்குவரத்துக் கழகம்
தமிழ்நாடு (வ.து)
பயணச்சீட்டு
YN
100
ரூபாய்
№ 81971
பெரி SETC குழ
கூட்டு சுமை



Triparoo

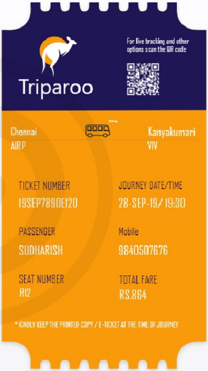
For live tracking and other options scan the QR code

Chennai Prime Kanyakumari
AIRP VIV

TICKET NUMBER	JOURNEY DATE/TIME
19SEP7890E120	28-SEP-19/ 19:30
PASSENGER	Mobile
SUDHARISH	9840507676
SEAT NUMBER	TOTAL FARE
R12	RS.864

* KINDLY KEEP THE PRINTED COPY / E-TICKET AT THE TIME OF JOURNEY

Print version



Triparoo

For live tracking and other options scan the QR code

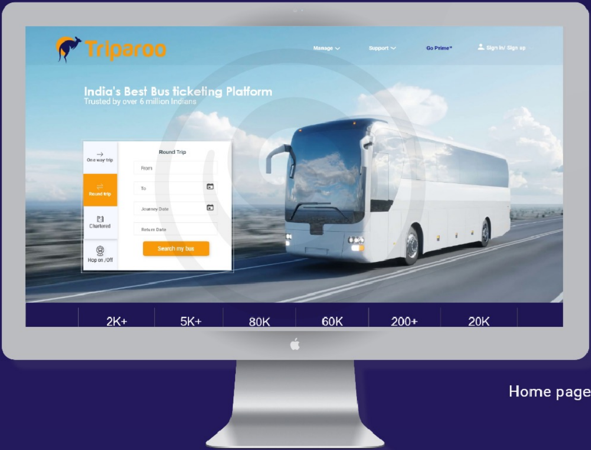
Chennai Prime Kanyakumari
AIRP VIV

TICKET NUMBER	JOURNEY DATE/TIME
19SEP7890E120	28-SEP-19/ 19:30
PASSENGER	Mobile
SUDHARISH	9840507676
SEAT NUMBER	TOTAL FARE
R12	RS.864

* KINDLY KEEP THE PRINTED COPY / E-TICKET AT THE TIME OF JOURNEY

Web version

DESKTOP VIEW

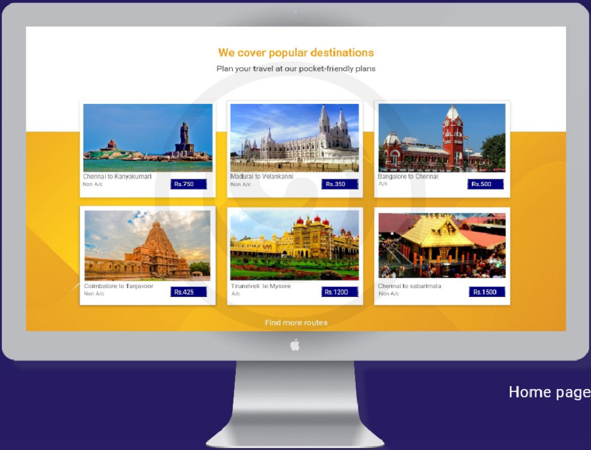

Triparoo
Manage
Support
Go Prime*
Sign in/ Sign up

India's Best Bus ticketing Platform

Trusted by over 6 million Indians

One way trip
Round trip
Chartered
Hop on /Off
Round Trip
From
To
Journey Date
Return Date
Search my bus
2K+
5K+
80K
60K
200+
20K

Home page



We cover popular destinations

Plan your travel at our pocket-friendly plans

Chennai to Kanyakumari Non A/c Rs.750

Madurai to Velankanni Non A/c Rs.350

Bangalore to Chennai A/c Rs.500

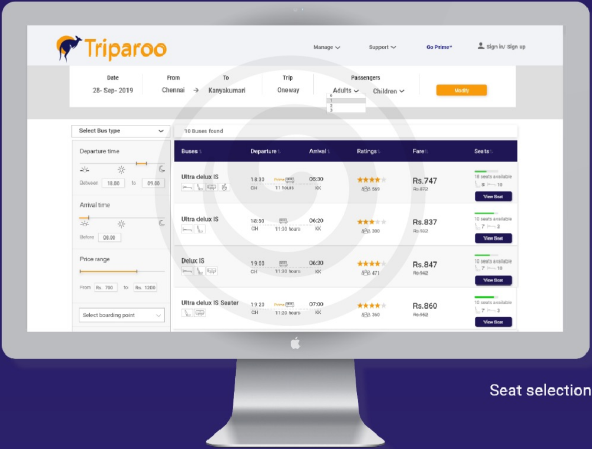
Coimbatore to Tanjavoor Non A/c Rs.425

Tirunelveli to Mysore A/c Rs.1200

Chennai to sabarimala Non A/c Rs.1500

Find more routes

Home page



Triparoo

Manage
Support
Go Prime*
Sign in/ Sign up

Date	From	To	Trip	Passengers	
28- Sep- 2019	Chennai →	Kanyakumari	Oneway	Adults 0 1 2 3	Children

Modify
Select Bus type

Departure time

Between 18.00 to 09.00

Arrival time

Before 08.00

Price range

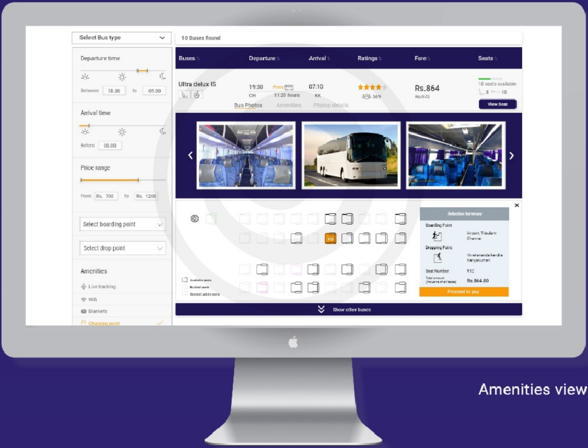
From Rs. 700 to Rs. 1200

Select boarding point

10 Buses found

Buses	Departure		Arrival	Ratings	Fare	Seats
Ultra delux IS	18:30 CH	Prime 11 hours	05:30 KK	★★★★☆ 569	Rs.747 ~~Rs.872~~	18 seats available 8 10 View Seat
Ultra delux IS	18:50 CH	11:30 hours	06:20 KK	★★★☆☆ 300	Rs.837 ~~Rs.932~~	10 seats available 7 3 View Seat
Delux IS	19:00 CH	11:30 hours	06:30 KK	★★★★☆ 471	Rs.847 ~~Rs.942~~	10 seats available 7 10 View Seat
Ultra delux IS Seater	19:20 CH	Prime 11:20 hours	07:00 KK	★★★★☆ 360	Rs.860 ~~Rs.952~~	10 seats available 7 3 View Seat

Seat selection



Select Bus type

Departure time

Between 18.00 to 09.00

Arrival time

Before 08.00

Price range

From Rs. 700 to Rs. 1200

Select boarding point
Select drop point

Amenities

- Live tracking
- Wifi
- Blankets
- Charging point ✓

10 Buses found

Buses	Departure		Arrival	Ratings	Fare	Seats
Ultra delux IS	19:30 CH	Prime 11:20 hours	07:10 KK	★★★★☆ 569	Rs.864 ~~Rs.972~~	18 seats available 8 10 View Seat

Bus Photos
Amenities
Pitstop details
R12

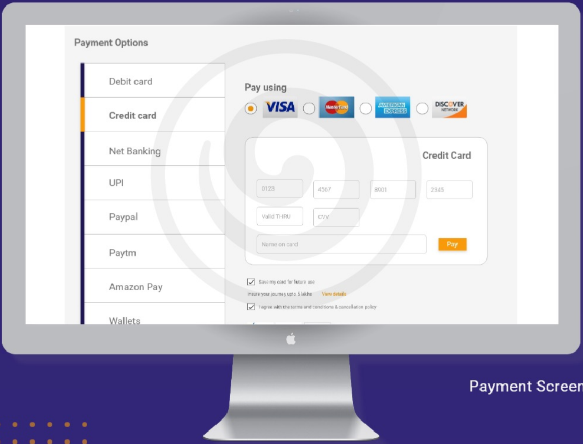
☐ Available seats
☐ Booked seats
☐ Booked Ladies seats

Selection Summary

Boarding Point	Airport, Trisulam Chennai
Dropping Point	Vivekananda kendra Kanyakumari
Seat Number	R12
Total amount (inclusive of all taxes)	Rs.864.00

Proceed to pay
Show other buses

Amenities view



Payment Options

- Debit card
- **Credit card**
- Net Banking
- UPI
- Paypal
- Paytm
- Amazon Pay
- Wallets

Pay using

● VISA ○ MasterCard ○ AMERICAN EXPRESS ○ DISCOVER NETWORK

Credit Card

0123 4567 8901 2345

Valid THRU CVV

Name on card Pay

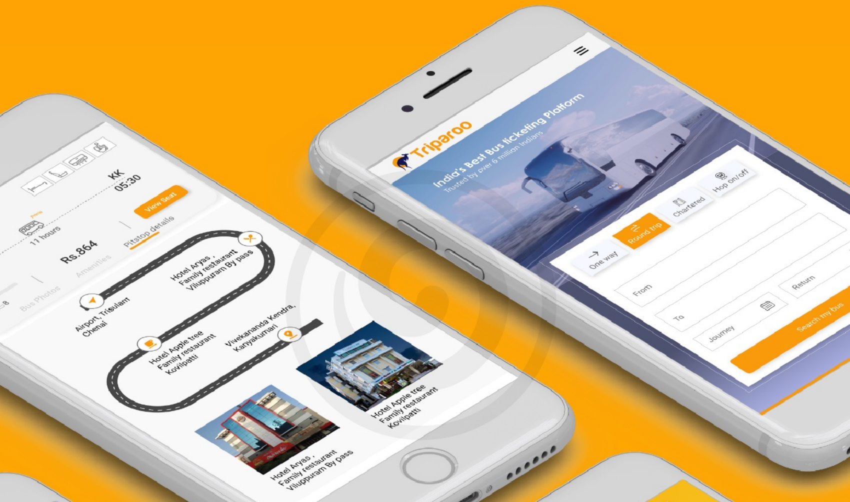
☑ Save my card for future use

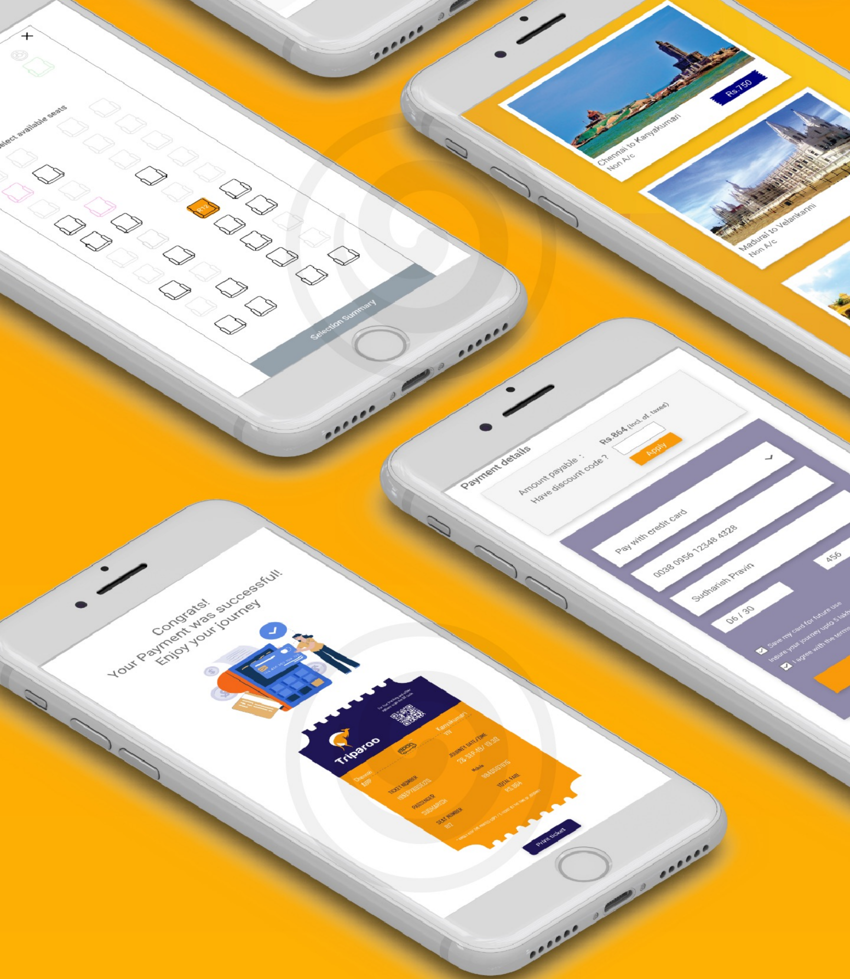
Insure your journey upto 5 lakhs View details

☑ I agree with the terms and conditions & cancellation policy

Payment Screen

MOBILE RESPONSIVE VIEW


KK
05:30
11 hours
Rs.864
View Seat
Bus Photos
Amenities
Pitstop details
Hotel Aryas , Family restaurant Viluppuram By pass
Airport, Trisulam Chenai
Hotel Apple tree Family restaurant Kovilpatti
Vivekananda Kendra, Kanyakumari
Hotel Apple tree Family restaurant Kovilpatti
Hotel Aryas , Family restaurant Viluppuram By pass
Triparoo
India's Best Bus ticketing Platform
Trusted by over 6 million Indians
One way
Round trip
Chartered
Hop on/off
From
To
Journey
Return
Search my bus



elect available seats

R12

Selection Summary

Rs.750

Chennai to Kanyakumari
Non A/c

Madurai to Velankanni
Non A/c

Payment details

Amount payable : Rs.864 (Incl. of. taxes)

Have discount code ?

Apply

Pay with credit card

0038 0956 12348 4328

Sudharish Pravin

456

06 / 30

☑ Save my card for future use

Insure your journey upto 5 lakh

☑ I agree with the terms

Congrats!
Your Payment was successful!
Enjoy your journey

Triparoo

Chennai
AJRP

Kanyakumari
VIV

JOURNEY DATE/TIME
28-SEP-18/ 19:30

TICKET NUMBER
19SEP7890E120

Mobile
9840507676

PASSENGER
SUDHARISH

TOTAL FARE
RS.864

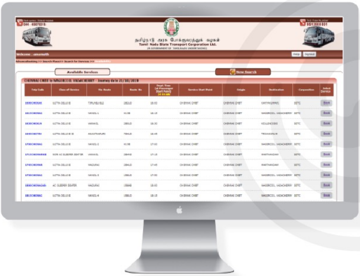
SEAT NUMBER
R12

Print ticket

SCREENS NOW AND THEN

Old

New


044 - 49070310
9513600001
Help
Signout

தமிழ்நாடு அரசு போக்குவரத்துக் கழகம்
Tamil Nadu State Transport Corporation Ltd.
(A GOVERNMENT OF TAMILNADU UNDERTAKING)

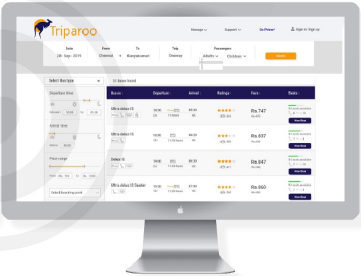
Welcome : amarnath

Advancebooking >> Search Place>> Search for Services >> Availability

Available Services
New Search

CHENNAI CMBT to NAGERCOIL VADACHERRY : Journey date 21/08/2019

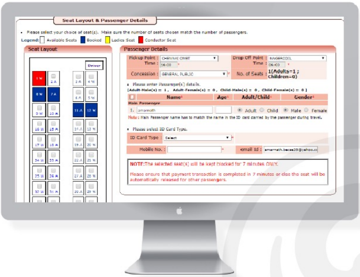
Trip Code	Class of Service	Via Route	Route No	Dept. Time (at Passenger Start Point)	Service Start Point	Origin	Destination	Corporation	Select Service
1600CHEKAK	ULTRA DELUXE	TIRUNELVELI	282UD	16:00	CHENNAI CMBT	CHENNAI CMBT	KANYAKUMARI	SETC	Book
1615CHENAG	ULTRA DELUXE	NANGEL-1	H198	16:15	CHENNAI CMBT	CHENNAI CMBT	NAGERCOIL VADACHERRY	SETC	Book
1630CHEKLN	ULTRA DELUXE	VANAVIL	280UD	16:30	CHENNAI CMBT	CHENNAI CMBT	KOLLENCODE	SETC	Book
1645CHETRV	ULTRA DELUXE III	ANANTHAPURI	784UD	16:45	CHENNAI CMBT	CHENNAI CMBT	TRIVANDRUM	SETC	Book
1700CHENAG	ULTRA DELUXE	NANGEL-2	H198	17:00	CHENNAI CMBT	CHENNAI CMBT	NAGERCOIL VADACHERRY	SETC	Book
1715CHEMARNB	NON AC SLEEPER SEATER	VANAVIL	284NS	17:15	CHENNAI CMBT	CHENNAI CMBT	MARTHANDAM	SETC	Book
1745CHEMAR	ULTRA DELUXE	MADURAI	284UD	17:45	CHENNAI CMBT	CHENNAI CMBT	MARTHANDAM	SETC	Book
1750CHENAG	ULTRA DELUXE	NANGEL-3	198UD	17:50	CHENNAI CMBT	CHENNAI CMBT	NAGERCOIL VADACHERRY	SETC	Book
1800CHENAGAS	AC SLEEPER SEATER	MADURAI	198AS	18:00	CHENNAI CMBT	CHENNAI CMBT	NAGERCOIL VADACHERRY	SETC	Book
1815CHENAG	ULTRA DELUXE	NANGEL-4	198UD	18:15	CHENNAI CMBT	CHENNAI CMBT	NAGERCOIL VADACHERRY	SETC	Book


Triparoo
Manage
Support
Go Prime
Sign in/ Sign up
Modify
Select Bus type
Departure time
Arrival time
Price range
Select boarding point
View Seat

Date: 28- Sep- 2019
From: Chennai → To: Kanyakumari
Trip: Oneway
Passengers: Adults, Children

10 Buses found

Buses	Departure	Arrival	Ratings	Fare	Seats
Ultra delux IS	18:30 CH, 11 hours	05:30 KK	★★★★☆	Rs.747	View Seat
Ultra delux IS	18:50 CH, 11:30 hours	06:20 KK	★★★☆☆	Rs.837	View Seat
Delux IS	19:00 CH, 11:30 hours	06:30 KK	★★★★☆	Rs.847	View Seat
Ultra delux IS Seater	19:30 CH, 11:30 hours	07:00 KK	★★★★☆	Rs.860	View Seat


Seat Layout
Driver
1 W
2 A
3 A
4 W
8 W
7 A
6 A
5 W
9 W
10 A
11 A
12 W
16 W
15 A
14 A
13 W
17 W
18 A
19 A
20 W
24 W
23 A
22 A
21 W
25 W
26 A
27 A
28 W
32 W
31 A
30 A
29 W

Seat Layout & Passenger Details

- Please select your choice of seat(s). Make sure the number of seats chosen match the number of passengers.

Legend: ☐ Available Seats 🟦 Booked 🟨 Ladies Seat 🟥 Conductor Seat

Passenger Details

Pickup Point : CHENNAI CMBT
Time : 16:00 *
Drop Off Point : NAGERCOIL
Time : 06:00 *
Concession : GENERAL PUBLIC *
No. of Seats : 1(Adults=1 ; Children=0)

- Please enter Passenger(s) details.

[Adult-Male(s) = 1 , Adult-Female(s) = 0 , Child-Male(s) = 0 , Child-Female(s) = 0]

☐	Name*	Age*	Adult/Child*	Gender*
Main Passenger				
1.	amarnath		● Adult ○ Child	● Male ○ Female

Note : Main Passenger name has to match the name in the ID card carried by the passenger during travel.

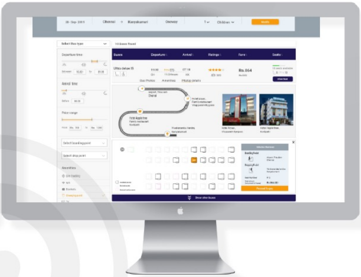
- Please select ID Card Type.

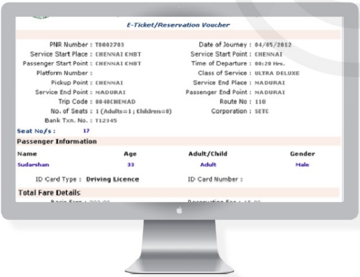
ID Card Type : Select *

Mobile No. : *
email Id : amarnath.becse35@yahoo.cc

NOTE:The selected seat(s) will be kept blocked for 7 minutes ONLY.

Please ensure that payment transaction is completed in 7 minutes or else the seat will be automatically released for other passengers.


28- Sep- 2019
Chennai → Kanyakumari
Oneway
Children
Modify
Select Bus type
10 Buses found
Buses
Departure
Arrival
Ratings
Fare
Seats
Ultra delux IS
Rs.864
View Seat
Departure time
Arrival time
Price range
Select boarding point
Select drop point
Amenities
Bus Photos
Amenities
Pickup details
Show other buses


E-Ticket/Reservation Voucher

PNR Number : T8002703
Service Start Place : CHENNAI CMBT
Passenger Start Point : CHENNAI CMBT
Platform Number :
Pickup Point : CHENNAI
Service End Point : MADURAI
Trip Code : 0040CHEMAD
No. of Seats : 1 (Adults=1 ; Children=0)
Bank Txn. No. : T12345

Date of Journey : 04/05/2012
Service Start Point : CHENNAI
Time of Departure : 00:20 Hrs.
Class of Service : ULTRA DELUXE
Service End Place : MADURAI
Passenger End Point : MADURAI
Route No : 110
Corporation : SETC

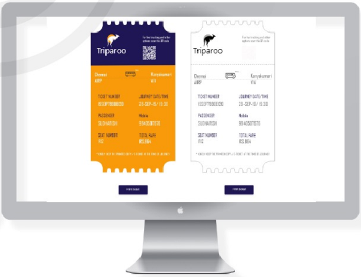
Seat No/s : 17

Passenger Information

Name	Age	Adult/Child	Gender
Sudarshan	33	Adult	Male

ID Card Type : **Driving Licence**
ID Card Number :

Total Fare Details


Triparoo
For live tracking and other options scan the QR code
Print ticket
Triparoo
For live tracking and other options scan the QR code
Print ticket

Chennai AIRP → Kanyakumari VTV

TICKET NUMBER: 19SEP7890EI20
JOURNEY DATE/TIME: 28-SEP-19/ 19:30
PASSENGER: SUDHARISH
Mobile: 9840507676
SEAT NUMBER: R12
TOTAL FARE: RS.864

* KINDLY KEEP THE PRINTED COPY / E-TICKET AT THE TIME OF JOURNEY

Chennai AIRP → Kanyakumari VTV

TICKET NUMBER: 19SEP7890EI20
JOURNEY DATE/TIME: 28-SEP-19/ 19:30
PASSENGER: SUDHARISH
Mobile: 9840507676
SEAT NUMBER: R12
TOTAL FARE: RS.864

* KINDLY KEEP THE PRINTED COPY / E-TICKET AT THE TIME OF JOURNEY

Bus journey may end but the design journey continues!

Thank you !

S.P.Ponsudha | 9790227495 | sudhaspp@gmail.com