



Di-SIDE
Design & Development Company



case study  LEDOUT



- project overview
- brand design
- user experience
- user interface
- web development



LEDOUT is the e-commerce website for the private and the professional seeking high quality LED products. LEDOUT wants to become the first online shop for professional LED products in Europe.

Work: Study and Brand Design.

Requirements: well defined RAL colors, flat design, logo design suitable for web, corporate image and packaging.

Work: Web Design and Development.

Requirements: user experience mockups, user interface design, frontend development (HTML/CSS), backend development (PHP, Symfony)



Brand Design should deserve an own case study description. In this short summary we just show the main steps to the final version of the logo. The main idea was to have an icon incorporated in the lettering that could stand on its own as well. A further requirement was to work with specific RAL colors and after the first drafts the client asked not having an accent on the "O".

drafts

1. **LED** *Out*

2.  **LEDOUT**



Here the final versions of LEDOUT brand, positive and negative.
As you can notice it's an evolution and match of the previous drafts. After the logo score, we tested different RAL colors combination to arrive to the final choice, according to client of course.

final



RAL5022 (Night Blue) / HEX: 252850



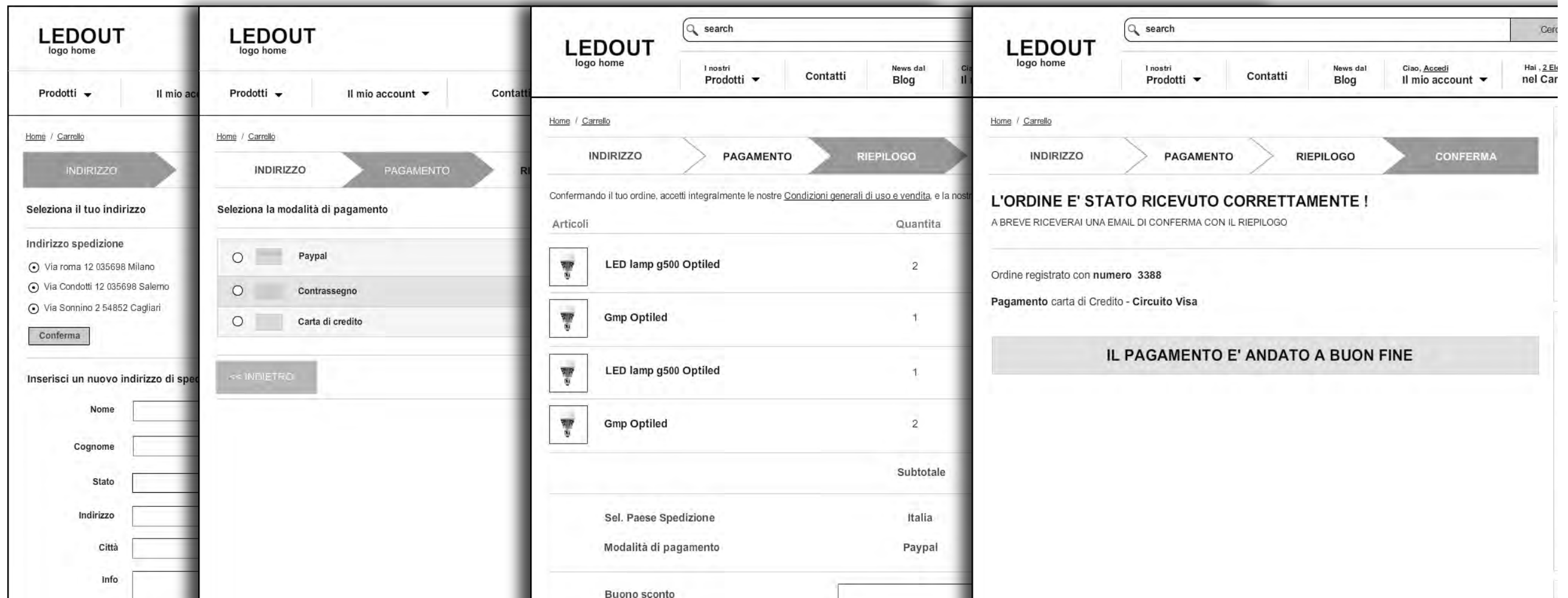
RAL 1028 (Melon Yellow) / HEX: F4A900



RAL9010 (Pure White) / HEX: FFFFFFFF



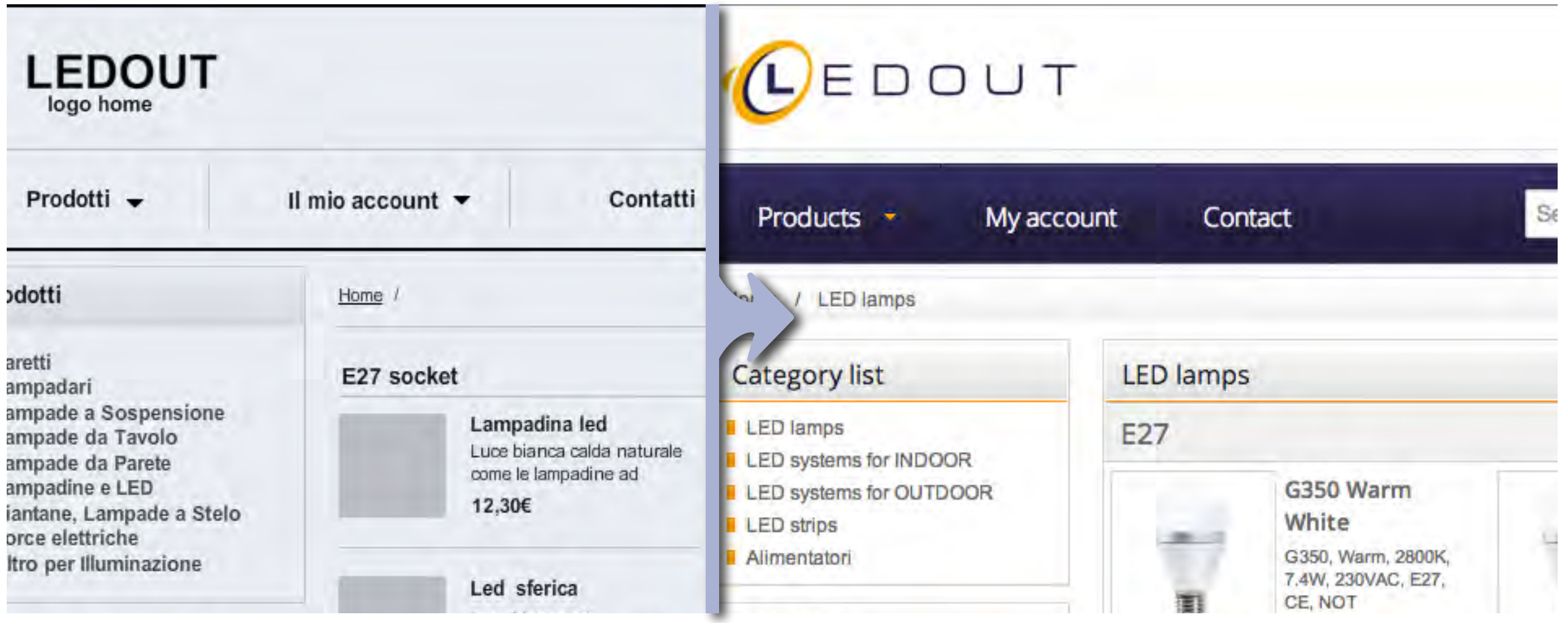
</ user experience



User experience has been tested by low fidelity mock-ups shared with the client. Our client had the possibility to estimate the composition of the website, make requests, adjustments and navigate through the site pages before the graphic design (high fidelity mock-ups), the frontend and backend development.



</ user interface



Once the low-fidelity mock-ups have been approved, we start with the graphic design. The user interface design is a basic process to lend a refined look and appeal to the website. User has to be in comfort in a good looking site as well easy to use. <http://ledout.it/>

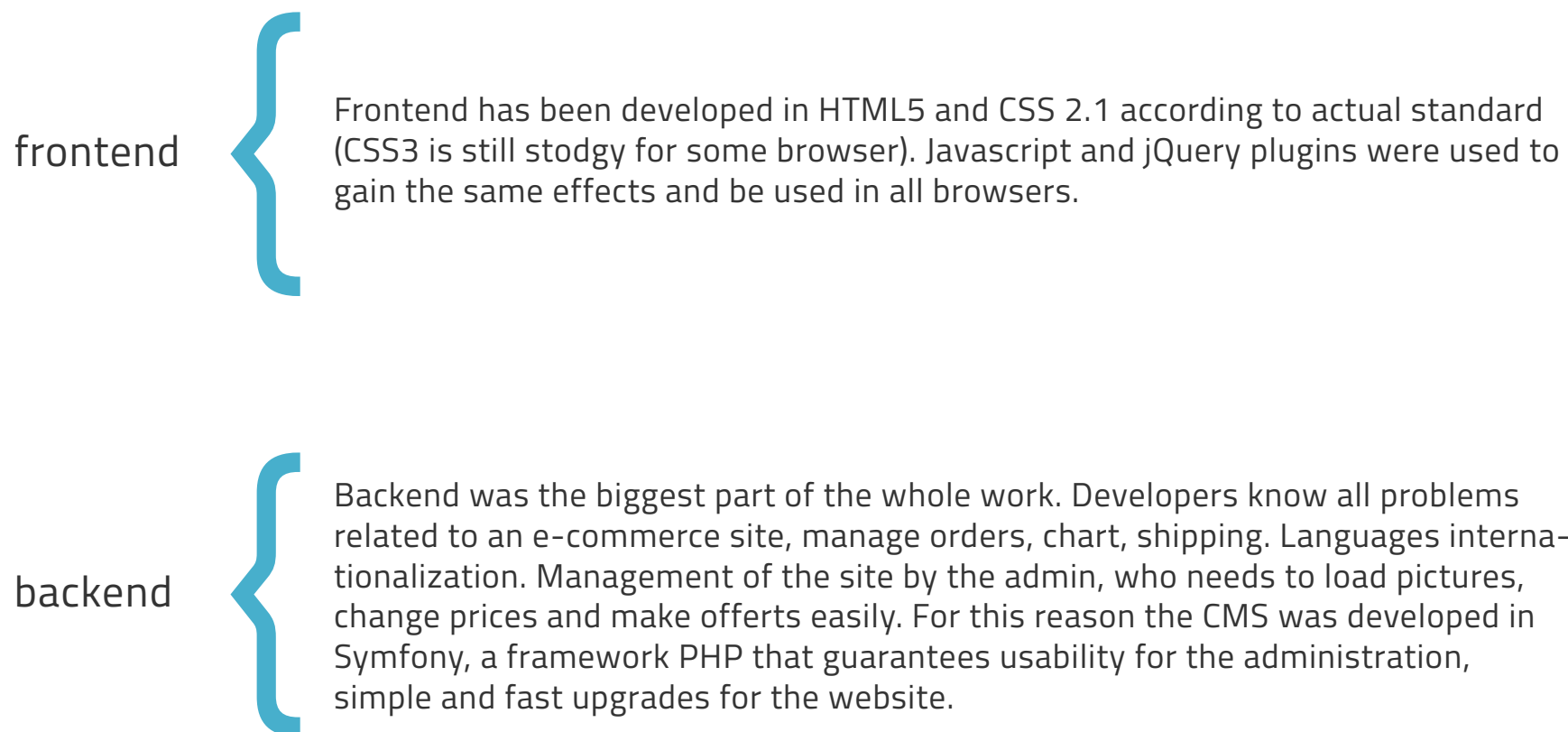


1. FRONTEND

HTML, CSS, Javascript

2. BACKEND

PHP, Symfony



case study



LEDOUT

presented by



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