

# HYDRATEQ

## Visual Design

### Sustainable water management system

Client Name

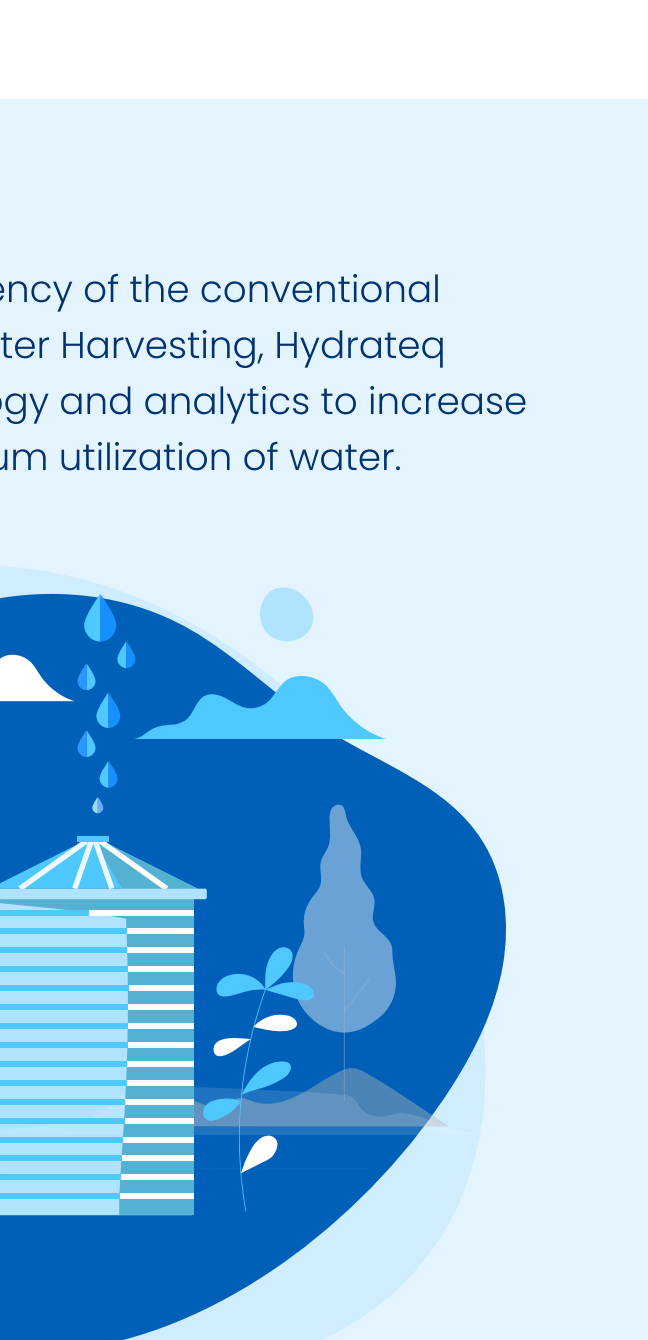
Hydrateq

Project Year

2020

Scope

Website Design



### About Hydrateq

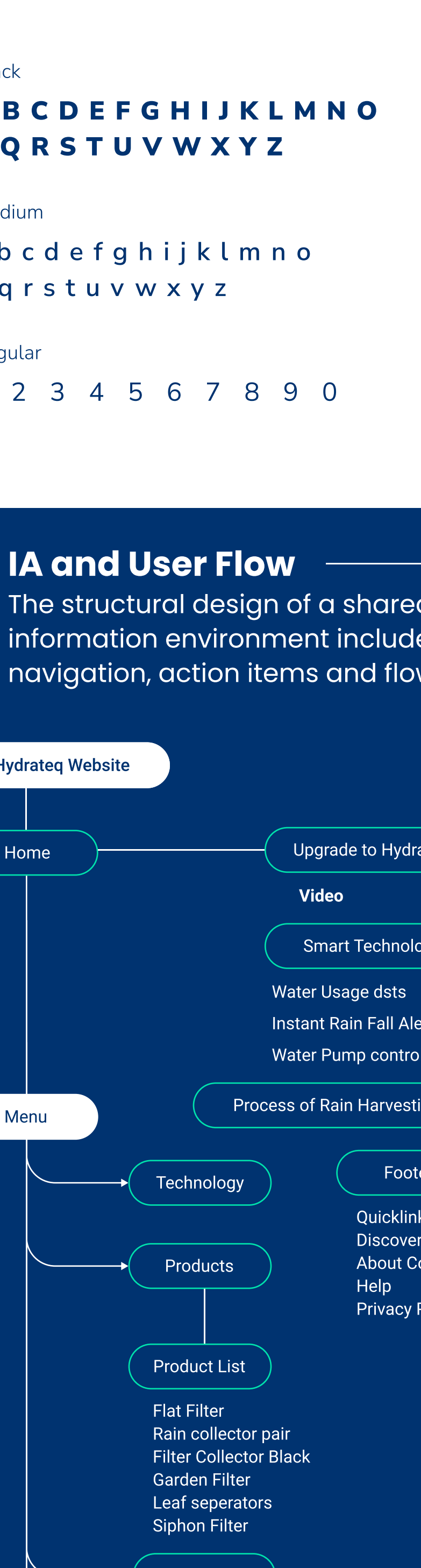
When IOT meets Rain Harvesting, Hydrateq is a platform which helps in removing the inefficiency of the conventional methods of Rainwater harvesting. It integrates technology and analytics to increase savings and optimum utilization of water.

Rainwater Harvesting is a growing need and is expected to be the major source of clean drinking water in the future. Rainwater harvesting solves this problem by bringing in together the source and consumption point.

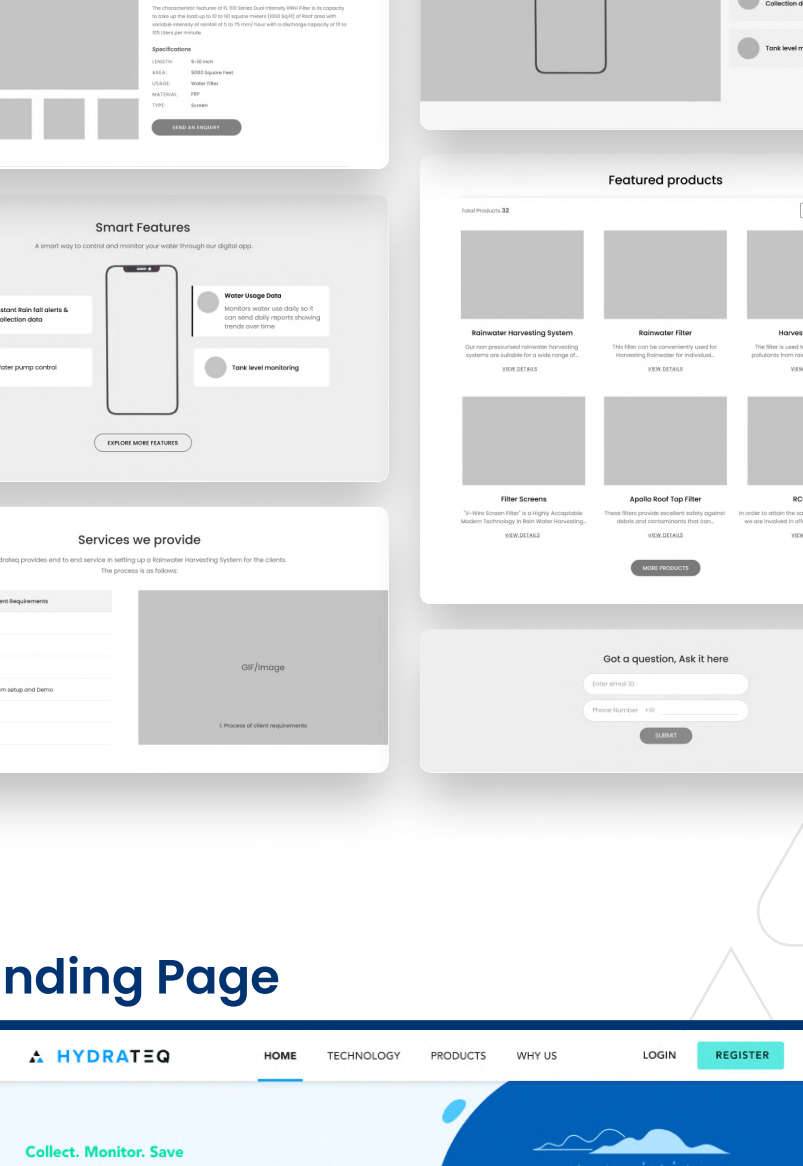
Keeping in mind the current Water Crisis in India and the unsustainable way of water usage, we aim to involve our clients to save, use and manage water effectively and efficiently.

### Design Brief

To beat the inefficiency of the conventional methods of Rainwater Harvesting, Hydrateq integrates technology and analytics to increase savings and optimum utilization of water.

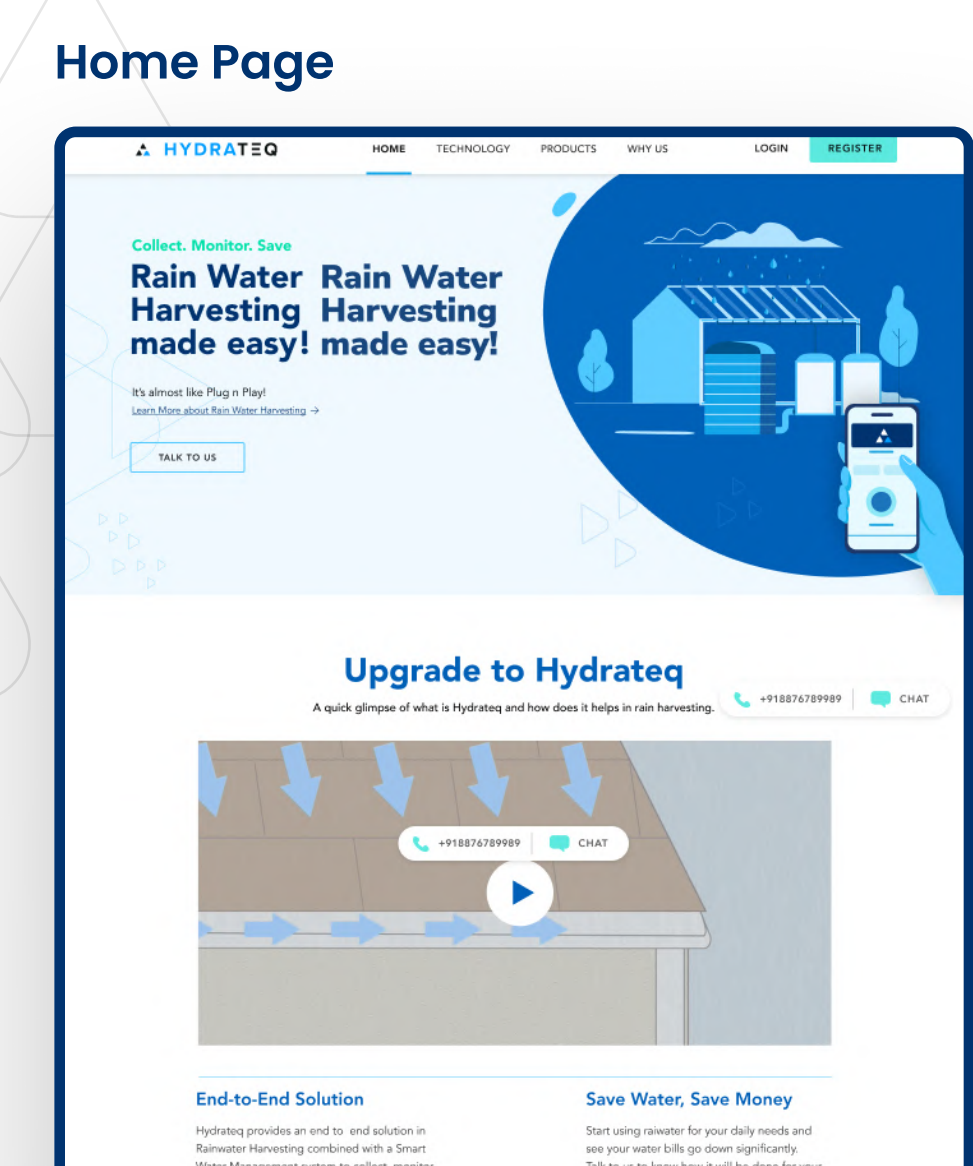


### The Process



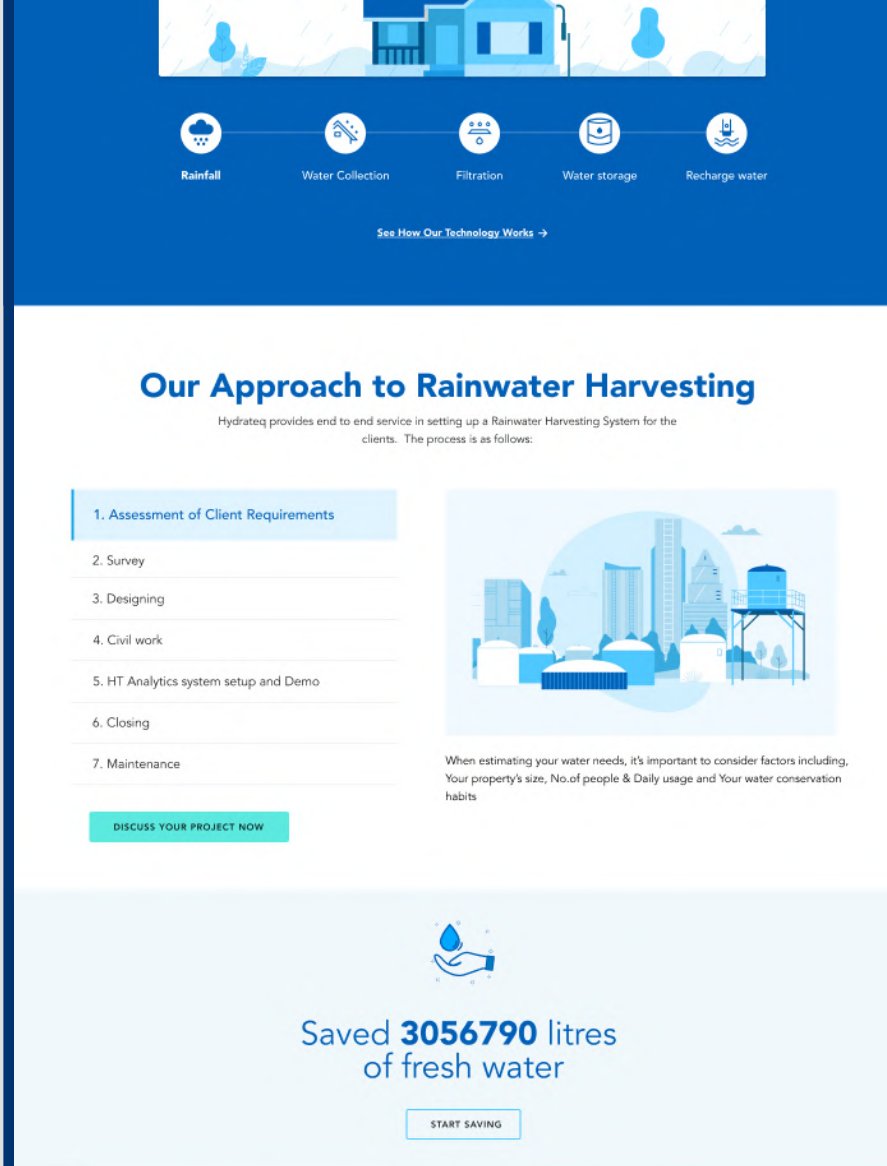
### 01. Goal

The website's goal was to effectively communicate and educate it's audience about the importance of rain water harvesting and how efficiently they can store and manage the cycle with a simple water management app on their finger tips.



### 02. Colors and fonts

Blue as a dominant colour, visual outlook was inspired from the keywords water, hydra, aqua, technology...



### Avenir

Black

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

Medium

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

Regular

1 2 3 4 5 6 7 8 9 0

### Nunito Sans

Black

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

Medium

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

Regular

1 2 3 4 5 6 7 8 9 0

### 03. IA and User Flow

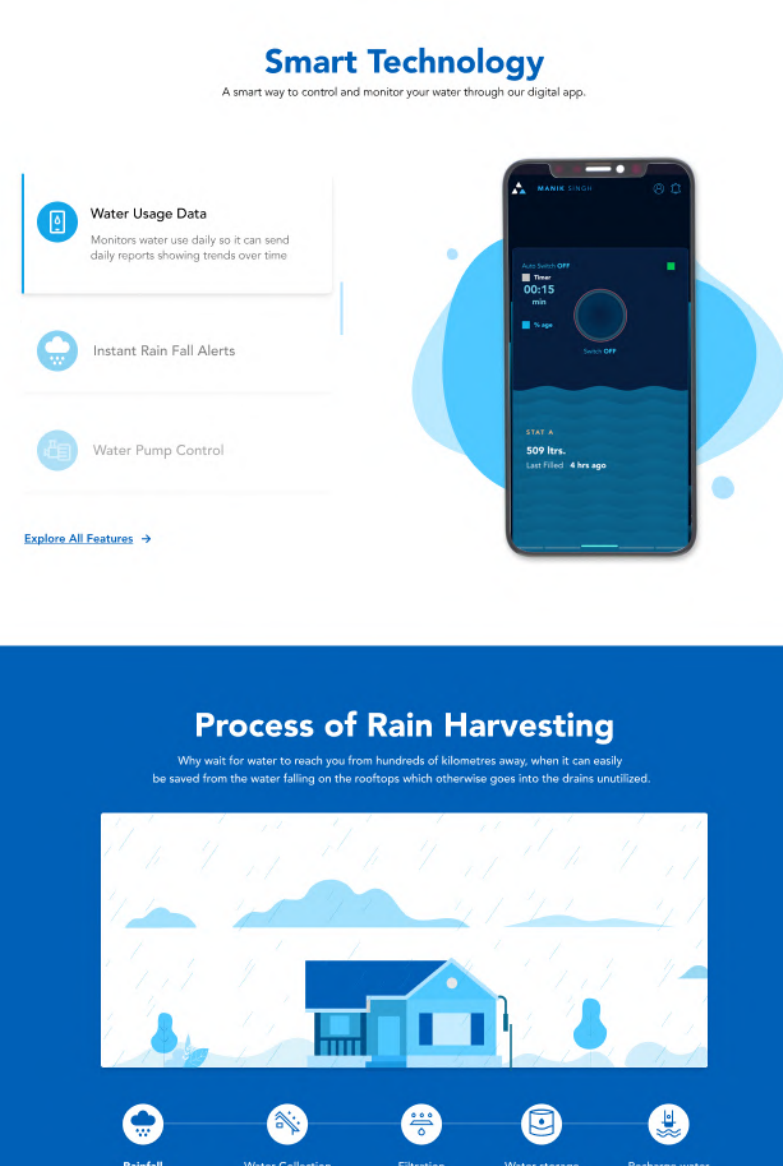
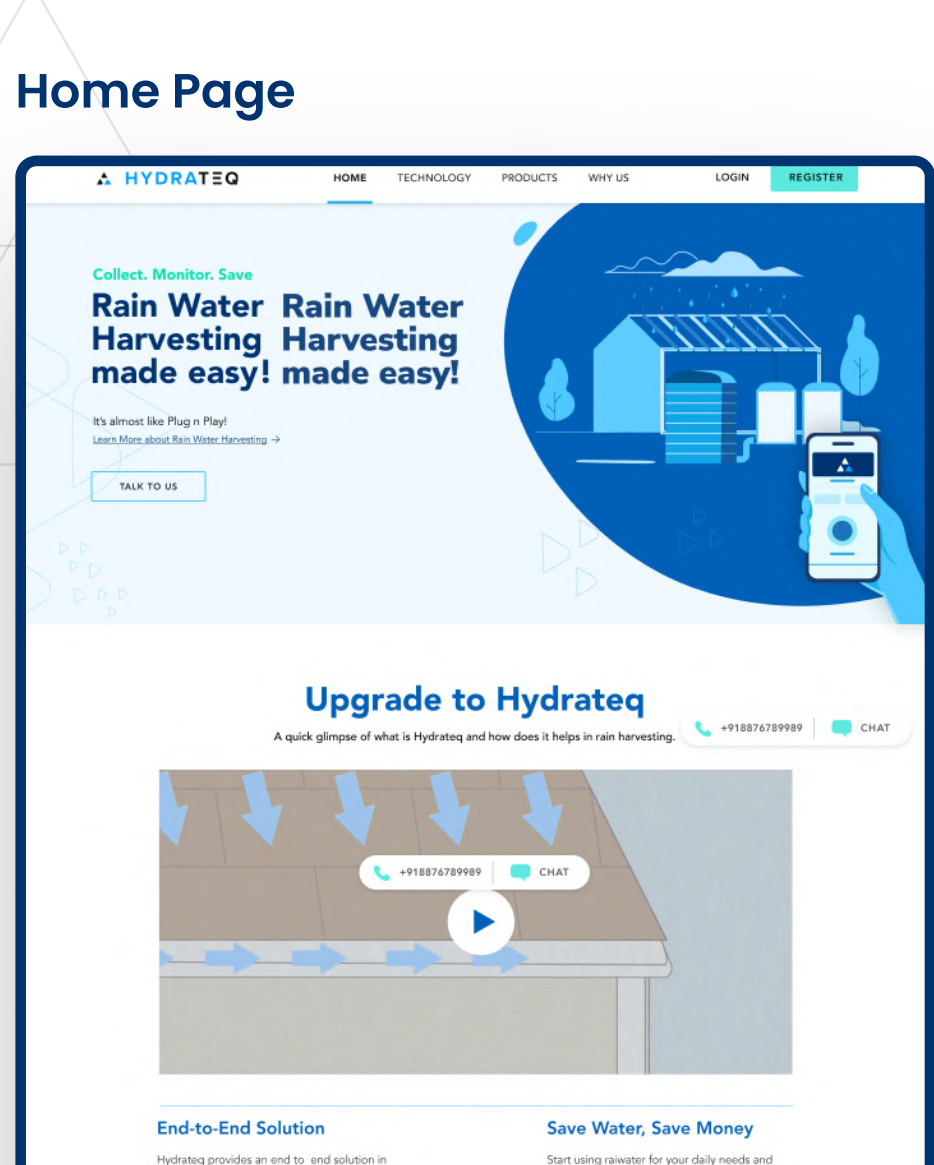
The structural design of a shared information environment includes navigation, action items and flows.



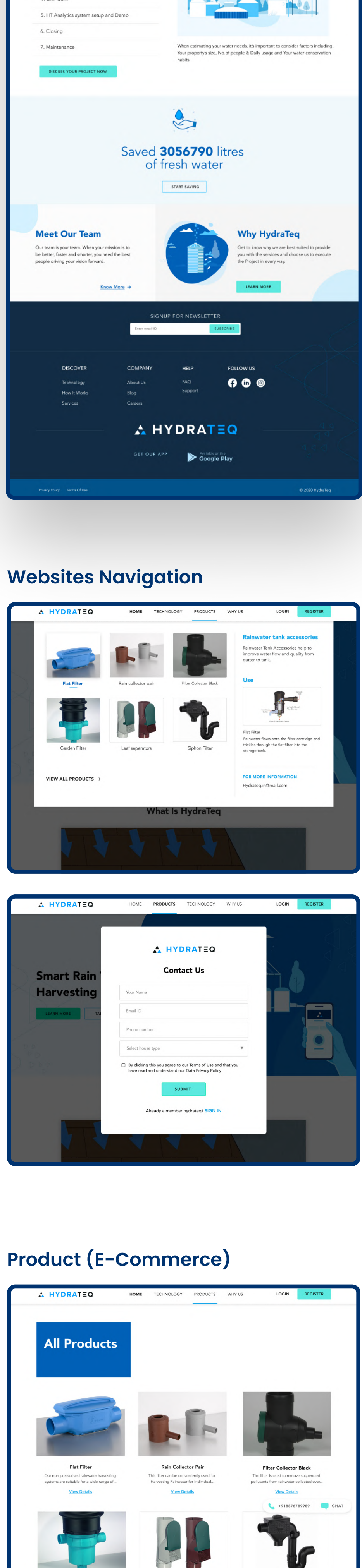
### 04. Wireframes



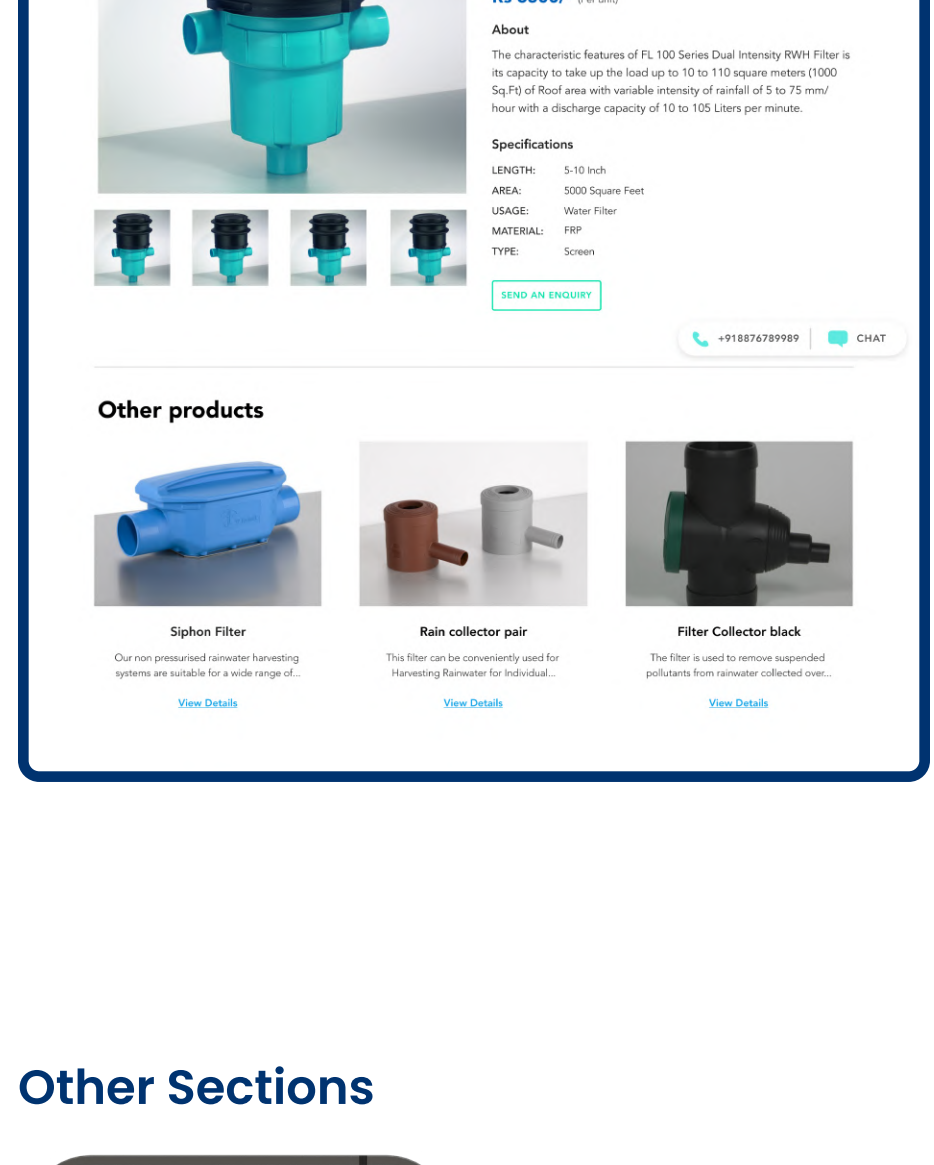
### Landing Page



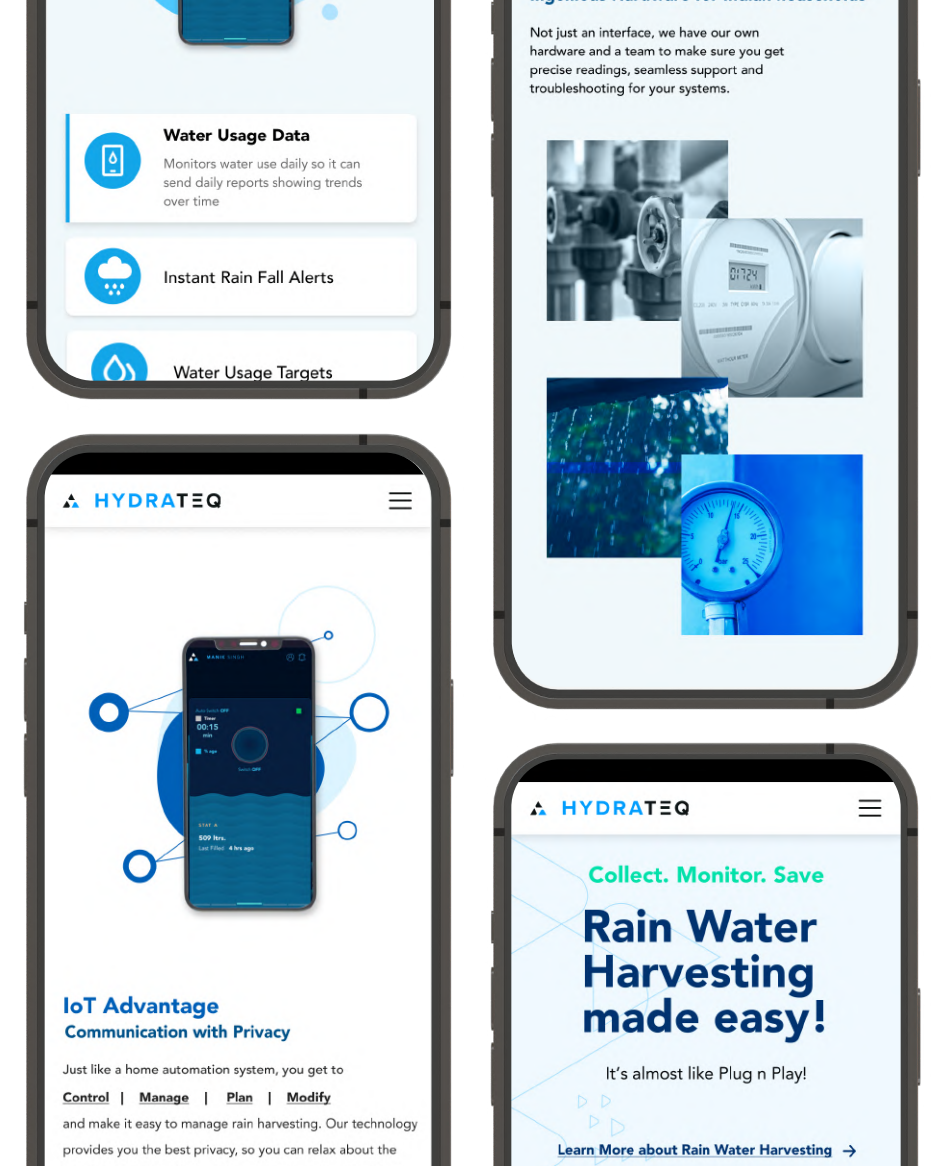
### Home Page



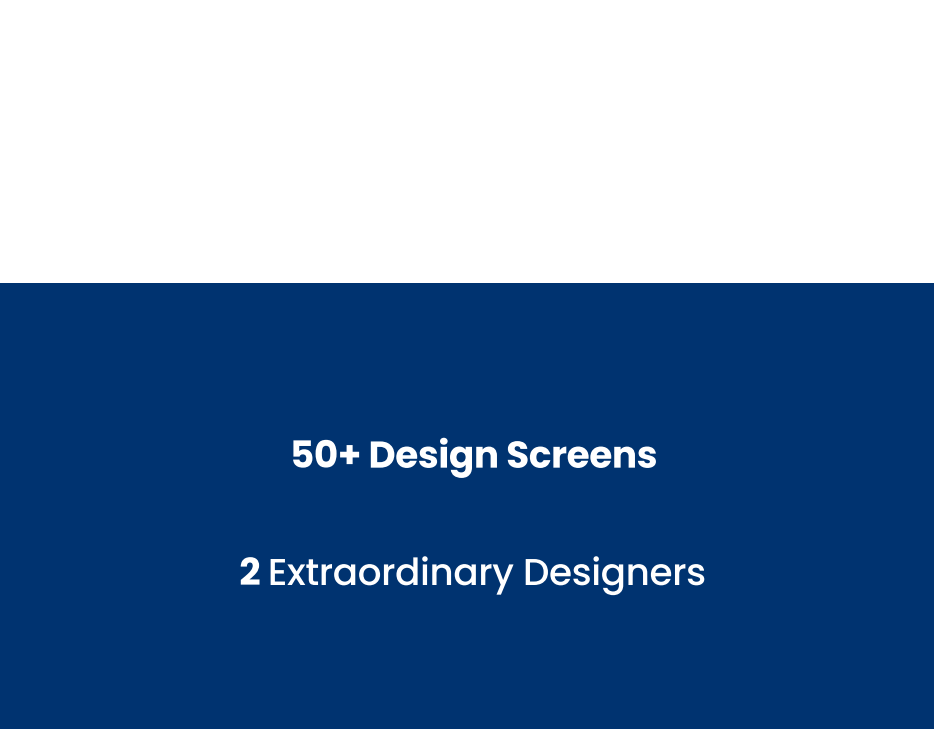
### Websites Navigation



### Product (E-Commerce)



### Other Sections



50+ Design Screens

2 Extraordinary Designers