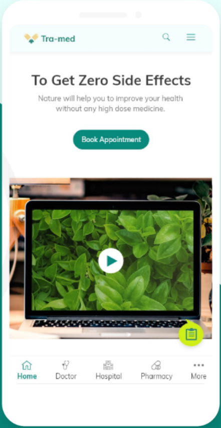
Tra-med


Tra-med

To Get Zero Side Effects

Nature will help you to improve your health without any high dose medicine.

Book Appointment
Home
Doctor
Hospital
Pharmacy
More

Vision

- Rejuvenating Indian Traditional Medicine

Mission

- Motivate allopathy medicine users to use Indian Traditional medicine
- Bring awareness about Indian Traditional medicine to the public

Brand Analysis

Brand Analysis

Brand Promise

- Traditional Medicine is Safe
- No Steriods
- Zero Side Effect Medicines
- Fast Delivery Pharmacy

Brand Value

- Food is a medicine
- No side effects
- Natural Medicine

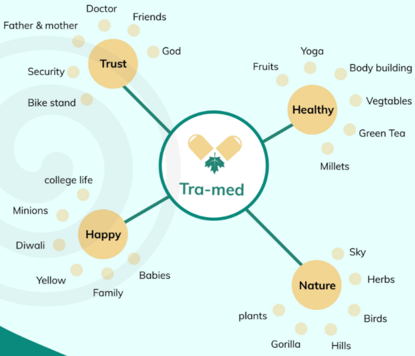
Users

- Who are all using Allopathy Medicine
- Unawareness of Traditional Medicine

Attributes

- Trust
- Nature
- Healthy life
- Happy

Mind Mapping



Tra-med

Trust
- Doctor
- Friends
- God
- Father & mother
- Security
- Bike stand

Healthy
- Yoga
- Fruits
- Body building
- Vegtables
- Green Tea
- Millets

Happy
- college life
- Minions
- Diwali
- Yellow
- Family
- Babies

Nature
- Sky
- Herbs
- Birds
- Hills
- Gorilla
- plants

Brand Visualization

Trust

Healthy

Happy

Nature

Color Palette

Color palette

Nature

Healthy

Purity

#248576

Primary color

This color gives the raw effects of herbs and natural medicine

#F1D691

Secondary color

This color brings the happiness and healthy

#FFFFFF

Tertiary color

This color represent purity of the medicine

Additional colors

#CAFCF6

#CFEF17

#CFFFFA

Typography

Typography

Muli

Regular Semi bold **Bold**

abcdefghljklm
nopqrstuvwxyz

012345

This fonts looks neither too bold nor thin, looks like health.

So this Muli font family suits Tra-med

■	■	■
Primary color	Secondary color	Tertiary color
#3E3E3E	#777777	#AEAEAE

Font Usage

	🖥	📱
Hero font	52 Bold	25 Bold
Section heading	45 Bold	15 Bold
Subheading on hover	25 Bold on hover	
Subheading on Ideal	25 Regular on Ideal	14 Regular
Hero Description	25 Regular	13 Reg
Section Description	25 Regular	12 Regular
Primary text 1	22 Regular	13 Semi bold
Sub Description	20 Regular on Hover	
Sub Description	18 Regular on Idea	
Primary text 2	20 Regular	13 Regular
Secondary text	18 Regular	13 Regular
Paragraph		12 Regular

Logo Creation

Logo creation

Tra-med

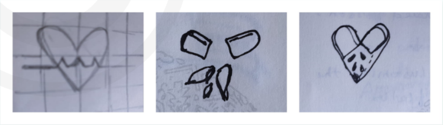
Brand name

Traditional + medicine = **Tra-med**

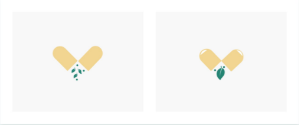
Process of logo creation

Logo Inspiration

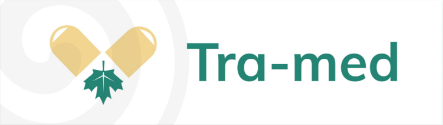
Paper Sketches

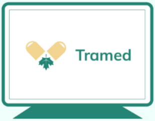


Digitalizing Logo



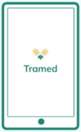
Final Logo





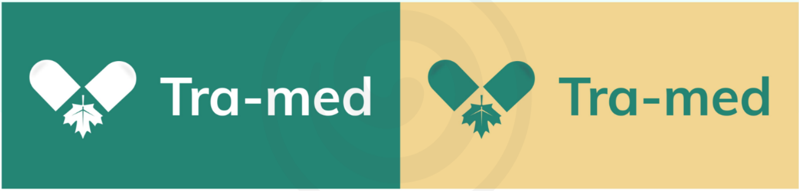
Desktop Version

204 × 52 px



Mobile Version

92 × 20 px

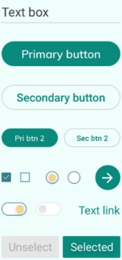

Tra-med
Tra-med

Primary Color background

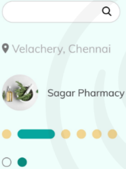
Secondary color background

UI Components

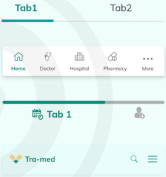
Atoms


Text box
Primary button
Secondary button
Pri btn 2
Sec btn 2
Text link
Unselect
Selected

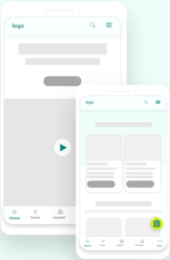
Molecules


Velachery, Chennai
Sagar Pharmacy

Organism


Tab1
Tab2
Home
Doctor
Hospital
Pharmacy
More
Tab 1
Tra-med

Template

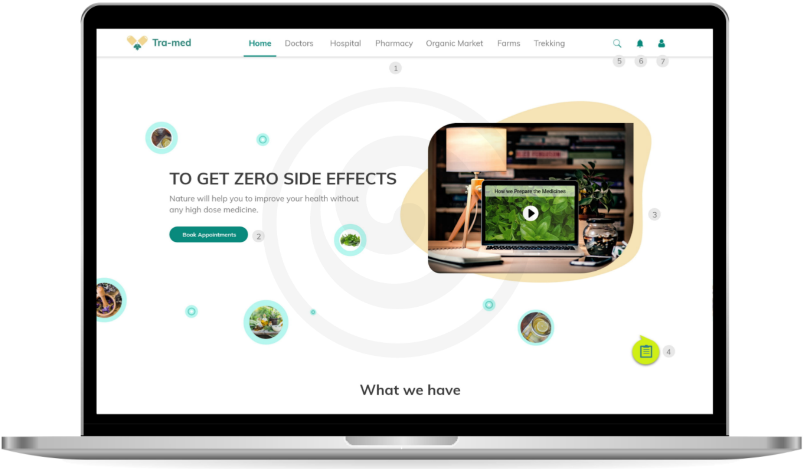

logo
Home
Doctor
Hospital
logo

Iconography

Visual Design

Visual Design

Desktop view - home screen


Tra-med
Home
Doctors
Hospital
Pharmacy
Organic Market
Farms
Trekking
1
5
6
7
Book Appointments
2
How we Prepare the Medicines
3
4

TO GET ZERO SIDE EFFECTS

Nature will help you to improve your health without any high dose medicine.

What we have

Home Screen

This screen helps to bring trust factor on Tra-med

1 **Menu - home**

This is screen will have all the key features of Tra-med

Menu - Doctors

Here users can find the Doctors to book the appointment

Menu - Hospitals

Can see list on hospitals based on user location

Menu - Pharmacy

Users can buy the medicines here

2 **Book appointment**

4 **Book Appointment Icon**

This icon will placed all the screen to book the appointment easily

5 **Search Icon**

This icon works globally to search

6 **Notification bell Icon**

Here the will get all the notification like remainder of appointment

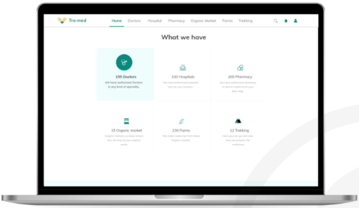
7 **Profile**

This button will direct the user to view list doctors based on the location.

User can edit his profile here.

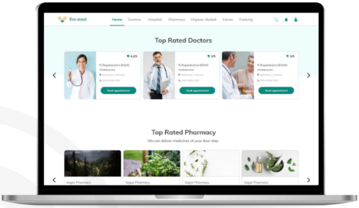
3 **Video**

This video will help the user to user Traditional medicine.


Tra-med
Home Doctors Hospital Pharmacy Organic Market Farms Trekking
What we have
155 Doctors
100 Hospitals
200 Pharmacy
15 Organic market
230 Farms
12 Trekking

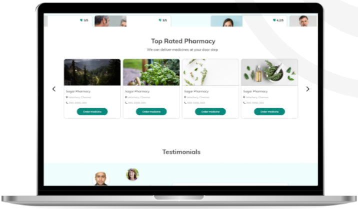
Home Screen › Features of Tra-med

This screen helps to explain what Tra-med have.


Tra-med
Home Doctors Hospital Pharmacy Organic Market Farms Trekking
Top Rated Doctors
Book appointment
Top Rated Pharmacy
We can deliver medicines at your door step
Sagar Pharmacy

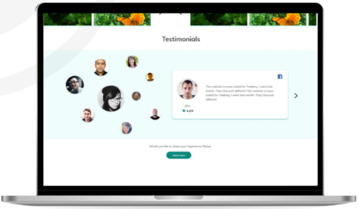
Home Screen › Top Rated Doctors

Showing top rated doctor will help the user to take easy decision and also motivated the doctors


Top Rated Pharmacy
We can deliver medicines at your door step
Sagar Pharmacy
Order medicine
Testimonials

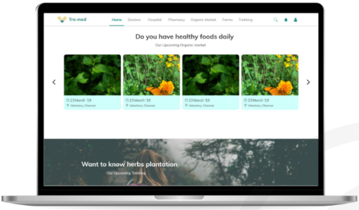
Home Screen › Top Rated Pharmacy

Showing top rated pharmacy will help the user to order medicine and also motivated the Pharmacy


Testimonials
Would you like to share your experience Please
Write here

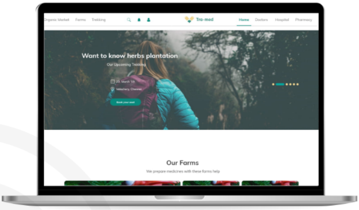
Home Screen › Testimonial

Social proof of the testimonial helps to bring trust factor on Tra-med


Tra-med
Home Doctors Hospital Pharmacy Organic Market Farms Trekking
Do you have healthy foods daily
Our Upcoming Organic market
23 March '19
Velachery, Chennai
Want to know herbs plantation
Our Upcoming Trekking

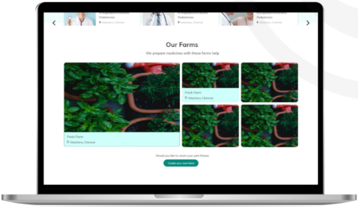
Home Screen › Organic Market

This organic market will help the user to get original foods


Tra-med
Want to know herbs plantation
Our Upcoming Trekking
23 March '19
Velachery, Chennai
Book your seat
Our Farms
We prepare medicines with these farms help

Home Screen › Trekking

Here people can visit the Tra-med Medicine Preparation Unit to understand how tra-med prepares the medicine and where is comes from


Pediatrician
Velachery, Chennai
Fresh Farm
Velachery, Chennai
Create your own farm

Our Farms

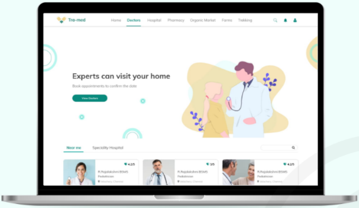
We prepare medicines with these farms help

Would you like to share your part Please

Home Screen > **Frams**

Tra-med buy herbs from these farms also

Desktop view - Book Appointment Task

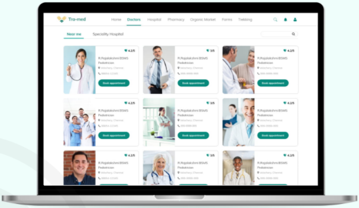

Tra-med
Home
Doctors
Hospital
Pharmacy
Organic Market
Farms
Trekking
View Doctors
Near me
Speciality Hospital
4.2/5
3/5
4.2/5
R.Rajalakshmi BSMS
Pediatrician
Velachery, Chennai

Experts can visit your home

Book appointments to confirm the date

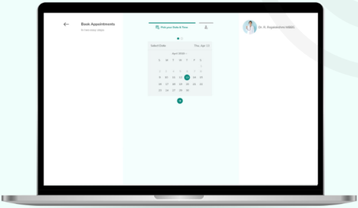
Doctors Screen

Here we have List Doctors to book appointment


Tra-med
Home
Doctors
Hospital
Pharmacy
Organic Market
Farms
Trekking
Near me
Speciality Hospital
4.2/5
3/5
R.Rajalakshmi BSMS
Pediatrician
Velachery, Chennai
Book appointment

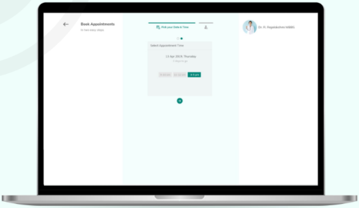
Doctors > **List of Doctors**

Here we have List Doctors based on near by location and ratings


Book Appointments
In two easy steps
Pick your Date & Time
Dr. R. Rajalakshmi MBBS
Select Date
Thu, Apr 13
April 2019
S M T W T F S

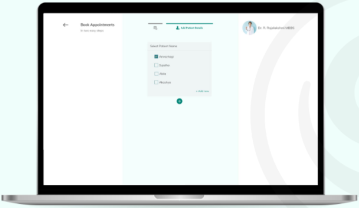
Doctors > **List of Doctors** > **Book Appointment**

Users can select their convenient appointment date


Book Appointments
In two easy steps
Pick your Date & Time
Dr. R. Rajalakshmi MBBS
Select Appointment Time
13 Apr 2019, Thursday
2 days to go
3-6 pm

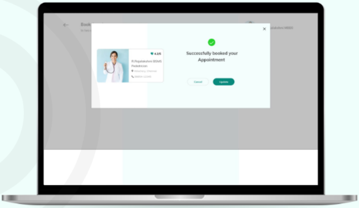
Doctors > **List of Doctors** > **Book Appointment**

Users can select their convenient appointment time


Book Appointments
Add Patient Details
Select Patient Name

Doctors > List of Doctors > Book Appointment

User have to select the patient name in order to book appointment, also user can create new patient



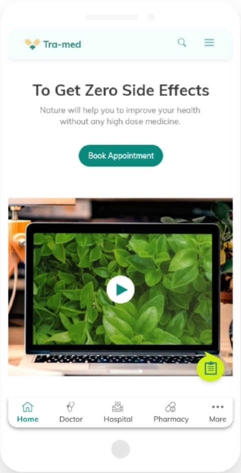
Successfully booked your Appointment

4.2/5
R.Rajalakshmi BSMS
Pediatrician
Cancel
Update

Doctors > List of Doctors > Book Appointment

Conformation message. If the user booked wrongly they can modify and cancel the appointment

Mobile View - Home screen

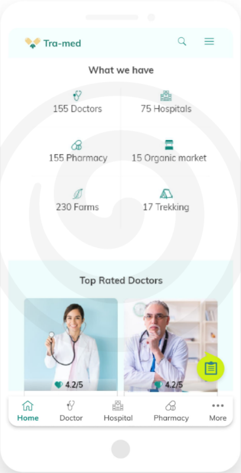


To Get Zero Side Effects

Nature will help you to improve your health without any high dose medicine.

Tra-med
Book Appointment
Home
Doctor
Hospital
Pharmacy
More

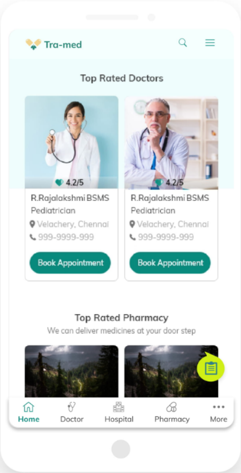
Home Screen



What we have

Tra-med
155 Doctors
75 Hospitals
155 Pharmacy
15 Organic market
230 Farms
17 Trekking
Top Rated Doctors
4.2/5
4.2/5
Home
Doctor
Hospital
Pharmacy
More

Home Screen **Features of Tra-med**



Top Rated Doctors

R.Rajalakshmi BSMS
Pediatrician
Velachery, Chennai
999-9999-999

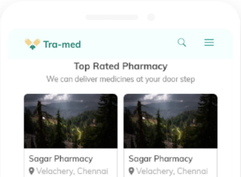
R.Rajalakshmi BSMS
Pediatrician
Velachery, Chennai
999-9999-999

Top Rated Pharmacy

We can deliver medicines at your door step

Tra-med
4.2/5
4.2/5
Book Appointment
Book Appointment
Home
Doctor
Hospital
Pharmacy
More

Home Screen > Top Rated Doctors

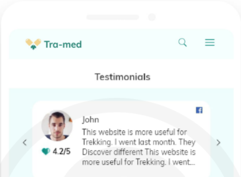


Top Rated Pharmacy

We can deliver medicines at your door step

Sagar Pharmacy
Velachery, Chennai

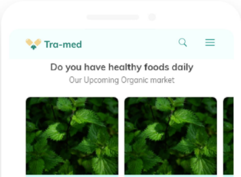
Sagar Pharmacy
Velachery, Chennai



Testimonials

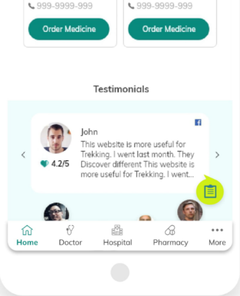
John

This website is more useful for Trekking. I went last month. They Discover different This website is more useful for Trekking. I went...



Do you have healthy foods daily

Our Upcoming Organic market


999-9999-999
Order Medicine
999-9999-999
Order Medicine

Testimonials

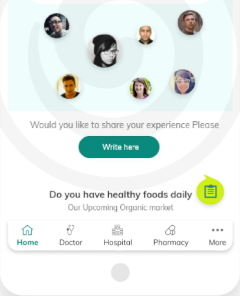
John

This website is more useful for Trekking. I went last month. They Discover different This website is more useful for Trekking. I went...

4.2/5

Home
Doctor
Hospital
Pharmacy
More

Home Screen › Top Rated Pharmacy


Would you like to share your experience Please

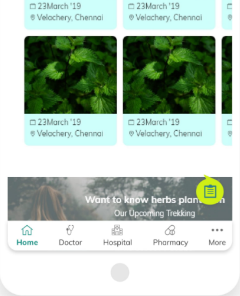
Write here

Do you have healthy foods daily

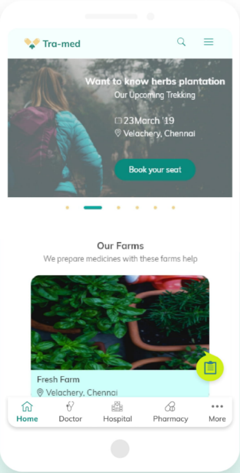
Our Upcoming Organic market

Home
Doctor
Hospital
Pharmacy
More

Home Screen › Testimonial


23March '19
Velachery, Chennai
23March '19
Velachery, Chennai
23March '19
Velachery, Chennai
23March '19
Velachery, Chennai
Want to know herbs plan n
Our Upcoming Trekking
Home
Doctor
Hospital
Pharmacy
More

Home Screen › Organic Market


Tra-med

Want to know herbs plantation

Our Upcoming Trekking

23March '19

Velachery, Chennai

Book your seat

Our Farms

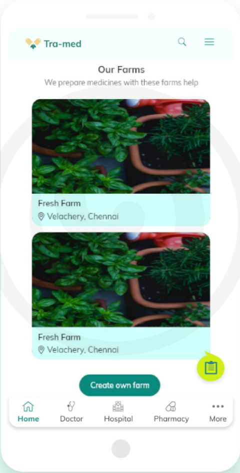
We prepare medicines with these farms help

Fresh Farm

Velachery, Chennai

Home
Doctor
Hospital
Pharmacy
More

Home Screen › Trekking


Tra-med

Our Farms

We prepare medicines with these farms help

Fresh Farm

Velachery, Chennai

Fresh Farm

Velachery, Chennai

Create own farm
Home
Doctor
Hospital
Pharmacy
More

Home Screen › Frams

Tra-med

Thank You !

Sushmitha | **sushmithaanbu451@gmail.com**