Graphic Design Showcase

2026

CONTINUUM by bold



MUHAMMAD BIN AZMI

PMB: Promoting Pantai Minyak Beku Batu Pahat as ecotourism destination using gamified experience

PMB is an interactive coastal tourism platform designed to improve visitor experiences at Pantai Minyak Beku, Batu Pahat. The project focuses on solving issues related to fragmented tourism information, unclear navigation, and limited activity engagement among youth visitors. By integrating structured tourism information, clear navigation, activity discovery, and gamified features such as quests and rewards, the platform creates a more engaging and user friendly tourism experience.

This application also includes activity booking features such as ATV rides to support real tourism interaction. Through the use of photo manipulation visuals and modern user experience design, PMB aims to strengthen the identity of Pantai Minyak Beku while promoting sustainable and interactive tourism experiences for international and local visitors also young adults.

