

Website Redesign Brief

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Client

The Plant Guy (thebestplantguy.com) is an interscape plant design business located in Orangevale, CA. They offer plant installation services and weekly maintenance. Their website needs a revamping to effectively showcase the services offered.

Mission

Plant ownership and maintenance made easy for busy people.

Target Audience

Small business owners and non-experienced plant lovers looking for a simple, hands off interior plant scaping design for their space. Specifically, men who are 50 and older.

Tone & Image

The goal is a toned-down color scheme that maintains a fresh, bright look with an informational and easy interface.

Specific Goals

- More polished, fresher looking website that showcases all their services and past projects.
- break up pages of textual information
- implement better galleries
- brighten and modernize color scheme
- provide info on past projects, plant and pot types, etc.
- include pricing info