

Company Info

Name

Hite

What does the company do?

'Hite' company is engaged in the creation of designer interior items in a minimalist style. We use eco materials. Goods are created piece by piece at a production facility in the Moscow region.

What is the price range of the company's products or services?

Middle / High

The target audience

Description of the target audience

A modern person who appreciates design, purity, uniqueness. It is important for our client to have unique piece goods in all areas. Whether it's a unique car, a painting by a Dutch painter, and so on. The more unique the product, the more pleasure our client will get from buying and owning it. To some extent, the client is a collector.

Wealth: above average

Occupation: doesn't matter

How is your product, company useful to the consumer?

Now there is a abundance in the market of lamps and small furniture from Ikea. Lack of unique high-quality similar products made from eco-friendly materials. We create piece unique goods from eco-friendly materials

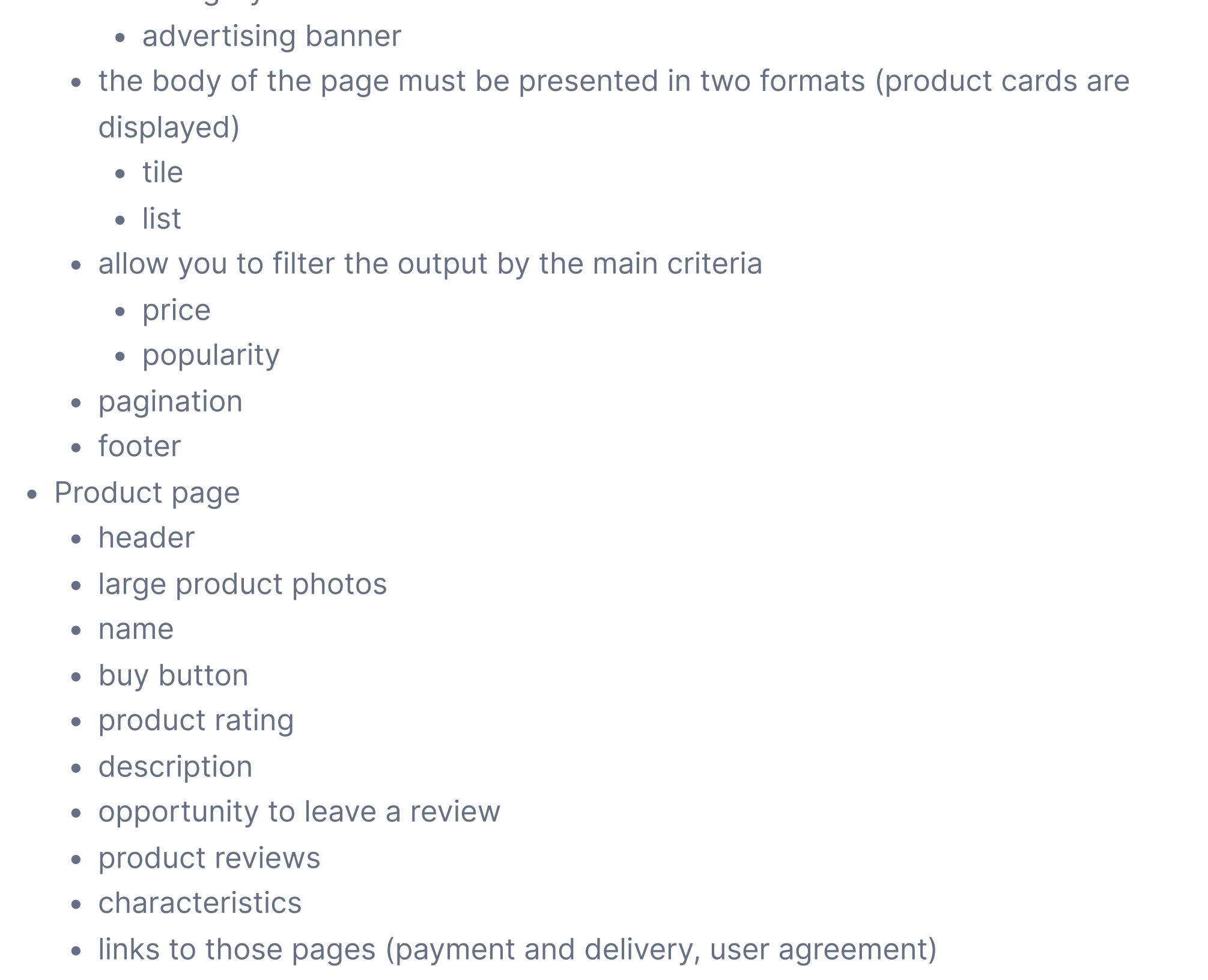
Competitors

Who are your competitors and what do you like about their corporate identity?

Rouilcard, Mylapka

- Advantages:
 - minimalism
 - colors
 - conciseness
 - not loaded with details

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Task Information

Site blocks needed

- Home
 - header
 - logo
 - menu
 - link to cart
 - liked goods
 - search field
- body
 - header banner/slider
 - categories
 - popular goods
 - promotional item
 - best goods
 - footer
- footer
 - logo
 - main menu
 - extra menu
 - links to social networks
 - subscription form
 - copyright
- Note: the page should contain advertising banners of our products.
- Product issue page
 - header
 - left column with filters
 - price
 - materials
 - category
 - advertising banner
 - the body of the page must be presented in two formats (product cards are displayed)
 - tile
 - list
 - allow you to filter the output by the main criteria
 - price
 - popularity
 - pagination
 - footer
- Product page
 - header
 - large product photos
 - name
 - buy button
 - product rating
 - description
 - opportunity to leave a review
 - product reviews
 - characteristics
 - links to those pages (payment and delivery, user agreement)
 - block with viewed or popular products (for now, we are deciding which block will be, but we need to show the type of output block with products)
 - footer
- Basket
 - header
 - product list
 - item price, quantity, total cost
 - opportunity to continue shopping
 - the ability to remove the product
 - payment button
 - footer
- Payment page
 - header
 - delivery data entry fields
 - payment button (leads to the payment system checkout page)
 - footer

Corporate styles?

Design: strict, concise, minimalistic.

Company color: #82B5D1

Fonts at the discretion: style of minimalism and severity with elements of uniqueness

Logotype: use stub

Design preferences: more subtle shapes, less details, more emphasis on the image and description of the product.

Photos of the main products are attached.

We currently have 3 product categories:

- lamps
- small furniture
- large upholstered furniture

What design layouts will need to be done?

- Desktop landing

Poiret One

PO

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

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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Open Sans Condensed

OS

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

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

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Background colors

AAA 21.1

White

#FFFFFF

AA 4.55

Black

#000000

Main accent color

15.28

#BEE1F5

9.48

#82B5D1

8.67

#265066

Additional accent color

12.56

#E4C663



Filters

Most popular >



Amount >

Categories ▾

Lamps
Big furniture
Small furniture
Popular

Materials >



Wood table
\$340



Item
\$000



Item
\$000



Item
\$000



Item
\$000



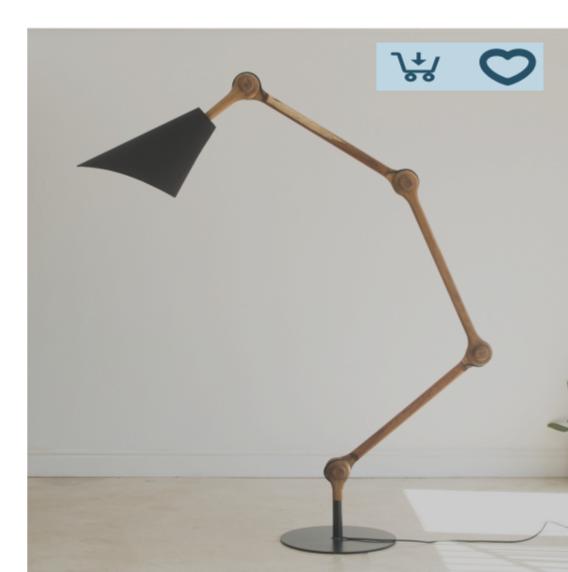
Item
\$000



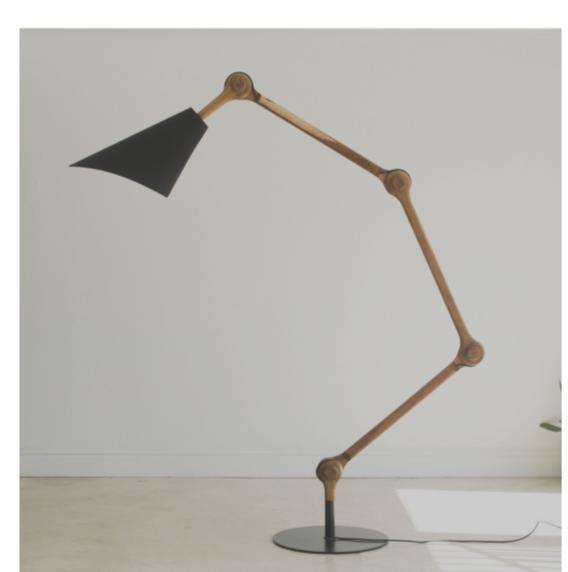
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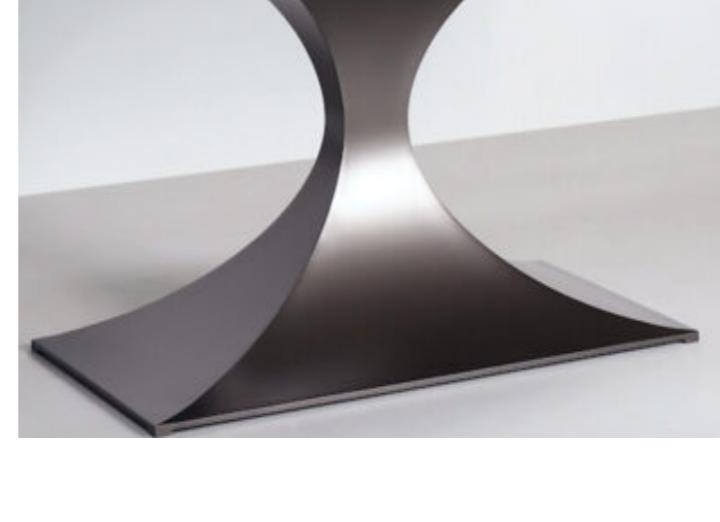
1 2 3 4



Wood table

[Buy](#)**\$340**

*Sentence one description, description example, sample text variant.
Sentence two description, description example, sample text variant.*

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Characteristics

Reviews

*Sentence one description, description example, sample text variant, example of text
Sentence two description, description example, sample text variant, example of text*

Best from store



White armchair

\$450



White table

\$225



Silver table

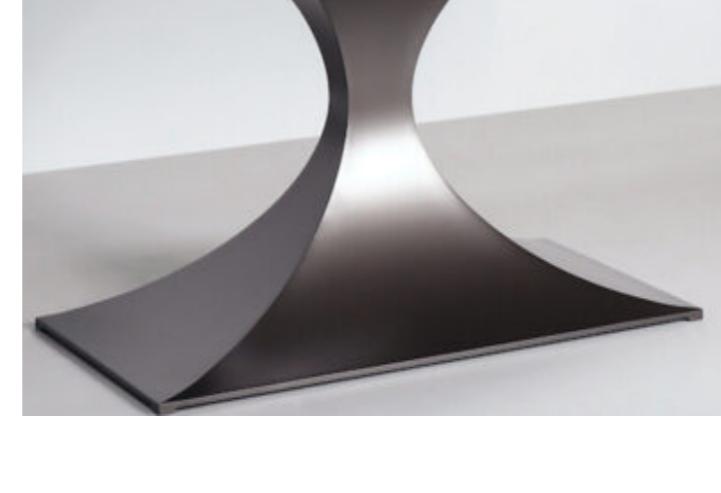
\$320



Wood table

[Buy](#)
\$340

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Sentence two description, description example, sample text variant.*


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Characteristics



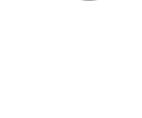
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Sentence two description, description example,
sample text variant, example of text

Name *

Photo *

[Add](#)

Review *

* mandatory fields

Reviews

Best from store



White armchair

\$450



White table

\$225



Silver table

\$320

Your Order

[Delete](#)

Wood table \$340 - 1 + \$340

[Delete](#)

Item \$000 - 1 + \$000

To pay: \$340

[PAY](#)



Wood table

✓ Added to basket

To basket

Continue

Delete 



Wood table

\$340



Item

\$000

To pay: \$340

Delivery Information

Name *

Phone *

City *

Street *

House *

App

Card number *

PAY



* mandatory fields