

[www.delraylighting.com](http://www.delraylighting.com)

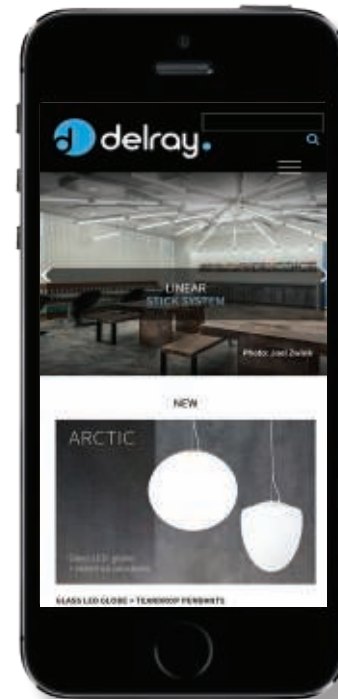
# CUSTOM WORDPRESS THEME DEVELOPMENT

## DELRAY LIGHTING 2019 Website

When Delray Lighting, a local LED manufacturer, went looking for a web development agency in Burbank, they found 5D Spectrum. We were pleased to discover that we were a very good fit for their needs, not to mention conveniently located in Burbank.

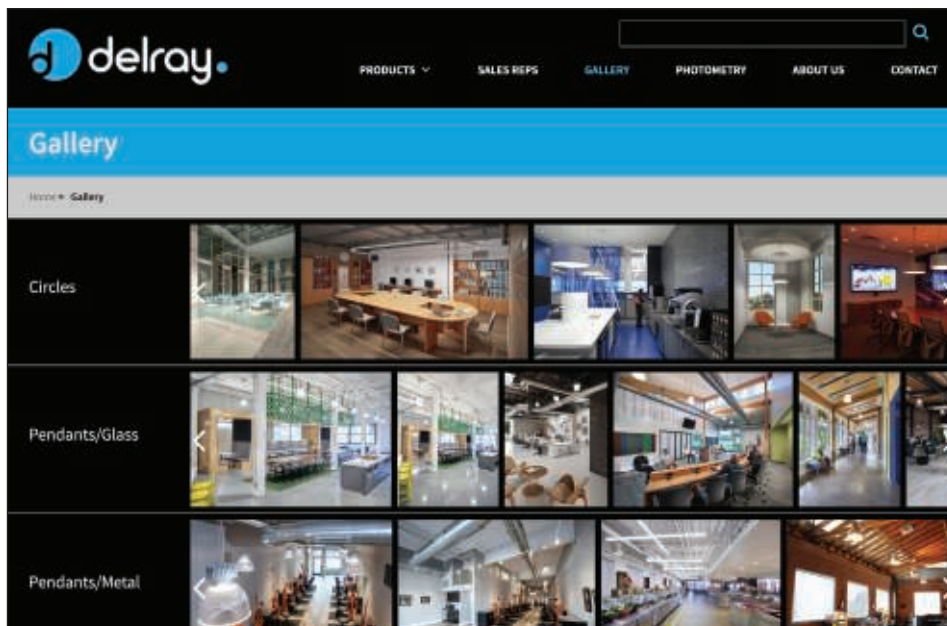
5D Spectrum was contracted to build a brand new website to showcase its vast catalog of LED products and beautiful installation imagery.

A new customized U.S and Canadian dealer locator was developed making finding a Sales Representative super easy!

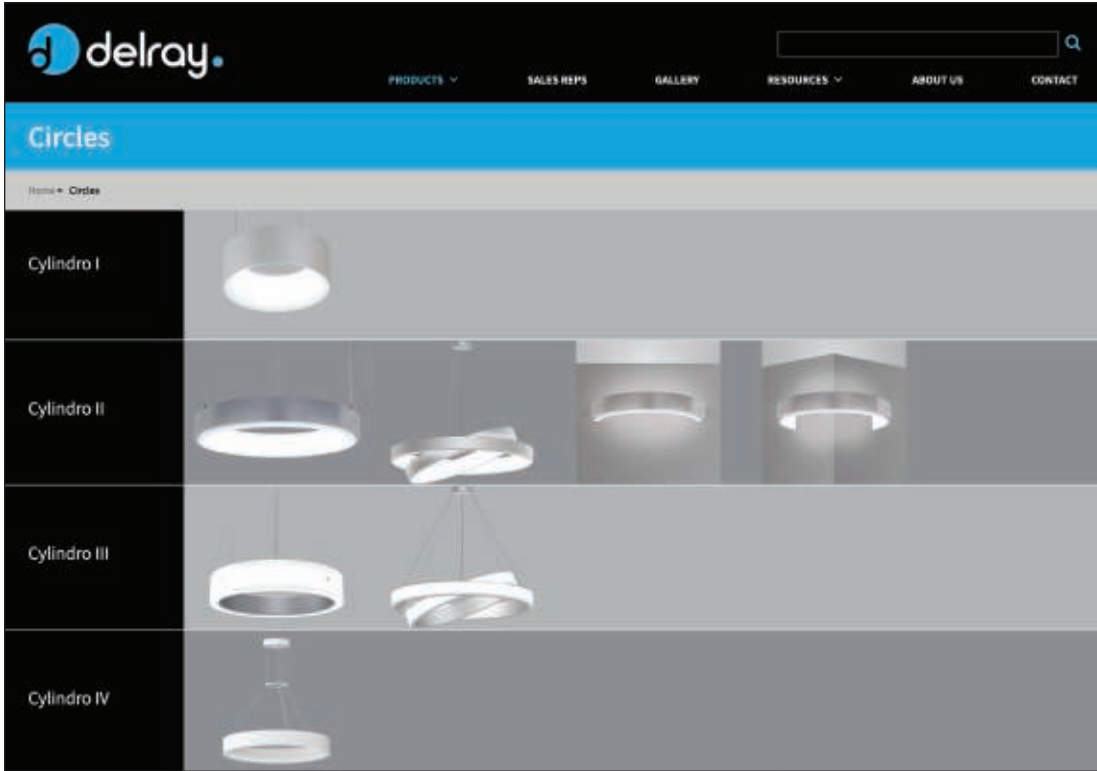


## SERVICES PROVIDED:

- UX/UI design
- custom wordpress theme
- custom document downloader
- customized sales rep search functionality
- sales rep paortal
- hosting solution
- ERP consulting



5DSpectrum.com  
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DATABASE DESIGN

ADVANCED SEARCH

SALES REP PORTAL

REPORTING

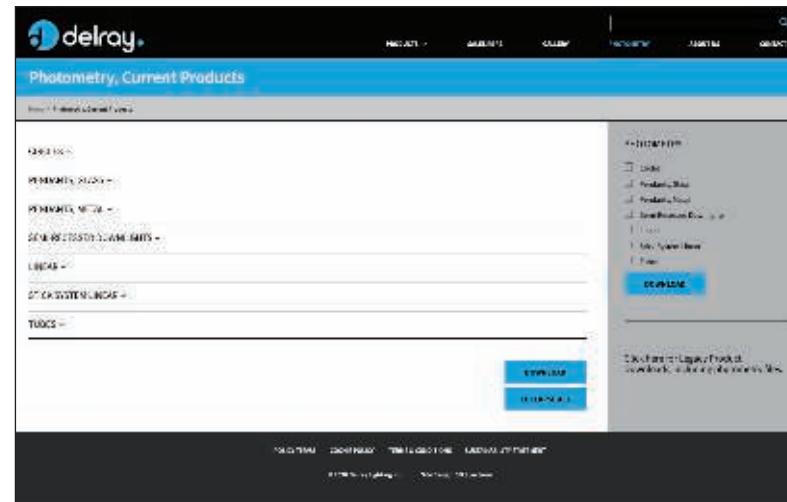
DELRAY LIGHTING  
2019 Website

A custom database was designed and integrated with the Wordpress database to manage the products right down to the individual skus that make up the kits and product lines.

An advanced search option allows sales reps to search by sku in addition to keywords.

A secure sales rep portal was integrated with the website for seamless access to daily regional sales reports.

A custom download feature allows sales reps to select and download technical spec sheets and photometry files in one convenient zip file.

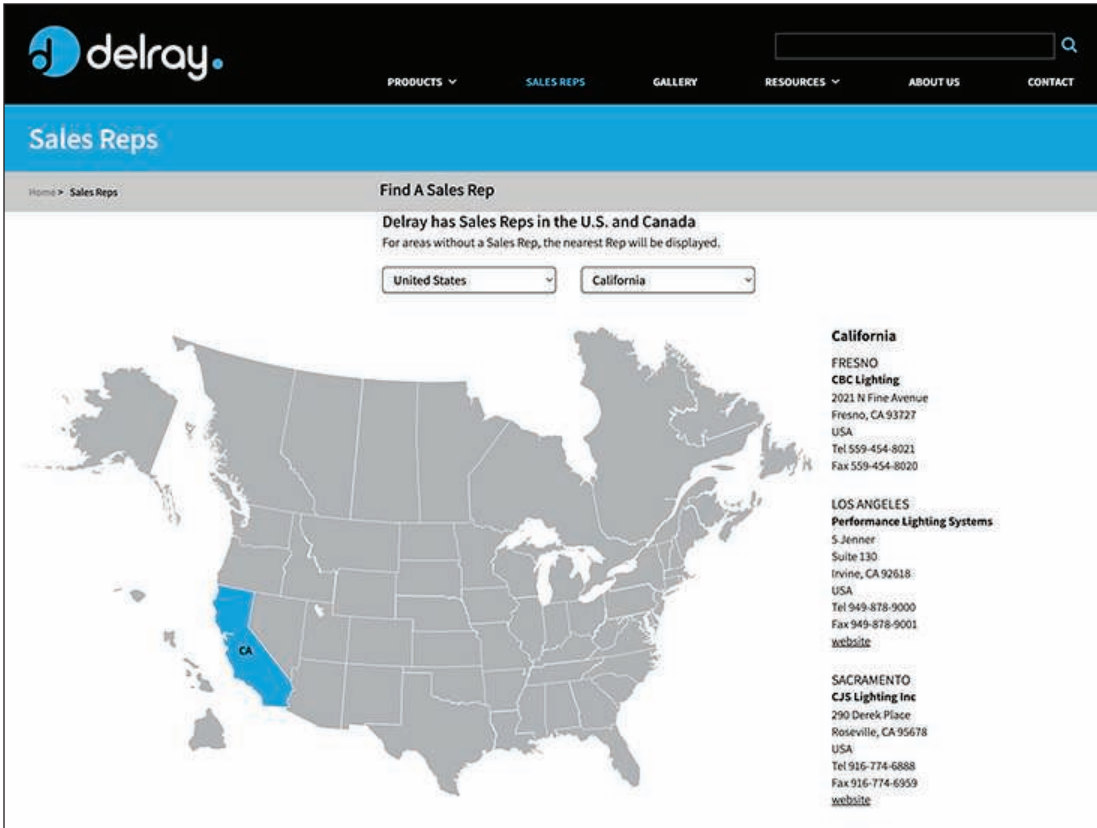


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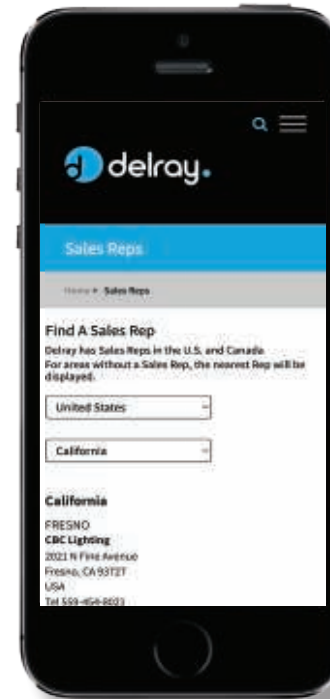
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## SALES REP SEARCH UI/UX



A custom-designed interactive map was developed using robust taxonomy to easily identify Countries, Provinces, and States, and the Sales Reps associated with them.

Multiple ways to search were incorporated to accommodate different user types and devices. Dropdown menus for regions and rollovers (touch for Mobile) trigger search results with the State or Province highlighted.

Mobile has a streamlined version with drop-down menus only to maintain legibility and minimize scrolling to find results.

The interface was built to be easily updated on the client-side to respond to Sales Rep changes.

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