

PROJECT BRIEF

For Bob Summers Landscaping

Prepared by Tania Fréchette

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1. Introduction

A website will be built for Bob Summers Landscaping and launched April 5th, 2017.

Client:

Bob Summers
 2024 Cassells St.,
 North Bay ON P1B 4E2

info@bobsummerslandscaping.com
 705-875-4333

Web designer:

Tania Fr chet
 354 Gladstone Ave.
 Ottawa ON K2P 0R4

frechett@mcmaster.ca
 613-863-4337

Timeline:

Deliverable Details					February				March				April			
Deliverable	Owner	Start date	Deadline	Status	1w	2w	3w	4w	1w	2w	3w	4w	1w	2w	3w	4w
Preparation																
Project Brief	Tania	01-Feb	12-Feb	Complete												
Design																
Wireframes	Tania	07-Feb	12-Feb	Complete												
Sitemap	Tania	07-Feb	12-Feb	Complete												
Visual mock-up of 2 pages	Tania	13-Feb	26-Feb	Not started												
Writing																
Applying principles of web writing to the content	Tania	27-Feb	12-Mar	Not started												
Development and testing																
HTML prototypes	Tania	27-Feb	19-Mar	Not started												
User testing with prototypes	Tania	20-Mar	24-Mar	Not started												
Complete the development	Tania	20-Mar	26-Mar	Not started												
Review with client, feedback and revisions	Tania	26-Mar	02-Apr	Not started												
Launch website	Tania	05-Apr	05-Apr	Not started												

2. About the business

Bob Summers Landscaping is a full-service, all season, landscaping company that has been providing exceptional quality in the North Bay, Ontario area for over 30 years. They specialize in landscape design and maintenance for residential and commercial properties.

Vision: To be recognized as the best landscaping company in North Bay for our skills, quality and integrity.

Mission: To exceed our client’s expectations by providing superior attention to detail and quality work.

3. Website Scenario

Who is the user?

The two main user groups are homeowners and realty management companies.

1. Homeowners may need landscaping services because they don't want to, or are unable to do it themselves.
2. Realty management companies need to hire landscaping companies to maintain the grounds of their properties such as retail stores, office buildings, industrial and multi-residential properties.

Why does the user come to the site?

The user comes to the site for information about the company, their services, fees and contact information. They may also want to see some of their past projects and read testimonials.

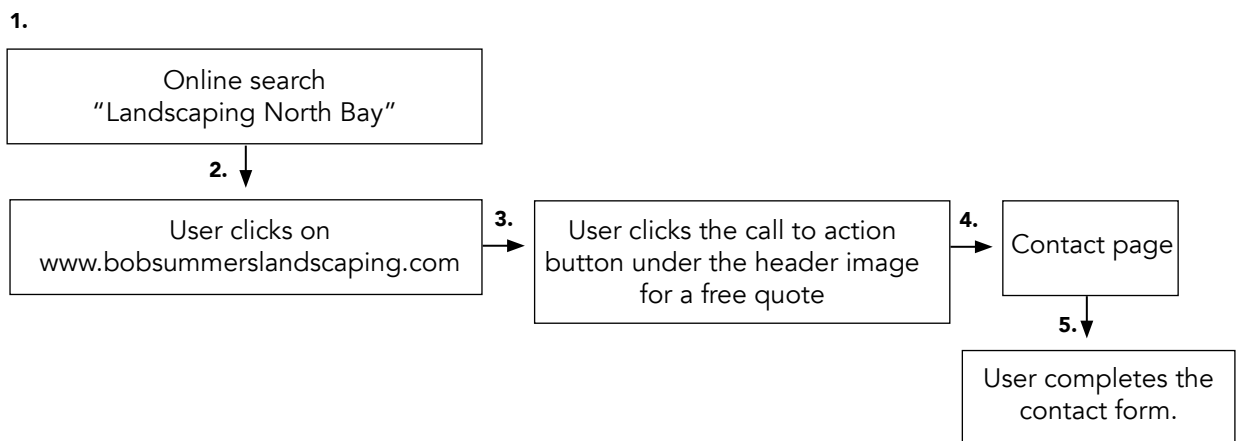
Upon arrival, they would expect to find contact information, examples of their work and a list of services.

What goals does he/she have?

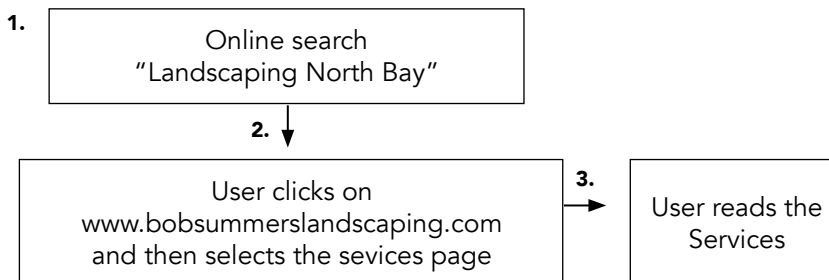
The user's goals include:

- Obtain a free quote
- Obtain information about the services offered
- Contact the company
- See examples of Bob's work

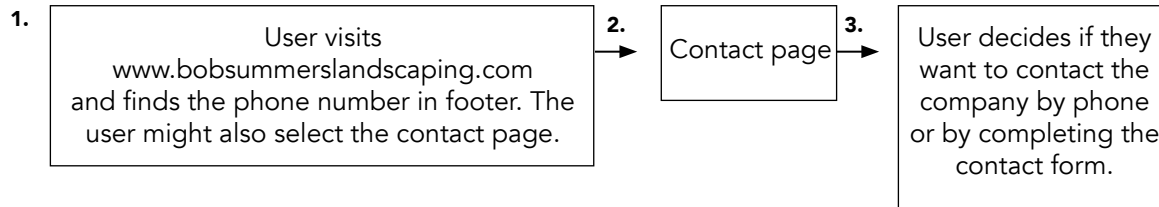
Goal #1: Obtain a free quote.



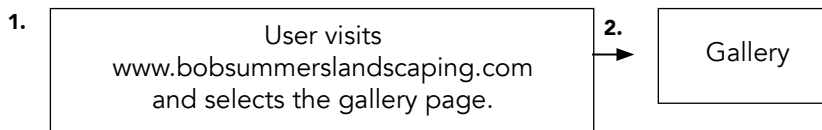
Goal #2: Obtain information about the services offered.



Goal #3: Contact the company.



Goal #4: See examples of Bob's work.



4. Website activities and objectives

Goal #1: Obtain a free quote

There will be a call to action on each page to contact Bob for a free quote. The call to action on the pages will lead the user to a form to complete on the contact page for a quote.

Action: Complete the form.

Goal #2: Obtain information about the services offered

All the services will be listed on the Services page. Because there are many the description for each service will be brief so that the user isn't overwhelmed. There will also be a video on the services page that features some of the services offered.

Action: Read the services offered and watch the video.

Goal #3: Contact the company

The phone number will be in the footer of every page. There will also be a contact page with a contact form.

Action: Call or complete the form to contact the company.

Goal #4: See examples of Bob's work

Photos of Bob's work will be found at the bottom of the Home page and on the Gallery page.

Action: View the gallery.

5. Website features

- **Photo gallery** to present past projects
- **Audio** as requested by the client
- **Video** to add relevant content and to educate
- **Animation** to give users the feedback they need
- **Call to action** to request a quote
- **WCAG 2.0 Level AA standards** are met to make the content more accessible

6. Competitor websites

The following are direct competitors in the North Bay region.

www.yourlawnbarber.ca

Pros:

- Image slider with before and after photos
- Call to action for a free estimate
- Responsive website
- Use of alt tags
- Youtube videos featuring some of the equipment and products they use

Cons:

- Low contrast of the links and phone number in the header
- The light teal colour used for the links is hard to read
- Poor contrast in the header for the phone number
- Poor choice of colour for their header. Yellow grass!
- Photo quality isn't great

completelandscaping.ca

Pros:

- Call to action button to request a quote
- The navigation bar is easy to read

Cons:

- Is not responsive
- Use of captcha, not recommended because they are not accessible to all types of users
- No use of alt tags
- The paragraph text fails the contrast checker
- No heading structure
- Clicking the logo doesn't bring you back to the home page
- The header is distracting because of the amount of images and the tiling effect.

northbaylandscaping.com

Interestingly, the owner has a background in graphic design and created his website.

Pros:

- YouTube Channel
- Video in header
- It has a cleaner look than the other competitors
- It's responsive
- Use of alt tags
- Phone number in header and footer
- Colour pass the contrast checker except for the footer

Cons:

- The links are not evident because they are the same colour and weight as the rest of the text.
- The image gallery could include more photos and I would place it in the main navigation not under services.

7. Design

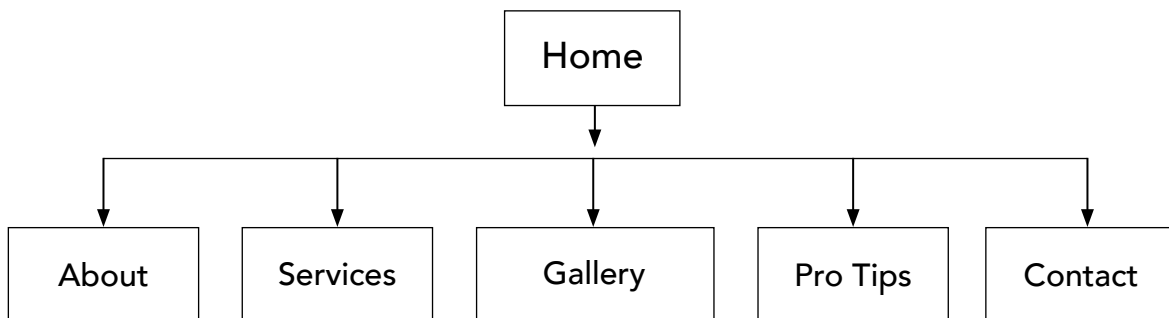
The website design will be simple, clean and responsive. It will have 6 pages as seen below.

- The **Home** page will have a large hero image and 7 images at the bottom as a preview to the gallery.
- The **About** page will have information about Bob and his company as well as Bob's favourite song playing in the background.
- The **Service** page will list all the services in a succinct manner. There will also be a video that features some of the services.
- The **Gallery** page will showcase about 20 images.
- The **Pro Tips** section will have an image for every tip.
- The **Contact** page will have a contact form that can also be used to get a quote.
- The **testimonials** will be on the Home page.
- There will be a **call to action** on each page to get a free quote.

8. Other requirements

- Create a logo
- Acquire a photo of Bob Summers
- Acquire the web hosting information

Site map



Wireframe - Home

LOGO

Home About Services Gallery Pro Tips Contact

For all your landscaping needs

Hero Image



Curabitur tortor. Pellentesque nibh. **FREE QUOTE**

Our Promise **Our Warranty** **Our Clients**

Testimonials

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. "
- Lorem ipsum

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam."
- Sed nisi

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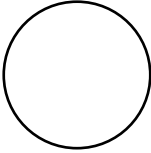
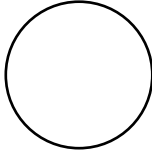
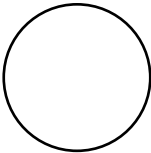
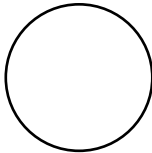
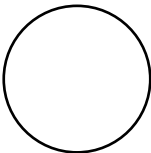
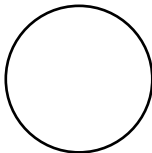
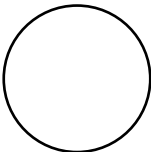
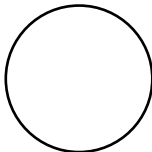
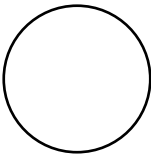
Wireframe - Pro Tips

LOGO

Home About Services Gallery Pro Tips Contact

Breadcrumbs

PRO TIPS

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