

# College Of Engineering Roorkee

*(Affiliated to Uttarakhand Technical University, Dehradun)*



## Project Based Learning

### Design House of Alexandra (DHOA)

Under the supervision of

**Mrs. Supriya Shukla**

Submitted by

**Aditya Naman Singh**

**Vidushi Singh**

**Akshita Jain**

**Aditya Kaushik**

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# **ABSTRACT**

DHOA- Design House of Alexandra, is a leading furnishing brand. The brand specializes in ancient art and culture. DHOA seeks to provide its customers with a blend of ancient and modern designs, looking forward to carving out catholic furniture. The designs are eye-catching and provide the customer a valuable time in viewing the designs.

The layout of the website is aesthetic and elegant in itself and efficient in attaining attention. The logo design, well-defined content, images, and the looks of the website make it look more elegant and aesthetic. The overview of the products displayed by the brand is useful in changing the customer's perception. As in the USA, it takes a plethora for buying furniture. DHOA provides its user an advantage in providing customized furnishing requirements, which help the customer in having fulfilled their desires in a given time frame efficiently.

In this report, the description is about the client and her requirements. Included with the team's effort in logo design, website designing, and process optimization with the costing of the project. The report is included with other factors which can be added to the website.

# **ACKNOWLEDGEMENT**

The given project named “Design House of Alexandra” helped in enhancing the knowledge about the web-design and more other factors which will be beneficial in other future projects. This project learning opportunity offered by the teacher “Supriya Shukla Ma’am” was helpful enough in giving knowledge and this project-based learning helped in filling us with a sense of sophistication, which played an important role in designing the website and in the generation of innovative ideas.

# **PROJECT'S REQUIREMENTS**

The prime priorities of the client were, she wants an aesthetic, elegant, and tufted website which can fulfil her desires.

In addition to these, she wants minimal personalities asserted in the website and wants the website easily accessible by the customers.

Furthermore, the customers can easily inquire regarding any information by just filling a form that requires some general information of the client including the inquiry they wanted to have. The contact process should be trouble-free. The collection of the client should be displayed in a way that it can grasp viewer's attention and be included with the designs.

## **CLIENT'S BACKGROUND**

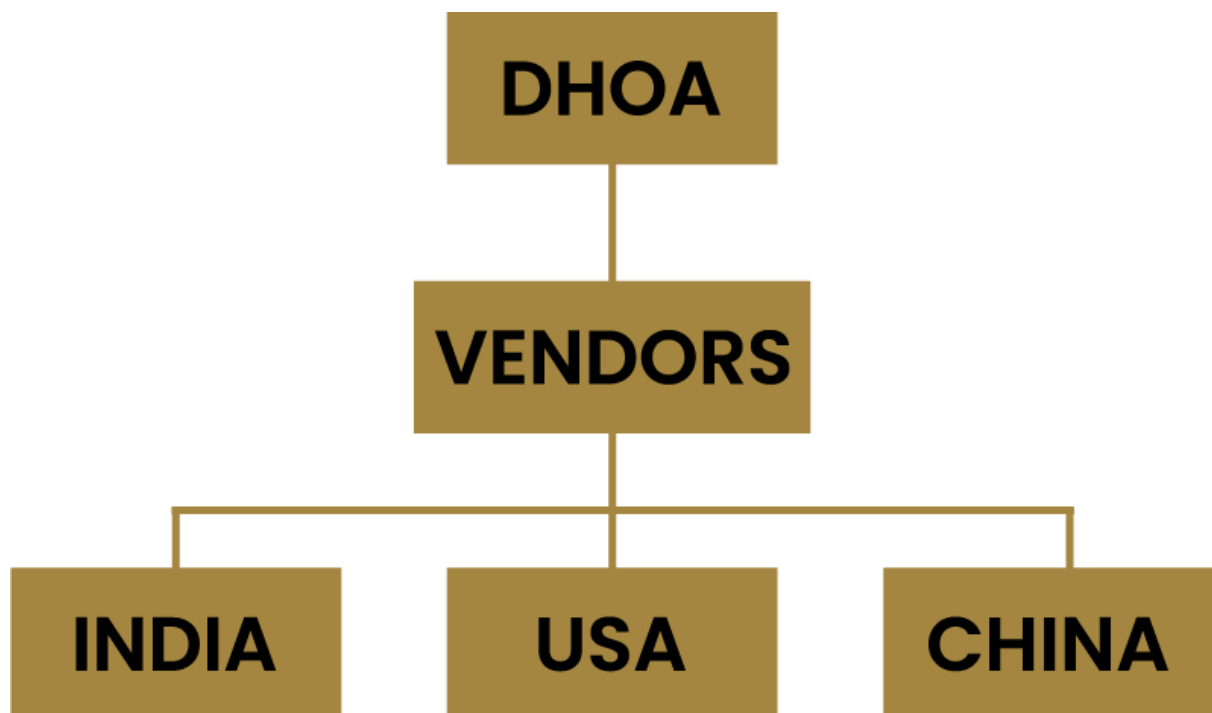
The project belongs to a US-based client.

Her name is Alexandra(Alex), she is a marketing expert. She is expertise in manufacturing, setting new business ventures, and solving business issues, in providing best of results. She possesses experience in leading custom software architecture-based teams, developing processes for the team. Improvement, and new product development Ideas.

We got a chance to acknowledge her from our previous project-based learning and we got a reference from her mate Ekamdeep Singh from another Project ([www.ikioledlighting.com](http://www.ikioledlighting.com)).

# **INFORMATION GATHERED**

The information regarding the products was gathered from various manufacturers and suppliers with, which the brand is dealing currently.



We provided clients with the Master excel sheet in which the structure was according to our website backend and SEO centric in Nature. The Files which were generated by the various vendors were then converted to our Specified Master Sheet. In this process we helped the client in assembling this Master excel Sheet.

# **BRAND IDENTITY**

Logo design and brand identity plays an important role in representing the brand.

Logo designing is a complex process as it is required to represent the brand or the image of the brand visually in the customer's mind. This can be said that it requires hit-n-trial methods, but here the Logo design for DHOA was successful on the first go.



The logo was capable of fulfilling the client's desire and she was happy with the logo. The team has put efficient efforts in designing the logo.

## **THE DESIGN PROCESS**

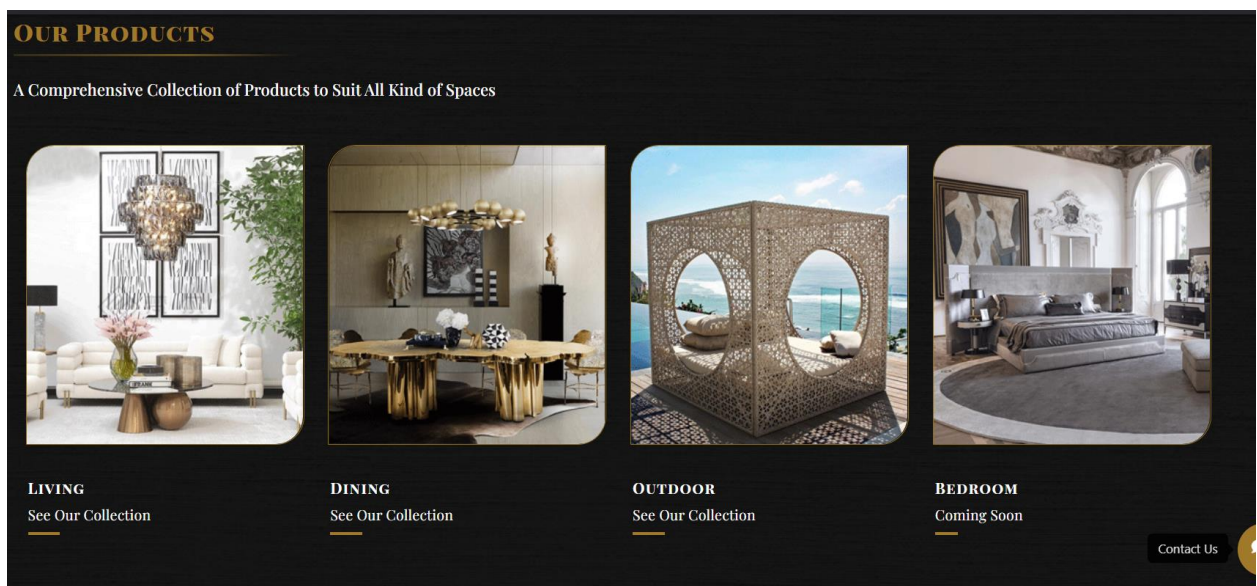
After the logo design, then comes website design, as in the above-mentioned requirements of the clients, she wants an elegant and aesthetic website.

The colours were chosen with the respect of the colours chosen in the logo. As the logo consists of black and white mix so with the match, website colours were also taken in consideration. After the designing the approval for the design was taken by the client. After taking the approval for the design, the next step was for the insertion of the pages, like home, about us etc.

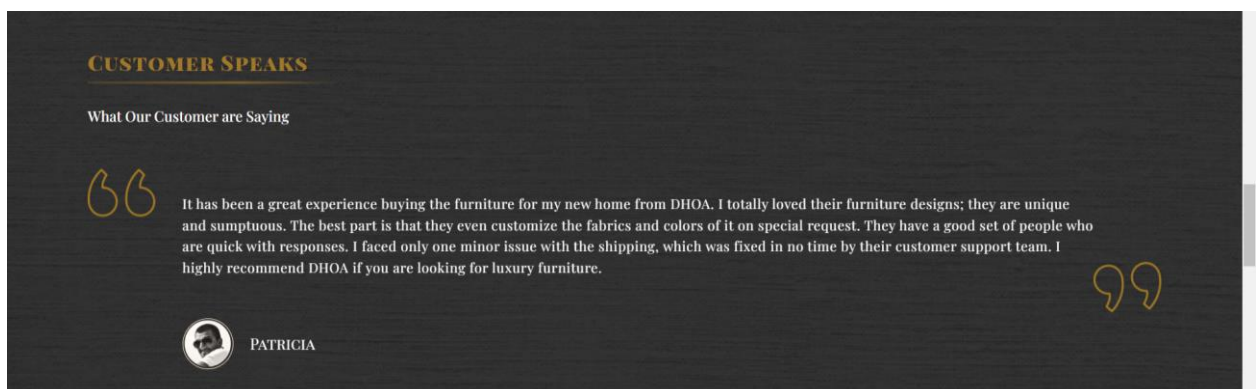
# HOME

On the home page, the client wanted the display panel of the products range included with the customized option which they deliver to their customers.

Client wanted to showcase all her products.

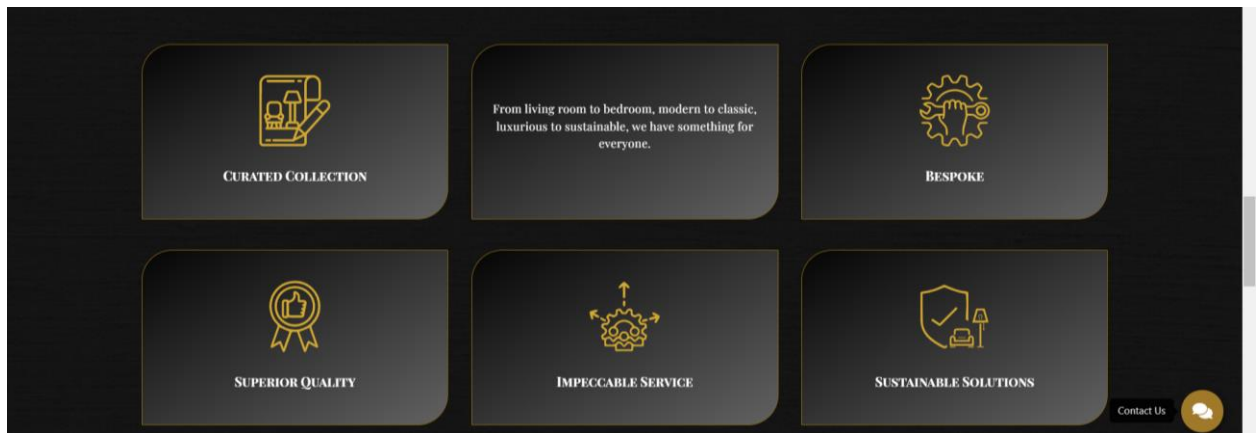


The client wanted a testimonial section, where she can add the testimonies of her previous and new clients.



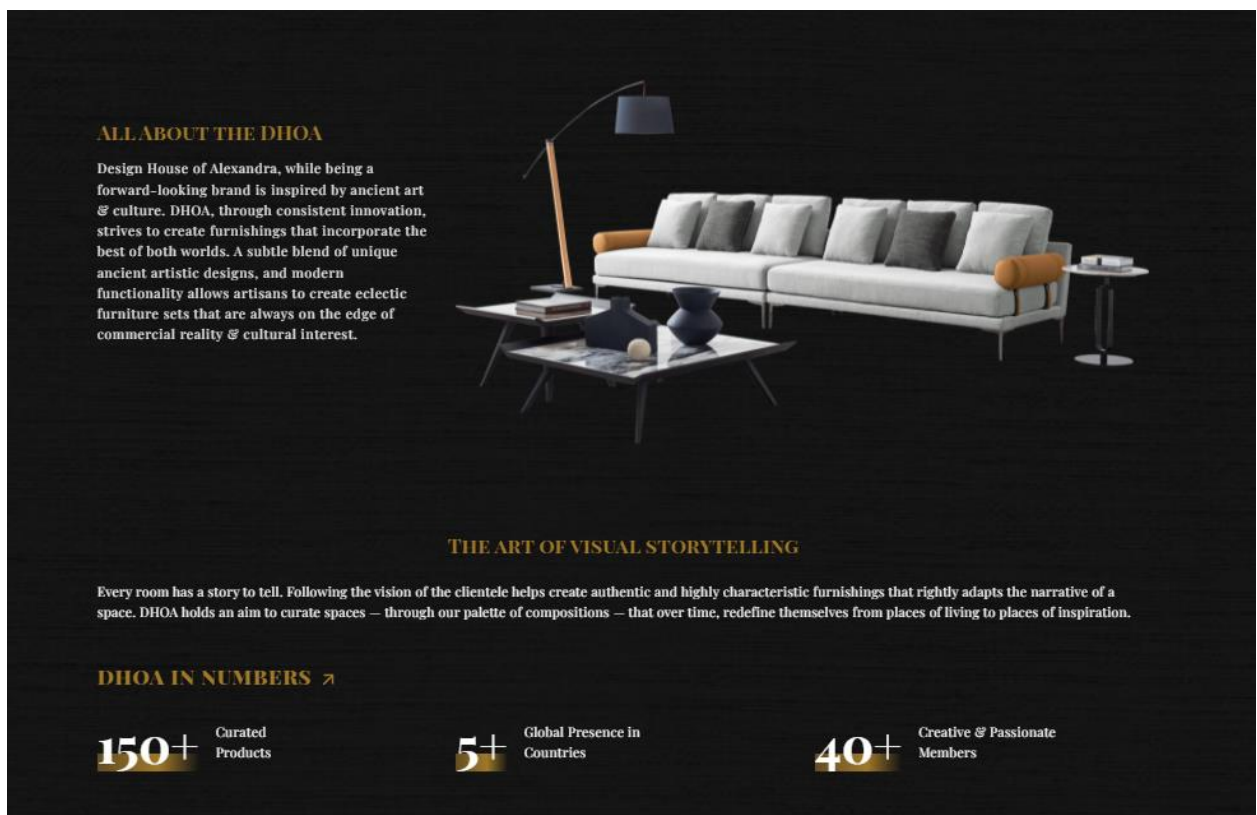
She also wanted to have USPs in the boxes which made her brand different from others. The designs for them were approved in the flip box manner.





## ABOUT US

The brand was very new in the market so, the minimal information was beautified by us.



In addition, she wanted to have an ordering procedure, the insertion of the flowchart included with the proper guidance the brand delivers to the customers.

### HOW IT WORKS

We follow a streamlined process to deliver the best to our customers. We do this by:

**01**

**LET US TALK**

We try to understand your aesthetic taste, your requirement requirements and your space's existing look over a cuppa coffee.

**02**

**RESEARCH & PROPOSE**

Our talented team of designers come up with the right suggestions from our wide product portfolio to cut the clutter and save your precious time.

**03**

**PERSONALIZE**

Don't like something about the product? Don't worry, be it color, size, fabric or shape, we are happy to personalize the product as per your requirement.

**04**

**DESIGN & MANUFACTURE**

Our state-of-the-art manufacturing setup takes care of the manufacturing as we manufacture your product with love, passion and professionalism.

**05**


**DELIVER**

Fast, safely and with a smile, that is how we deliver products to your doorstep only to settle at the look of awe and a huge smile on your face.

**06**

**TAKE CARE**

Selling is just the beginning of our relationship. What we want is your trust for life. Our impeccable customer service helps us achieve the same.




And further more in the about us page she wants to display all the values which the brand offers to the customers. All the designing was done on the approval basis by the client.


### THINGS WE VALUE

Strong values that bring great people together


Customer Happiness




Excellence in Quality




Professionalism & Dedication



Innovation & Improvement

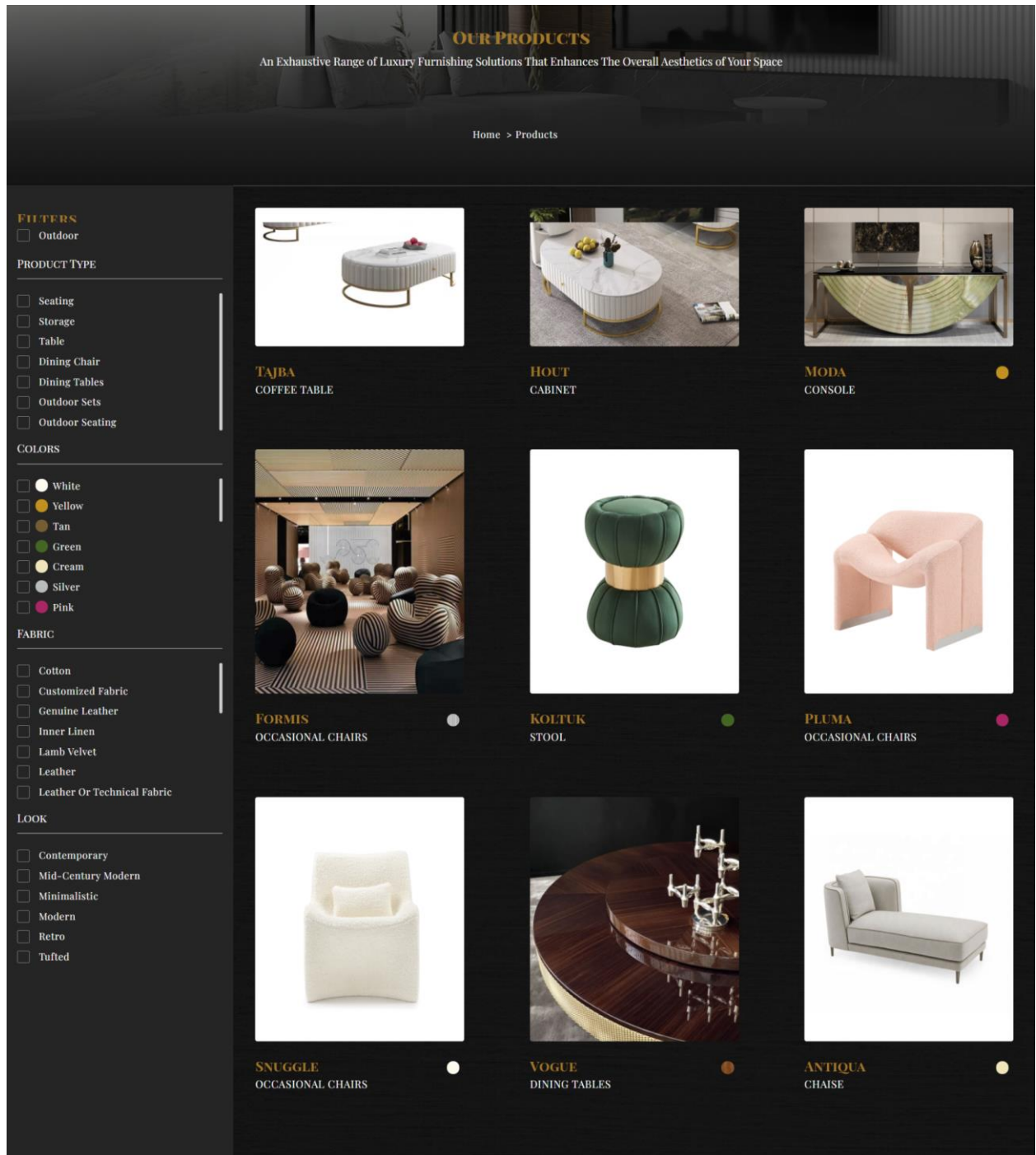


Openness to Criticism



# OUR PRODUCTS

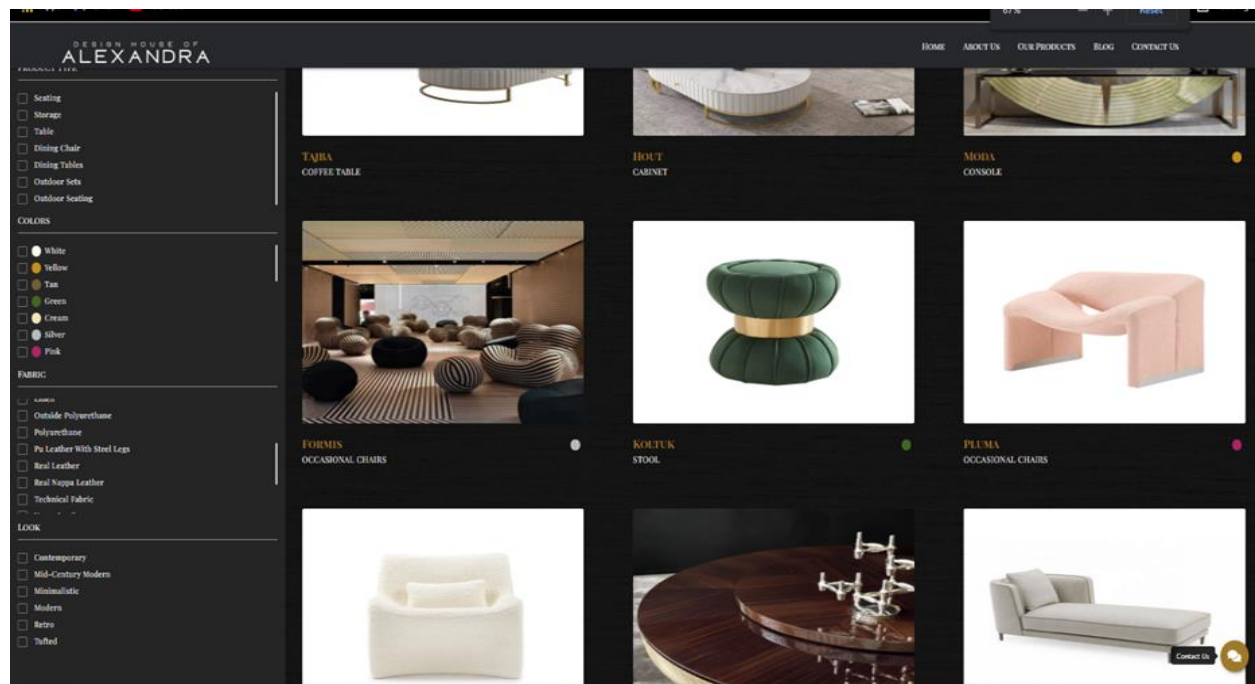
On this page, she wanted to simply represent her products including the different filters like colour, area, type, fabric, look.



This is the display of the products display range.

This is a proper oversight of how the segmentation is done for every aspect with different options within them.

The page also contains the consultancy option in which the customers can have advice from expert design consultants-these were included in the complimentary services which the client wanted to offer to the customers.

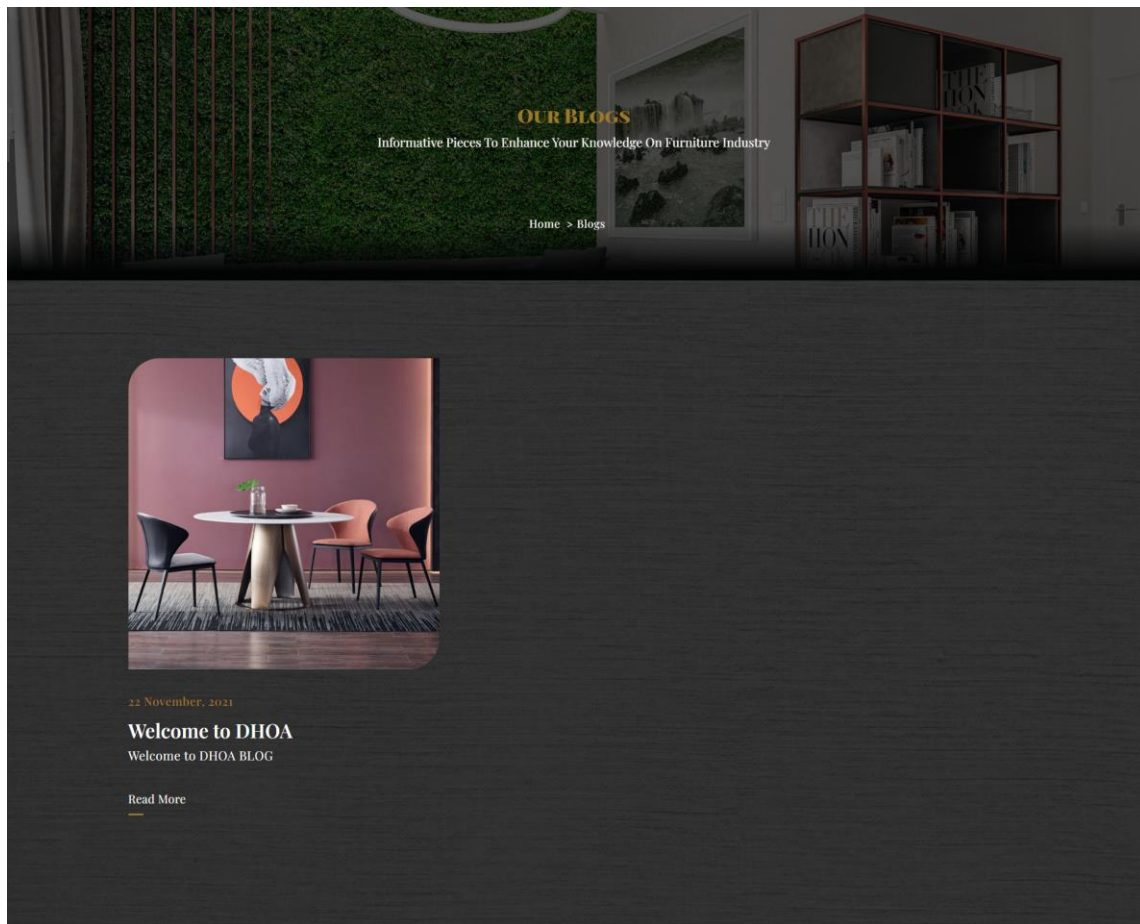


## **BLOGS**

The client likes to write. So, she wanted to add a blog section where she can add blogs about new furnishing techniques and designs. And can share those blog links to her social media handles like Facebook, Twitter, Instagram, or WhatsApp.

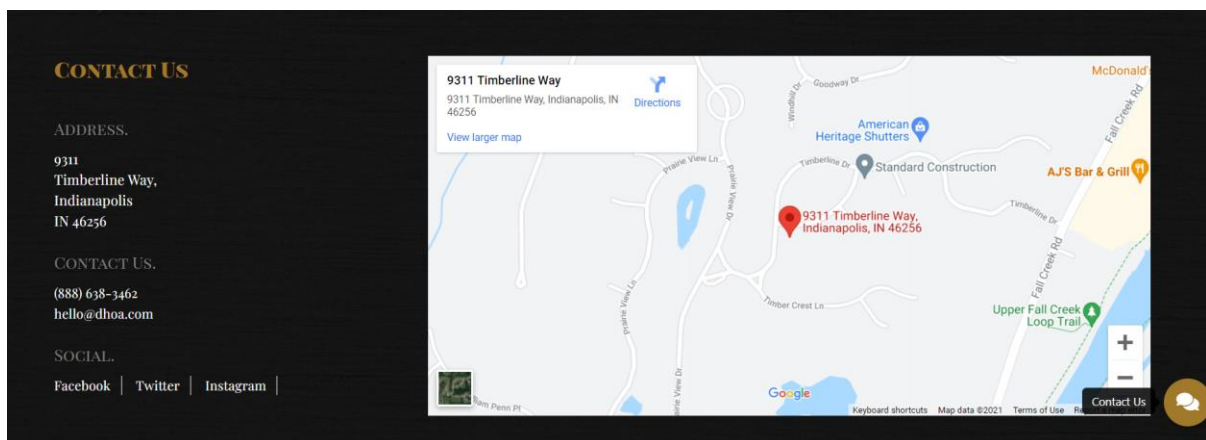
The desire of the client was fulfilled for the blog page. The display of the image in proper dimensions shows added sophistication in the website.





## CONTACT US

The important contact information regarding the company, followed by the contact form on which one can inquire for any sort of information.



If you need information, have a question or would like to enquire, please feel free to leave us a message, and we'll get back to you as soon as possible.

Your Name

Email Address

Telephone Number

Message

Contact Us



## COSTING

The project was divided into three phases – Advance, Frontend complete, and go live. The total cost of the project came to 2.10 lakhs rupees.

## CONCLUSION

The project was completed and was approved by the client's end and it did meet her aspiration and give an innovative look to her website. As the project completes, it can have more function in it which can make it look more accessible by both vendors and the customers. Some omit that can be done in the website are- the website didn't have a separate panel for vendors, where they can add their projects themselves which means they are not having direct access to the website audience, which makes the procedure slower and takes more time. In addition to these, the customer is unable in buying the product directly, first, they have to generate an inquiry which will take near about 24 hrs for the response and this can act as a drawback as this can loosen down the infatuation process.

# References

BILL OF SUPPLY ORIGINAL FOR RECIPIENT

<b>CRYPTINA</b> Haridwar, Uttarakhand, India - 249407 Mobile: 7500006161				
<b>BILL TO</b> <b>IKIO LED LIGHTING</b> 8470 Allison Pointe Blvd, Suite 128 Indianapolis, IN 46250 Mobile: 9582949070		<b>Invoice No.</b> 4	<b>Invoice Date</b> 20/12/2021	<b>Due Date</b> 30/12/2021
S.NO.	SERVICES	QTY	RATE	AMOUNT
1	Website development 2/2 of Website	0.8	250000	200000
<b>Total Amount</b>		0.8		₹200000
<b>Received Amount</b>				₹0
<b>Balance Amount</b>				₹200000
<b>Invoice Amount (in words)</b> Two Lakh Rupees				
<b>Notes</b> FOR DHOA		<b>Scan QR Code to pay</b> UPI ID: cryptina@paytm		
<b>Terms and Conditions</b> 1. Goods once sold will not be taken back or exchanged 2. All disputes are subject to [INDIA] jurisdiction only.		<b>Authorised Signature for CRYPTINA</b>		

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<b>CRYPTINA</b> Haridwar, Uttarakhand, India - 249407 Mobile: 7500006161				
<b>BILL TO</b> <b>IKIO LED LIGHTING</b> 8470 Allison Pointe Blvd, Suite 128 Indianapolis, IN 46250 Mobile: 9582949070		<b>Invoice No.</b> 3	<b>Invoice Date</b> 20/12/2021	<b>Due Date</b> 19/01/2022
S.NO.	SERVICES	QTY	RATE	AMOUNT
1	Content Payment 2500 words part 2 for product descriptions and website	1.0 PCS	10500	10500
2	catalogue Designing Advance payment	0.25	50000	12500
3	Graphics and Designing 2/2 payment for web graphics	0.4	26000	10400
<b>Total Amount</b>		1.65		₹33400
<b>Received Amount</b>				₹0
<b>Balance Amount</b>				₹33400
<b>Invoice Amount (in words)</b> Thirty Three Thousand Four Hundred Rupees				
<b>Notes</b> FOR DHOA		<b>Scan QR Code to pay</b> UPI ID: cryptina@paytm		
<b>Terms and Conditions</b> 1. Goods once sold will not be taken back or exchanged 2. All disputes are subject to [INDIA] jurisdiction only.		<b>Authorised Signature for CRYPTINA</b>		

IKIO EKAM SIR

2:10 am ✓

No worries 2:17 am

12/11/2021

Aditya, you will get the payment by 14th. I don't do any payments myself 11:14 pm

It goes thru accounting 11:14 pm

Sure sir not an issue 11:15 pm ✓

Please send all invoices to me for now 11:15 pm

Still waiting 11:15 pm

They have to put in the system 11:15 pm

Yes yes i will send it to you by tomorrow 11:15 pm ✓

Type a message