Scape

Short Pitch

Scape is a site dedicated to ordering landscaping services for a range of lawns and fields. This website allows for homeowners and businesses to find a reliable landscaping company that fits their budget and timeframe.

Long Pitch

Scape is a service that offers a wide selection of services from the many landscaping companies in the area. This site acts as a delivery service which allows users to find reliable and highly rated companies that are available to mow lawns, trim bushes, or any other service that the client may need. The site also acts as a middle ground that allows companies to put their services on the website and promote their work. Our site/app offers engagement and interactions for smaller companies looking to grow while also providing the best available features and services to the customer.

Personas

55+ year old homeowner that is no longer able to upkeep their lawn at the same speed and efficiency as their past self.
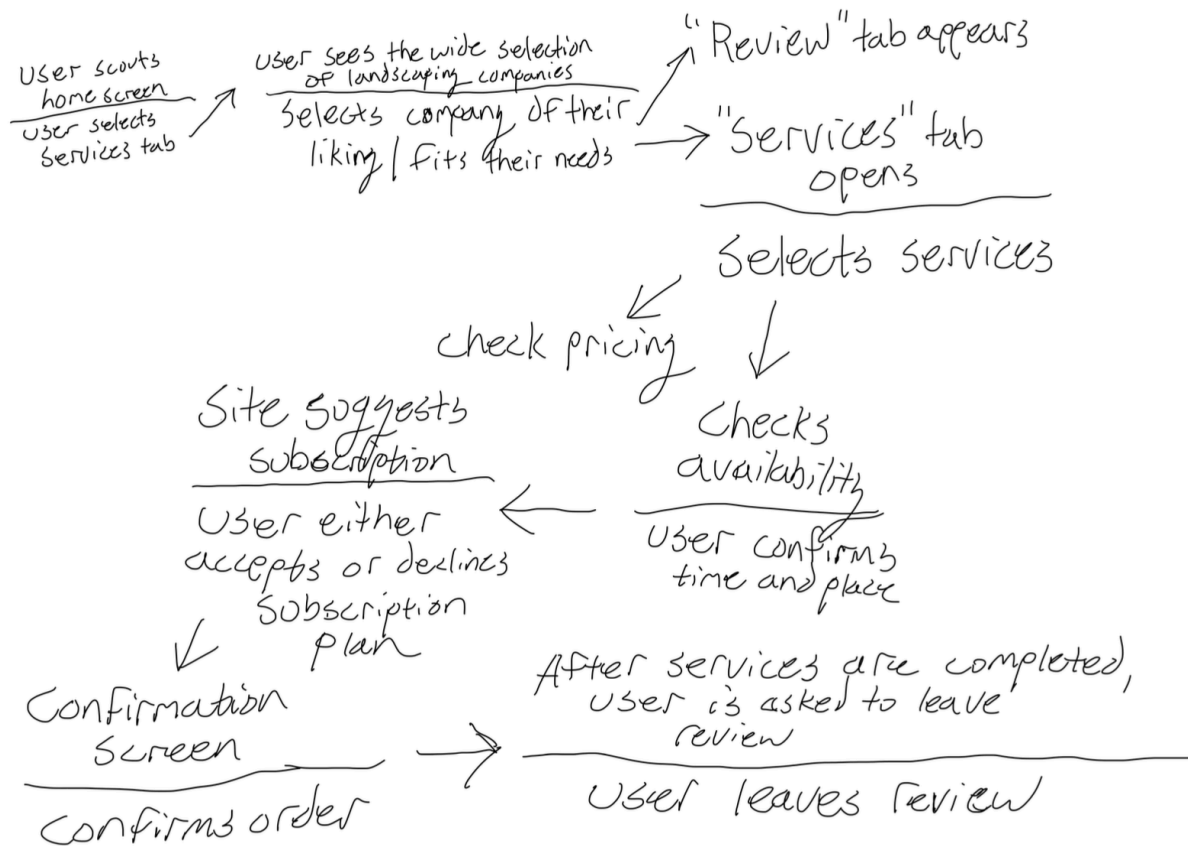
45+ year old family business owner looking for consistent landscaping service throughout the year for the lawn in front of their shop.

Individual who owns multiple property looking for services to keep all of the homes looking neat.
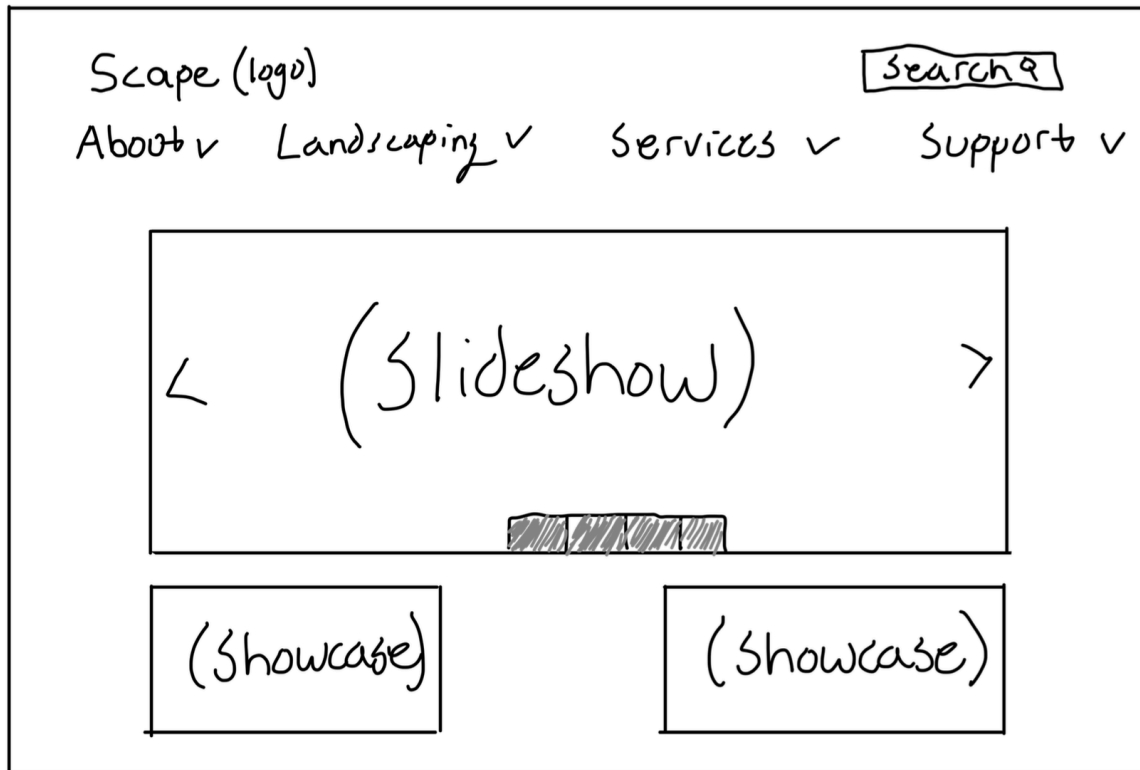
Competition
- Michigan Landscape Professionals
- Yelp/Review sites
- Creative Landscaping

Shorthand flow - user navigating home screen to purchase/reserve a landscaping service

User scouts home screen

User selects Services tab

User sees the wide selection of landscaping companies

Selects company of their liking / fits their needs

"Review" tab appears

"Services" tab opens

Selects services

check pricing

Checks availability

Site suggests subscription

User confirms time and place

User either accepts or declines subscription plan

Confirmation screen

Confirms order

After services are completed, user is asked to leave review

User leaves review

Wireframe - Home Screen showing slideshow and services

Scape (logo)   Search 🔍

About ⌄   Landscaping ⌄   Services ⌄   Support ⌄

⟨   (Slideshow)   ⟩

(Showcase)   (Showcase)

Comp - Figma Home Screen showing slideshow in middle and services below it. Quick links on the side along with help tab at bottom corner

Scape (logo)   About ⌄   Landscaping ⌄   Services ⌄   Support ⌄   Search

Search Companies

Best Deals

Trending

Reviews

Services

Need Help?