

CASE STUDY

Fullestop assisted Lights On as global leaders in Lighting fixtures and services

The screenshot shows the homepage of the Lights On website. At the top left is the 'lights on' logo. To the right is the slogan 'We sell you bragging rights!'. Below the slogan is a navigation menu with links: 'Choose your Product', 'Our Services', 'LED', 'Articles', and 'Contact Us'. The main content area features a large image of a modern chandelier with many colorful, faceted glass pendants. To the left of the chandelier is a text block: 'Distinctive lighting from top European designers coupled with smart home technology and LED innovations are added to exclusive designer décor to bring you Lights On. The most unusual showroom in Oakville, Lights On sells you what will drive your neighbors into bitter envy as your home is transformed into the most stylish, technologically advanced house on your street. At affordable prices, Lights On sells the most artistic and technological lighting fixtures you will find. Essentially...we sell you bragging rights.' Below this is a row of six small images showing different lighting fixtures. Underneath these images are three columns: 'Our Services' with a photo of a lamp and text 'Our business provides many great services to improve your customer experience. [Click to see what those are!](#)'; 'Tips & Advice' with a photo of a chandelier and text 'You want your house to be the best it can be. Maybe you just don't know where to start! Or are you possibly seeking for inspiration? [Check out our free tips & advice column for improving your home!](#)'; and 'Contact Us' with a map of the Oakville location and text 'For all inquiries, questions, advice – help us reach out to you and provide the most assistance that we can. [Contact Us](#)'. At the bottom of the page is a footer with 'Home | Choose your Product | Our services | LED | Articles | Contact Us' and '© 2013 Lightson.ca, All right reserved.'

[URL:www.lightson.ca/index.php](http://www.lightson.ca/index.php)

Background

Lights On are one of the top European lighting fixtures that features the newest possibilities of interior lighting designs by inclusion of the upcoming technologies into our products. The lighting point is not just a store but a showroom which is the favorite place for visitors to purchase a variety of lighting related



products. Also the company offers a set of services to make your customer experience the most satisfying. Thus to exhibit their creativity into the lighting fixtures globally the corporate took decision to become online.

Objective

After becoming the known face among the European markets and one of the top providers of the lighting products and services, “Lights On” decided to amplify their customer’s area which could get fulfilled only after representing them online. Thus the company decided to represent them as a brand in the lighting related products among the international market by creating an online website where they could exhibit their products and services offered by them.

Synopsis

Fullestop crafted the website for Lights On which is one of the finest instances of the professional and memorable brand identity. The design of the website is fresh and engaging. Even the demonstration of interior lighting products is becoming the eye catching point for online customers.

Challenges

- To choose the best suitable theme that could complete the client’s objective to develop website.
- Intelligent placement of information which could be easily manageable through CMS.

The Campaign

Fullestop analyzed the whole requirements of the client and implemented each of them through following campaigns:

- Designing the theme that could easily reflect the clients business and enhance their customers to become part of their business.
- Utilization of cutting edge technologies like Joomla etc that could avail the website with a well developed CMS backend.
- Presenting the site with well developed navigation structure.
- Making a SEO friendly website that could be easily searchable on search engines.

Results

- The website’s striking and pleasing look clearly reflects the professionalism of the corporate products and services.
- The frontend and backend panel is easily manageable through admin.
- Well navigation structure is easy to use for customers.
- Structured and consistent representation of the Information.



Technology Used

- PHP
- MY SQL
- Joomla
- JQuery
- JAVASCRIPT
- XHTML
- HTML5
- CSS

Target Audience

The client's main aim was to cover the whole European and global market through the online dais.

Conclusion

The website became the point of sale for client and helped them to emerge as one of the most popular lighting fixtures among the customers.

Acknowledgement by our patron

A Case Study by – Fullestop