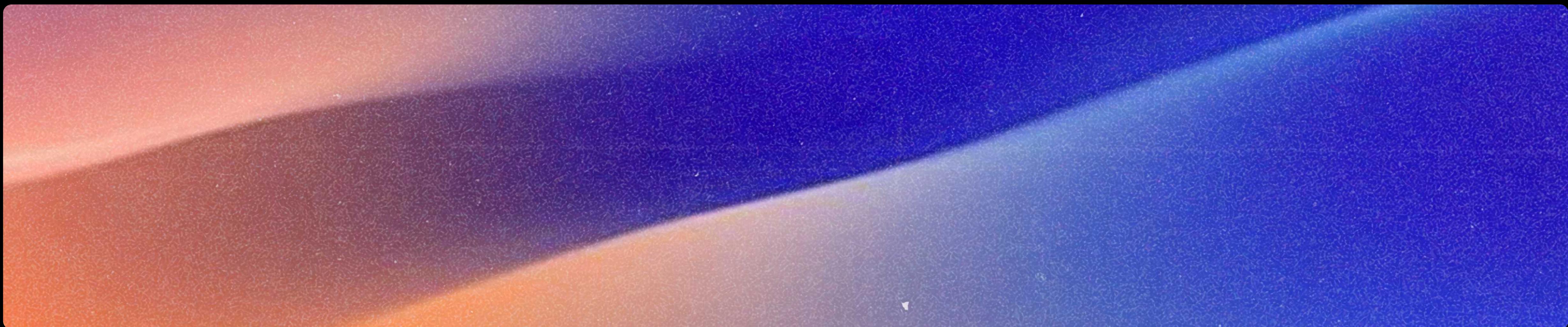


A fictional architecture firm project

LZA





Goals

1

Audience

2

Deliverables

3

Wireframes

4

Timeline

5

LZA ARCHITECTURE

Projects About Services Contact EN

Elevating living through visionary architectural excellence



A small square icon is located at the bottom left of the main content area.

The primary goal of this project was to create a clean and functional website wireframe for LZA Architecture, a fictional studio inspired by AZN Architecture. The design focuses on showcasing architectural projects in a modern, minimal, and user-friendly way, ensuring easy navigation and a professional digital presence.

(01)

Goals

This section highlights the main objectives of the LZA Architecture project and what the design aims to achieve.

Primary Goal

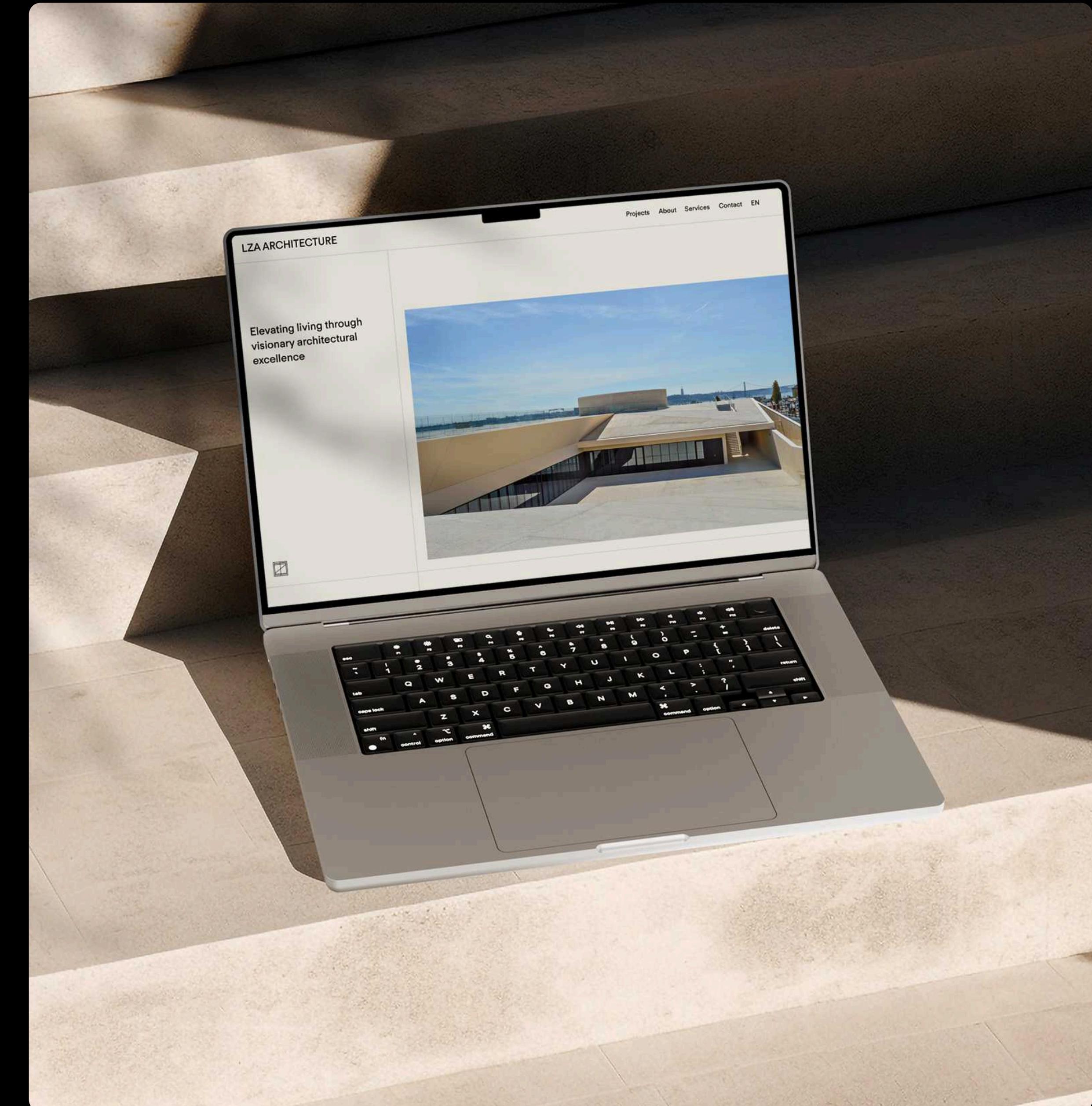
01

- Develop a unified and scalable brand identity system that keeps all visual and digital assets consistent while leaving room for future expansion and creative innovation.

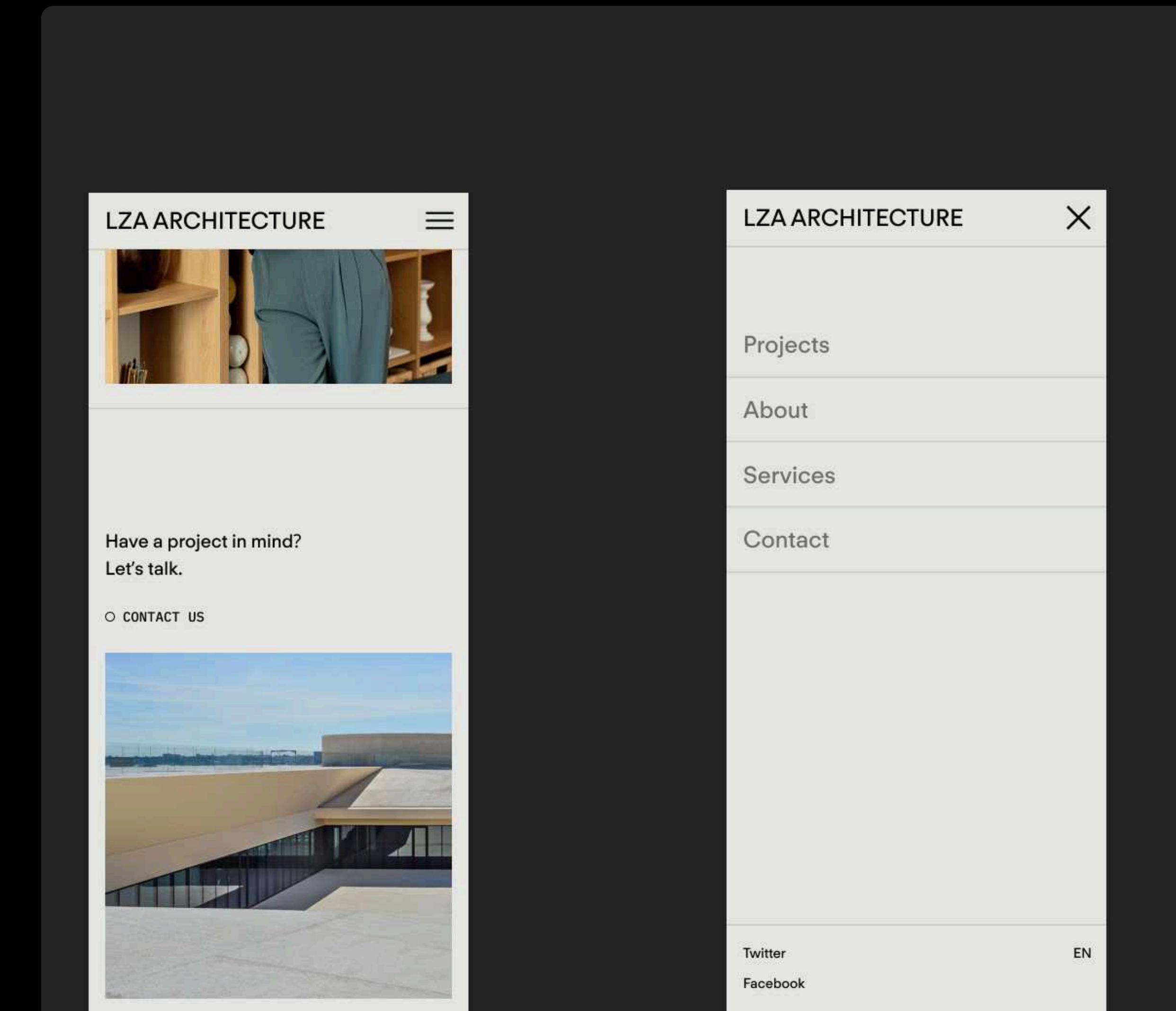


Consistency

Maintain complete alignment of branding across digital platforms, print materials, and marketing assets by introducing a single brand guidelines system.



2



Efficiency

Created wireframes and modular templates that demonstrate efficient workflows and can be adapted to different client needs.

02

Our Audience

- The primary goal of this project was to create a clean and functional website wireframe for LZA Architecture, a fictional studio inspired by AZN Architecture. The design focuses on showcasing architectural projects in a modern, minimal, and user-friendly way, ensuring easy navigation and a professional digital presence.

The primary audience for the LZA Architecture website consists of potential clients seeking modern and innovative architectural solutions.

These include individuals, families, and businesses who want to explore project portfolios before making a hiring decision. For them, the website must communicate trust, creativity, and professionalism at first glance.

A secondary audience is made up of collaborators such as engineers, interior designers, and contractors who may partner with LZA on future projects. For this group, the website needs to present clear information, streamlined navigation, and easy access to project details that support professional collaboration.

Finally, the website also targets design enthusiasts, students, and the wider creative community who value architecture as an art form. By making the platform visually striking yet easy to browse, the project aims to inspire these viewers while reinforcing LZA's fictional identity as a forward-thinking and visionary studio.

LZA ARCHITECTURE

Projects Meet Nora Zorgati

Nora Zargot's academic journey epitomizes her steadfast dedication to excellence in design and architecture. Holding a prestigious Diploma in Space Design from the Higher Register of Fine Arts, she demonstrates a profound grasp of spatial dynamics and aesthetic sensibilities. Complementing this foundation, Nora furthered her expertise with a Diploma in Architecture from the renowned Paris La Villette School of Architecture, solidifying her mastery in architectural theory and practice.

Continuing her pursuit of knowledge, Nora earned a transformative Diploma in Naval Architecture, attaining the esteemed status of Master from the Paris La Villette School of Architecture. This comprehensive education equipped her with a deep understanding of maritime design complexities. Holding the esteemed title of DPLG Architect, Nora's illustrious career spans a diverse range of projects, from high-end villas to historic renovations. Her expertise in public building design, interior decoration, and innovative solutions reflects a multifaceted skill set poised to elevate any project to new heights of success.

(03)

Process

This section outlines the research, inspiration, and design steps followed to develop the LZA Architecture website wireframes.

03

Our Deliverables

- The deliverables for this project include a detailed brand guidelines document, a fully developed Figma design system, a reusable component library for scalable design, and a complete suite of brand assets to ensure consistent application across all platforms.



Brand Guidelines Document

A comprehensive, easy-to-navigate document outlining the rules and principles of our visual identity. Includes: Logo usage, Typography, Color palette, Imagery and iconography, Brand tone and voice.

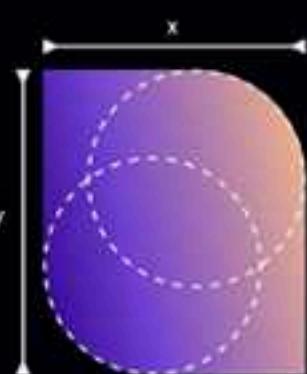
Logo Wiki

Our Logo

Use this area to enter some description details about your logo, pointing out key features of its form and the meaning behind its construction.

Logo Construction

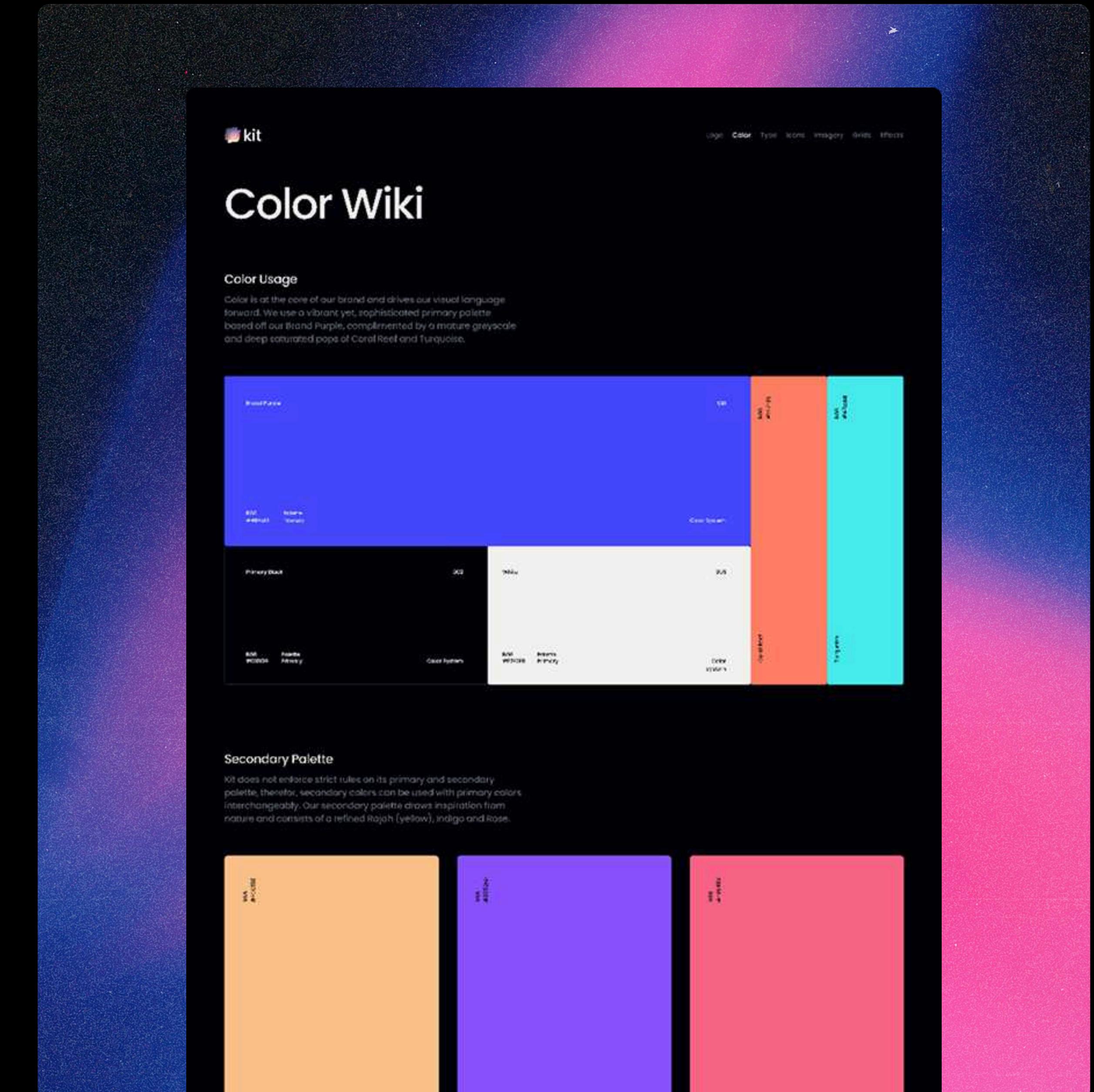
Use this area to discuss intricate details and decisions behind your logo's construction and form. You could overlay grid lines to show the thinking behind its design.



2

Figma Design System

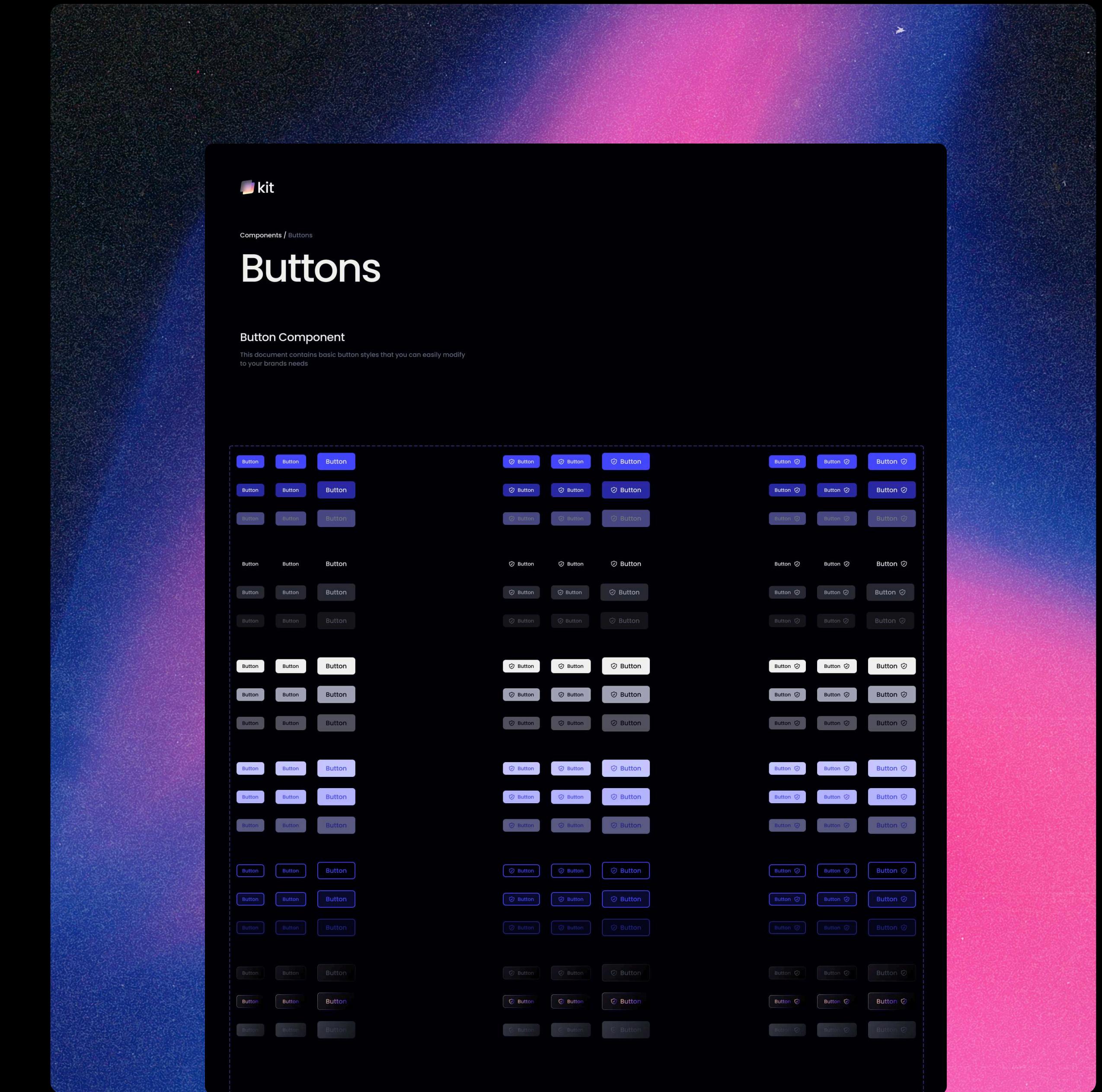
A structured Figma file containing all core design elements and components. Includes: Design tokens (colors, spacing, typography), UI components (buttons, forms, nav, etc.), Grids and layout systems



3

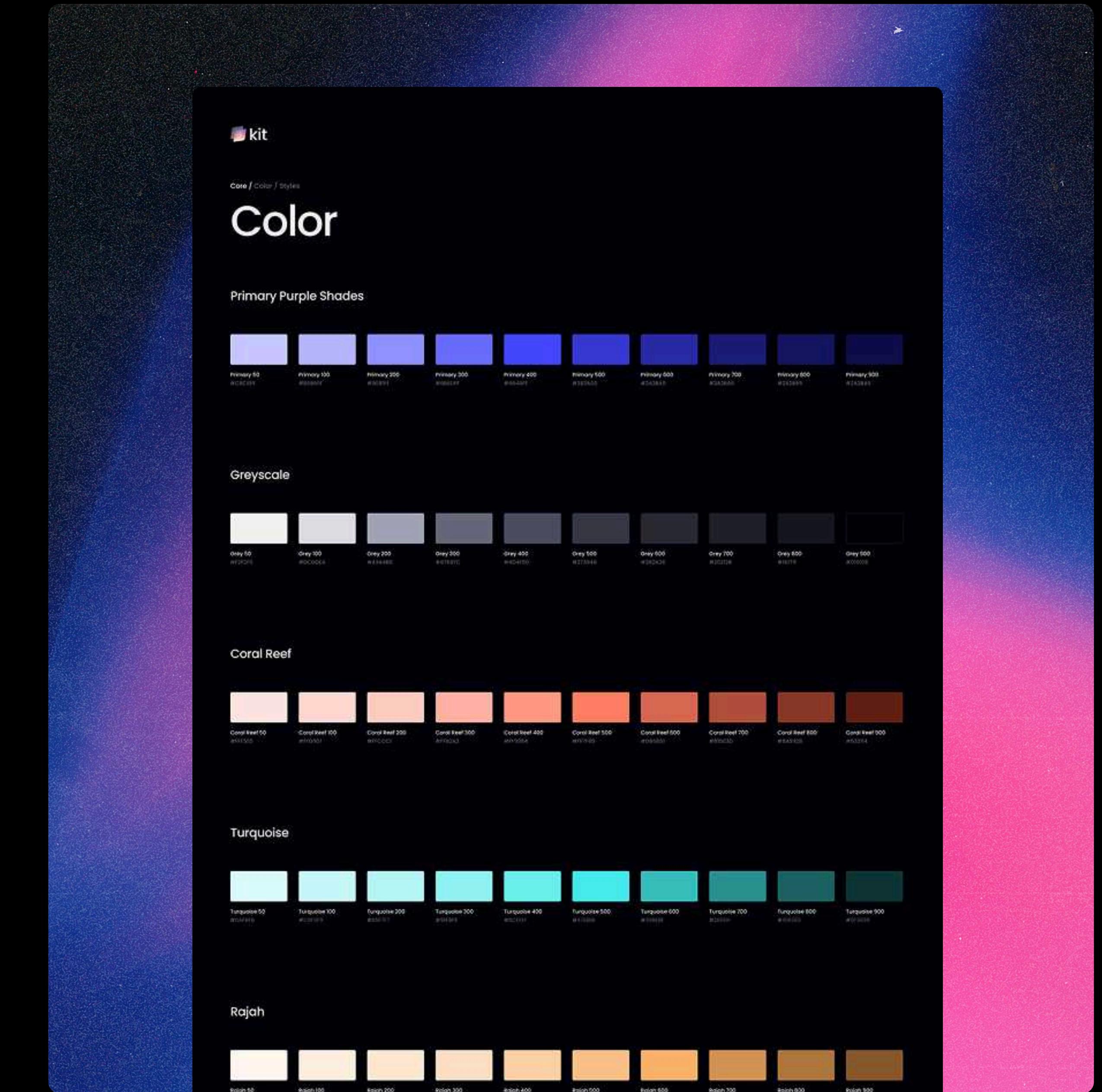
Reusable Component Library

A modular set of brand-approved design and UI components that can be implemented in product and marketing materials. Includes: Web and mobile components, Responsive behavior patterns, Interaction states





Brand Asset Suite
A complete set of downloadable brand assets and templates.
Includes: Logo files in multiple formats, Social media
templates, Presentation decks, Icon sets and imagery packs



(04)

Wireframes

This section presents the desktop and mobile wireframes, showcasing the structure, layout, and user flow that form the foundation of the LZA Architecture website.

WIREFRAMES

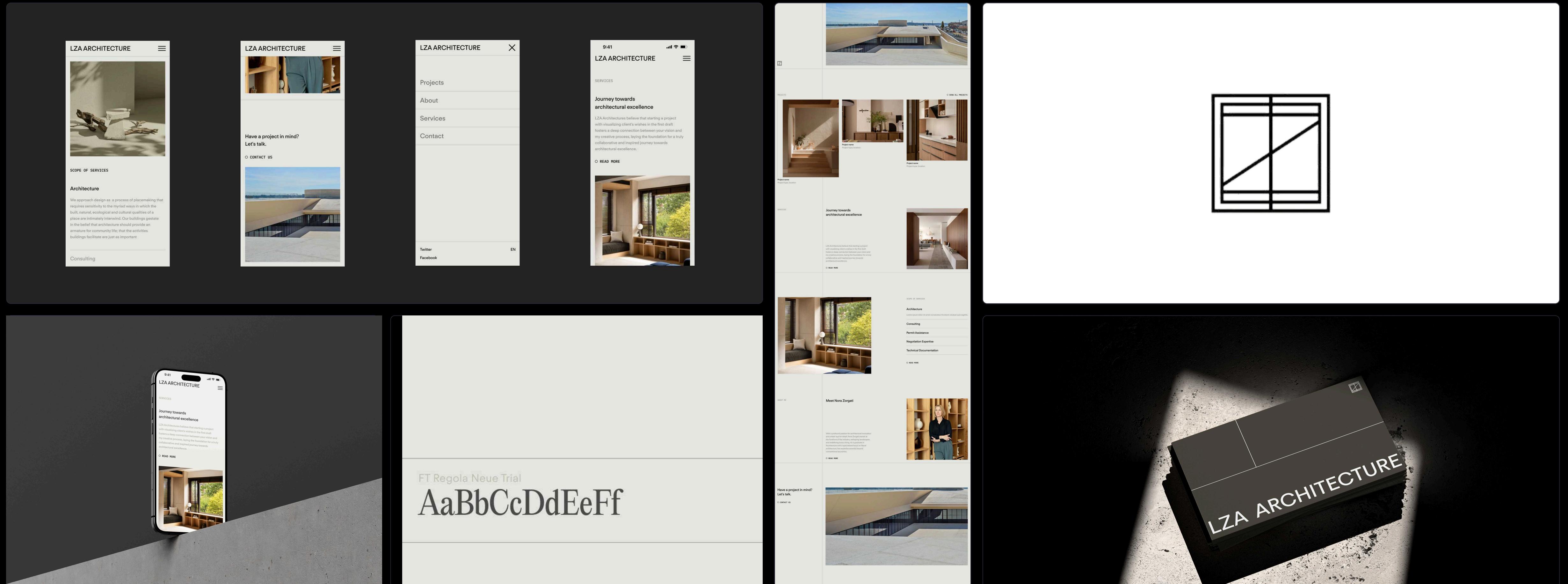
Pages Designs

Hero Page

Enquire Page

Contact Us Page

About Me Page



(05)

Timeline

This section contains the timeline for this project,
outlining each phase from research and
wireframing to final prototype delivery.

Timeline

05

- This slide presents the project timeline, highlighting the key phases, milestones, and deadlines that guided the LZA Architecture website design process from initial research to final wireframe delivery.

Timeline

05

01

Discovery

(5 WORKING DAYS)

02

Design

(11 WORKING DAYS)

03

Branding & Visual Identity

(6 WORKING DAYS)



LZA