

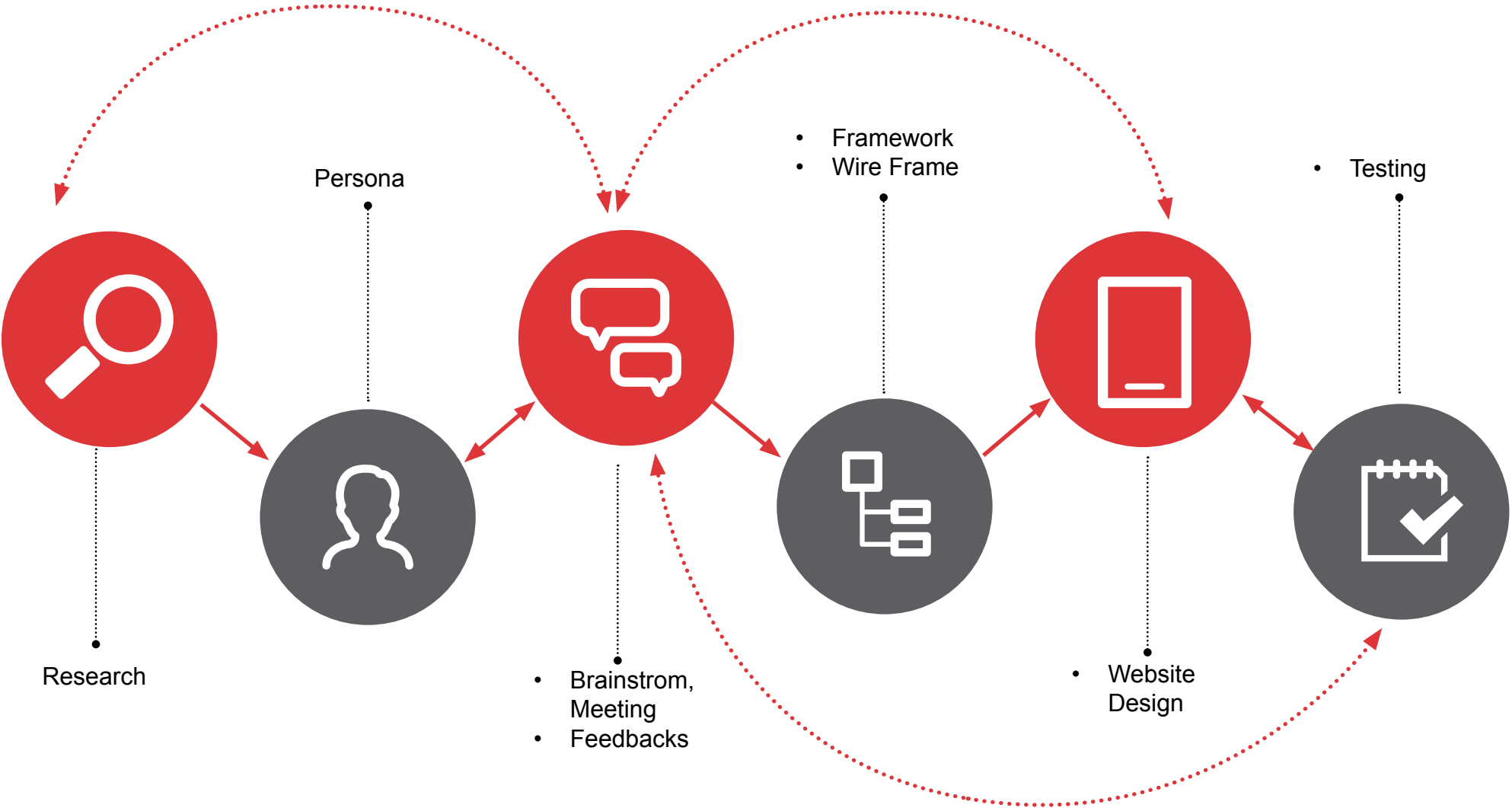
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## Above All Lighting Official Website Design

www.abovealllighting.com  
Platform: PC & Mobile

**Above All Lighting Group Project**  
Ying Su, Ireal Tech

# Design Process



# Research

## Introduction

Above All Lighting is an industry leader in R&D, engineering, manufacturing, and customization of LED indoor and outdoor light fixtures. It manufactures aesthetically designed comprehensive architectural lighting solutions, as well as energy efficient lighting systems. Above All vision is to illuminate both indoor and outdoor spaces with our artistic, innovative, and highly configurable designs, translating your aesthetic vision to dazzling reality, while providing with an exceptional customer experience.

## Objective

Promote Above All products for customers to learn products from features, spec, installation, and control system for solve fixtures using in different application. Branding Above All for customers create better lighting in environment.

## My Roles

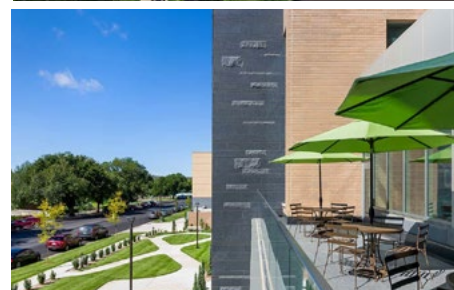
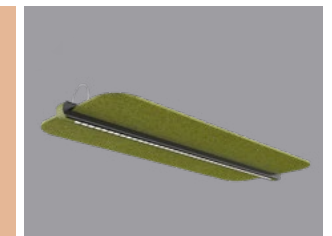
Website Designer, project manager

## Tools

Photoshop, Illustrator, XD, After Effect, Premiere

## Learned

Project management, Conceptualization, Wireframe, Interface design, Web page design



# Research-Meeting & Brainstrom

## Department Meeting

Product, marketing, and sales departments members have brainstorm to list key word and list draft ideas for developing Above All website.

Brain storm List words <u>Produce</u> out door fixtures Wall Pack, Floodlight Parking Garage Light VP. etc. In door fixture High Bay, Flat Panel Wrap, Tube, Downlight	<u>Marketing</u> Focus on different Markets customers Inspiration case study projects, ...	<u>Sales</u> Agent Contact CS. Feedbacks Quickship Rebate Price? How to Buy?
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## Key Words

### Product Department:

#### Outdoor fixtures

- Wall Pack, Flood Light
- Parking Garage Light
- VP, etc

#### Indoor fixtures

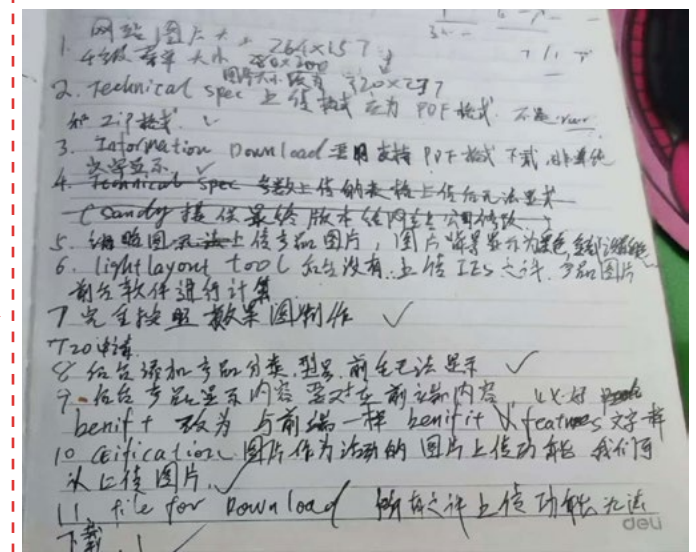
- Highbay
- Flat Panel
- Wrap
- Tube
- Downlight

### Marketing Department:

- Focus on different market's customers.
- Inspiration
- Case study
- Projects etc.

### Sales Department

- Agent contact
- Customer feedbacks
- Quick ship
- Rebate
- Price
- How to buy



## Website Draft Ideas & Requirements

- Website images size 264x157
- 4 sections menu
- Spec sheets as PDF files for reviewing, not as .zip or .rar files type.
- Information for download support PDF file, not not only texts display
- Zoom in images background should be black or grey.
- Lighting layout should be upload IES file, and front end need to calculate.
- Backend added products categories, model No., then frontend display
- Certification parts need to upload images from back end.
- File for Download all need to upload for download at frontend.

# Persona

## Product Engineer



**Gender:** Male/Female

**Age:** 25-50

**Occupation:** Product engineer

**About:**

They work at lighting company, test fixtures for meeting lighting project requirements.

**Need:**

Check spec, installation manual IES file, certification of fixture to meet requirements.

## Lighting Designer



**Gender:** Male/Female

**Age:** 25-50

**Occupation:** Lighting Designer

**About:**

They works at interior design firm. The firm provides interior design and lighting design for many restaurants, wine bar, offices.

**Need:**

Check with lighting project online to get inspiration help design in the works.

## Project Manager



**Gender:** Male/Female

**Age:** 30-50

**Occupation:**Product engineer

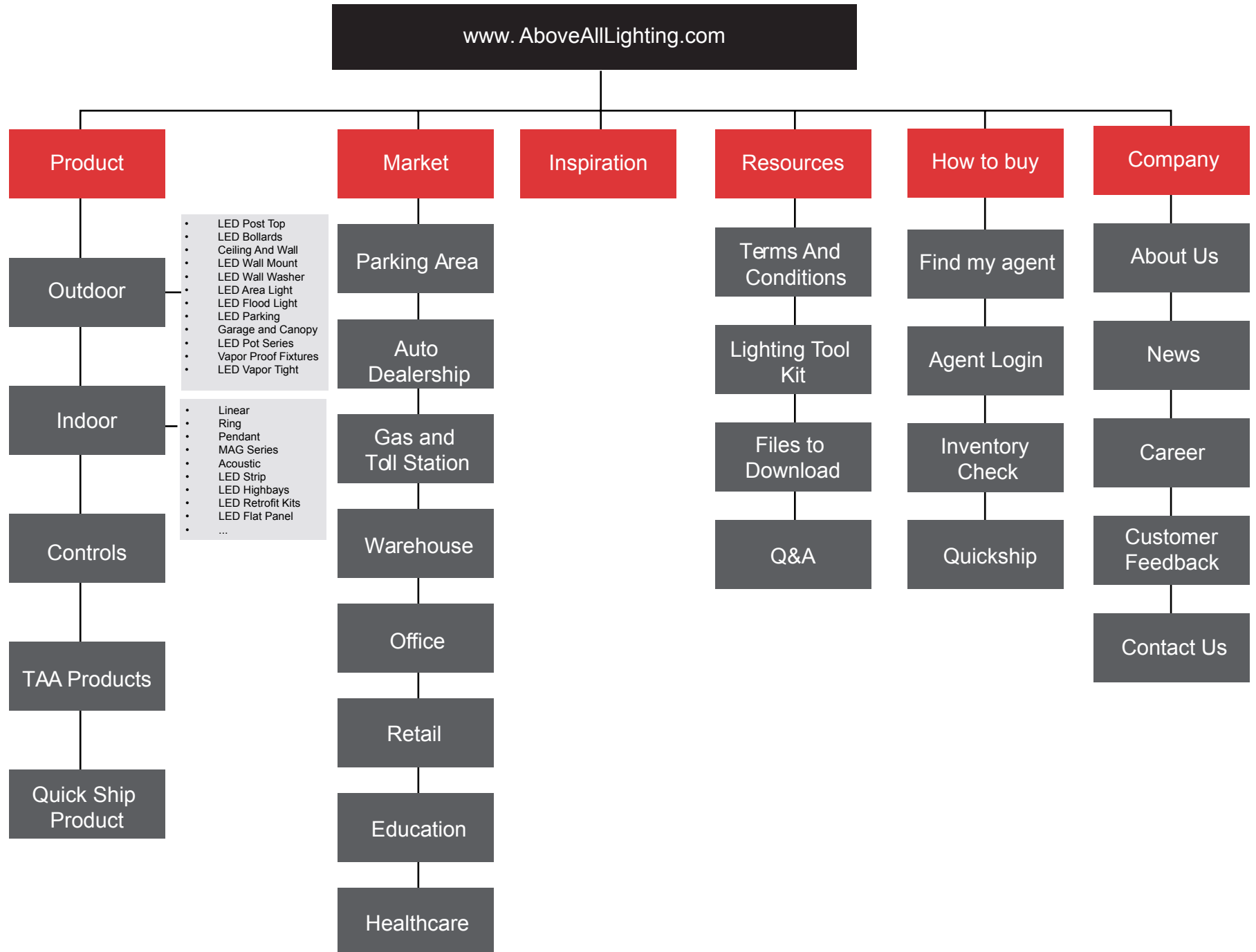
**About:**

They work at lighting agent as PM, and manage fixtures project to install in shopping, school, hospital, and public spaces.

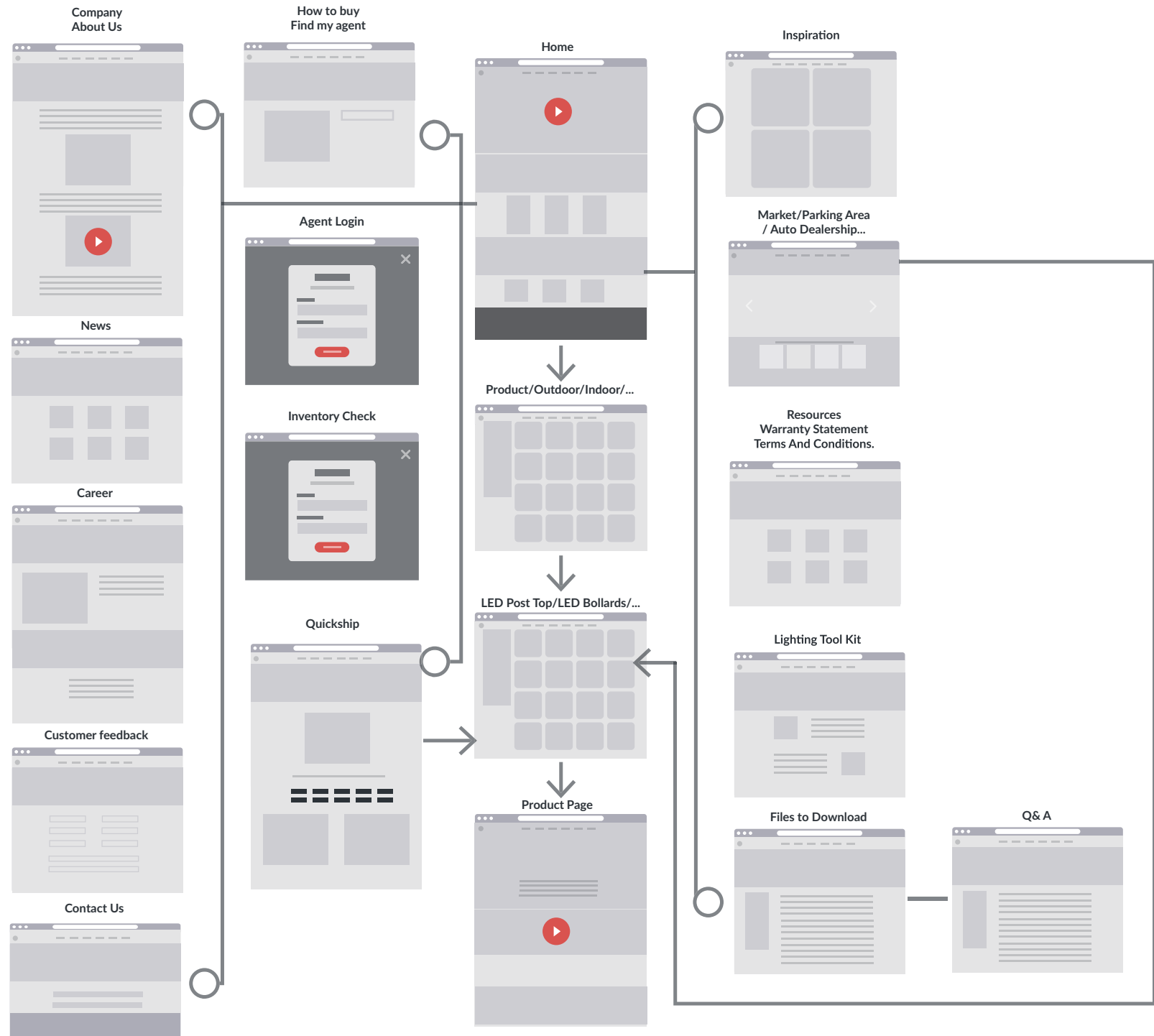
**Need:**

Check spec, installation manual of fixture to compare different brand products suited to application.

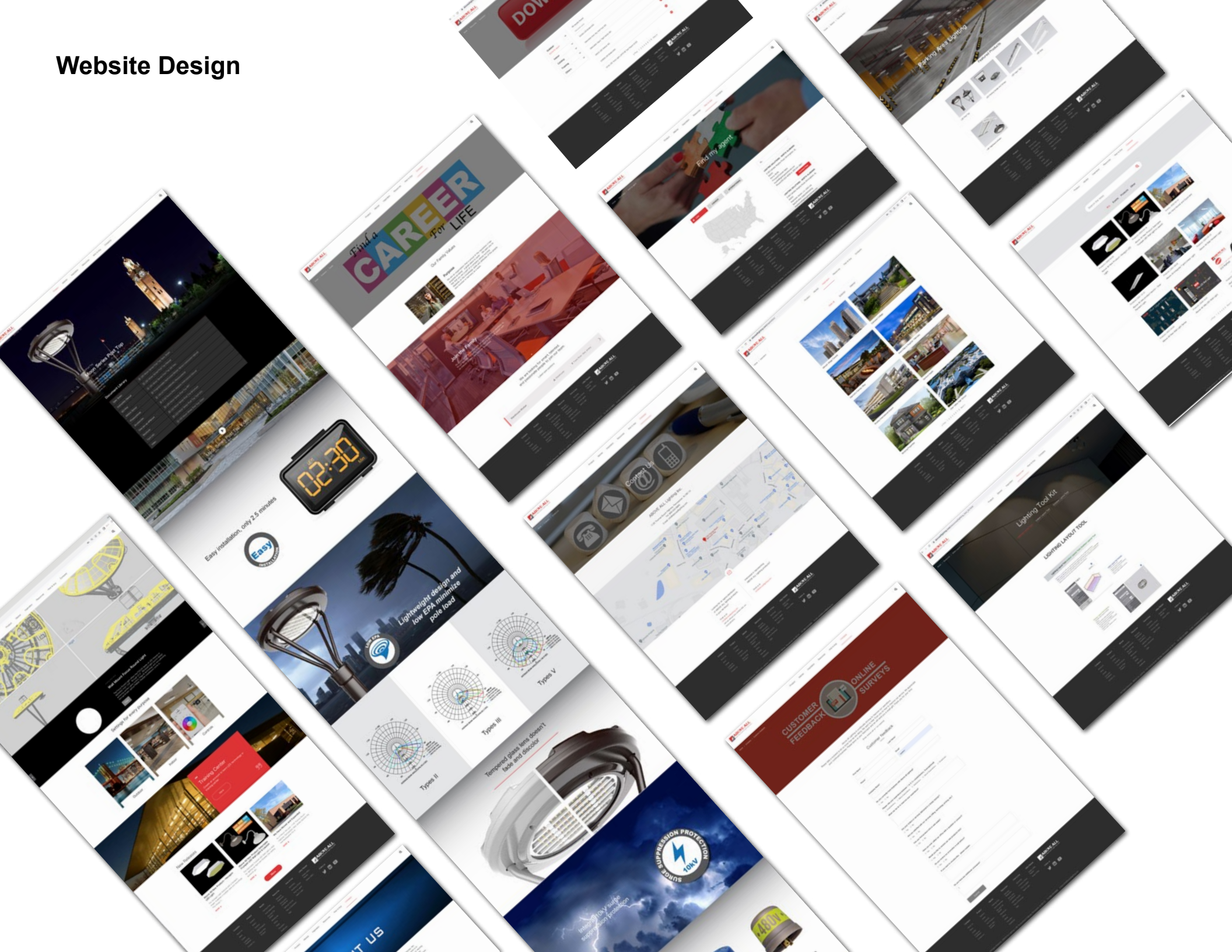
# Framework



# Wire Frame

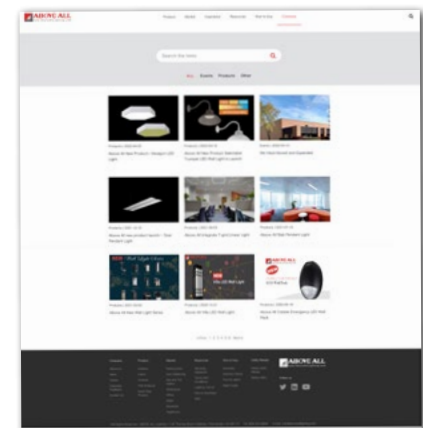
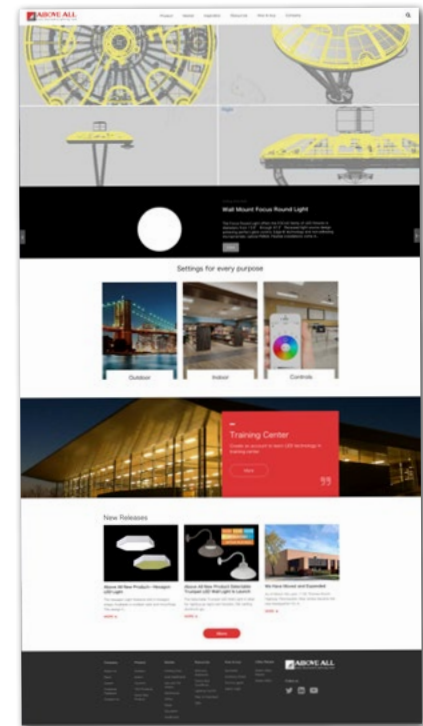
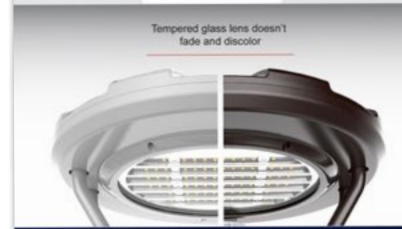
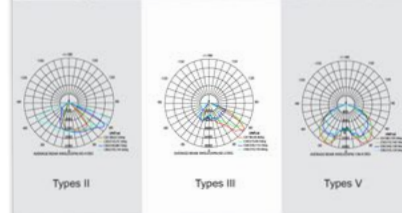
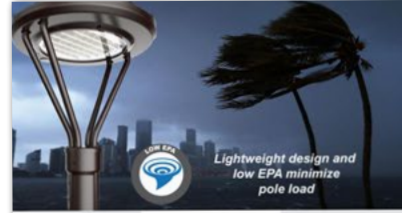
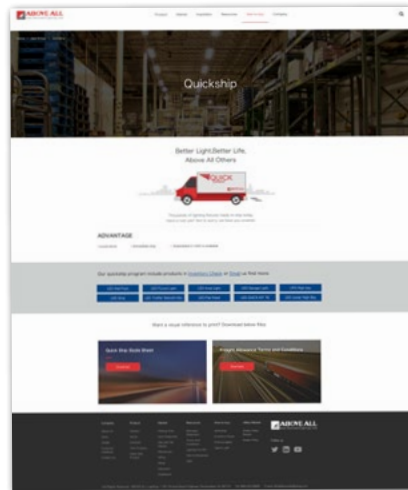
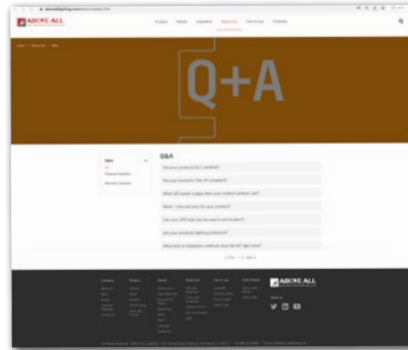
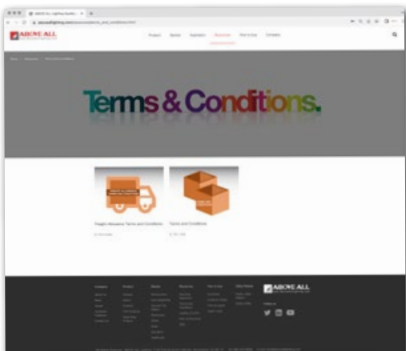
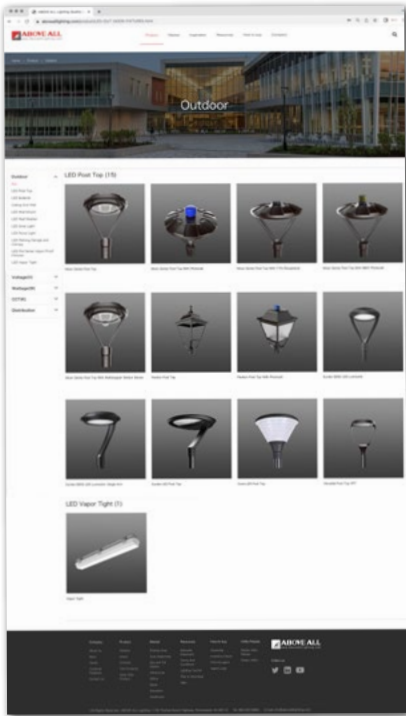
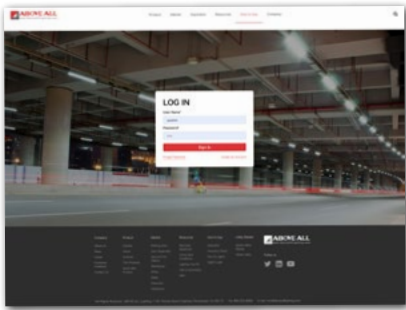


# Website Design



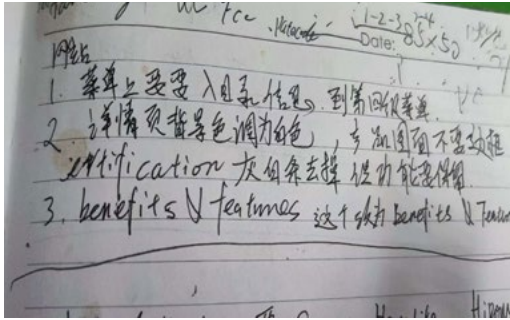


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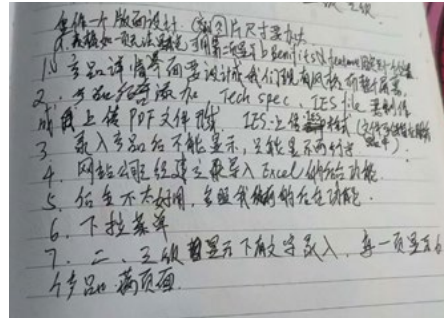


# Testing, Feedbacks & Improve

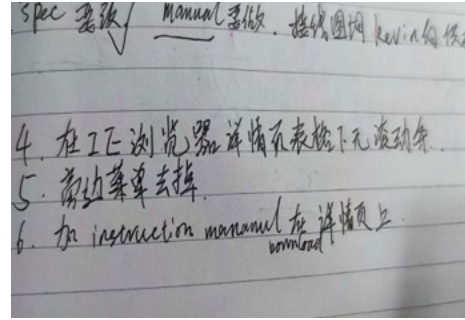
We have different users taking website demo testing and set up meeting communicate with website design and develop back forward checking and collective feedback to get improve for website user interface design and bug fixing.



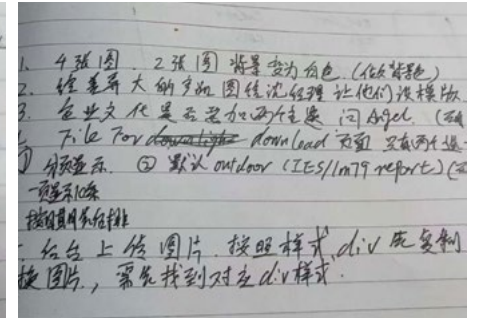
Test Notes



Feedbacks Notes



Improvement Notes



**Test**

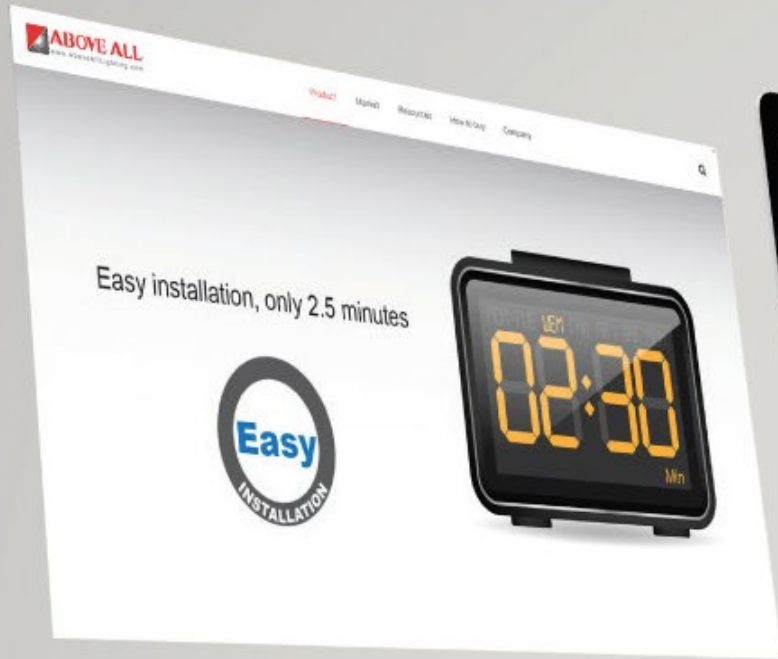
We checked each website page for sure they work follow the logic flow, words spelling correct, function working, UI design etc.

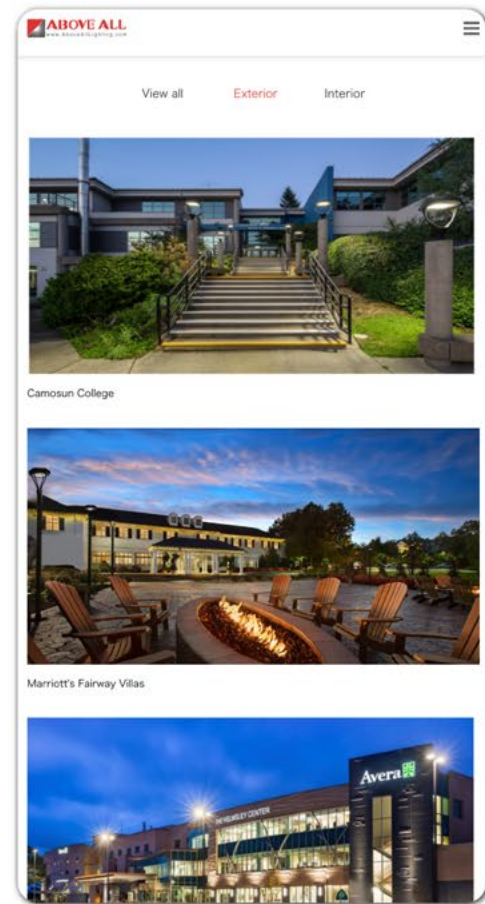
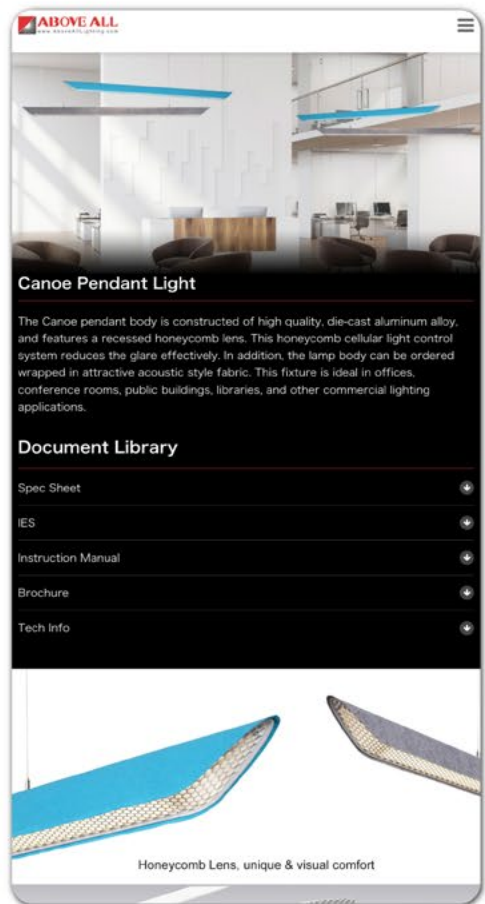
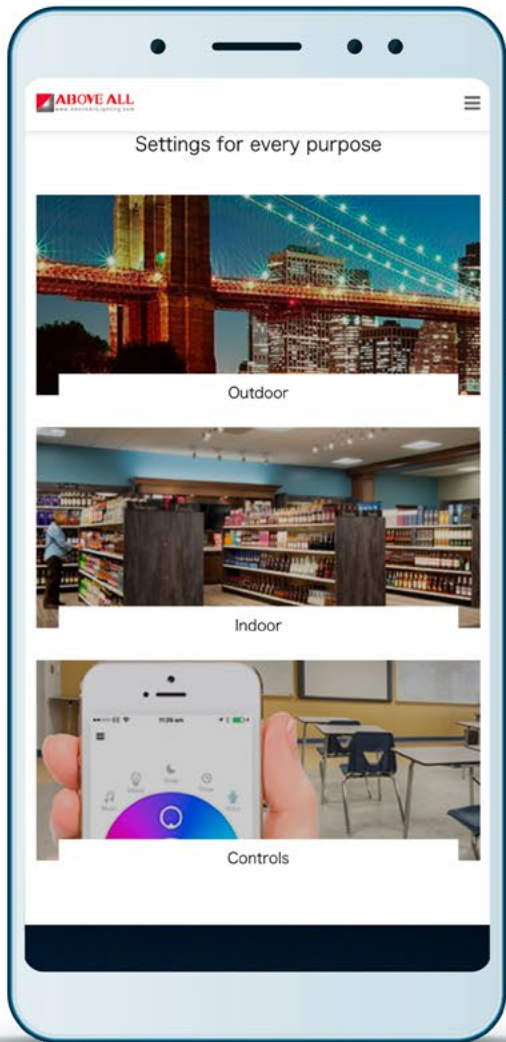
**Feedbacks**

I collected website problems of UI, front end, and back-end problems from different users.

**Improvement**

I changed design and communicated with website programmers to fix bugs or changes some functions to improve demo transfer to official online website.







**ABOVE ALL**  
The Best of All

Home About Features Services Partners Contact

### Moon Series Post Top

Document Library