

Bristle

WEB DESIGN PROJECT

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INTRODUCTION

Bristle has been in business for more than 15 years. The shop sells rare, mostly desert, specimen plants and large and hard to find tropicals. They already have a loyal customer base (companies and locals) and have just started organizing potting parties as a way to get more involved in the community, educate their customers about indoor plant care, recycling old pots and the benefits of growing plants in one's home.

Having based their business mostly on excellent customer service and word of mouth they have reached a point where they require an online presence. They have created Facebook, Instagram and Pinterest accounts two years back and now they are taking a step further. Being part of different plant societies in Ireland and abroad they have a lot of stories to share so they want this to be a big part of their website.

In order to appeal to a younger audience they want their website to look modern, to have enough information to keep potential customers interested without being cluttered. They want potential customers to be able to contact them via their email address, find them in their shop at the corner of Blessington and Dorset St. or use their form to ask questions. This website is their first step towards ecommerce. As they don't have the logistics required to ship large orders in place nor the type of inventory that is easily packaged and shipped the website aims to increase their online presence and establish their brand and is not directed towards online sales.

CONCEPT DEVELOPMENT

Being a member of different plant societies and an avid plant collector I have found the local market to be quite restrictive when it comes to rare plants and that unless you are part of a society you cannot buy/ acquire large specimens and interesting desert plants.

Looking through ecommerce websites I've noticed the fact that most of them look dated, crammed with so much information that you don't know where to look, they are hard to navigate and presenting no interest.

I wanted to create something modern, that does not scream 'green' the moment you arrive on the page, that is different to all other websites of this type that are currently online.

Examples of Irish and UK plant shop websites:

<http://www.plantlife.ie/>
<https://www.johnstowngardencentre.ie/>
<http://www.prickldn.com/>
<https://www.barrythecactus.com/visit-barry/>

Examples of plant shop websites that I like:

- Still looking

PERSONA SURVEYS

The purpose of this survey was to get a better idea of what the target market is, what are shopping habits of people who are passionate about houseplants and what they expect from an online plant shop.

Questionnaire was distributed on Facebook and filled out by members of online plant societies/marketplace.

Link to questionnaire: <https://s.surveypal.com/KC5akWIX4>

Welcome message:

Hi, thank you for taking the time to fill out this survey. I am creating a website for an established plant shop, they mainly sell desert plants (cacti, succulents, etc.). This survey is completely anonymous. Thank you again for your time :)

1. What is your age?
 - under 18
 - 18 to 34
 - 35 to 50
 - over 50
2. What is your occupation?
3. Are you
 - male
 - female
4. Where do you live?
 - urban area
 - rural area
5. How much of your shopping is done online?
 - 0 to 24%
 - 25 to 49%
 - 50 to 75%
 - 75 to 100%
6. How many plants do you own?
7. How much money do you think you spend on plants per month/year?
8. Where do you usually buy your plants from?
9. What types of plants would you be more likely to buy?
10. Have you ever purchased plants online? If your answer is yes then where from?
11. Were you happy with your online purchase? (did the plant resemble the photo, was the packaging appropriate?)
12. Have you ever attended an event centred around plants? Would you attend such events?
13. What devices do you use to search for plant shops/ plant related information online?
14. What type of plant related information do you search for online?

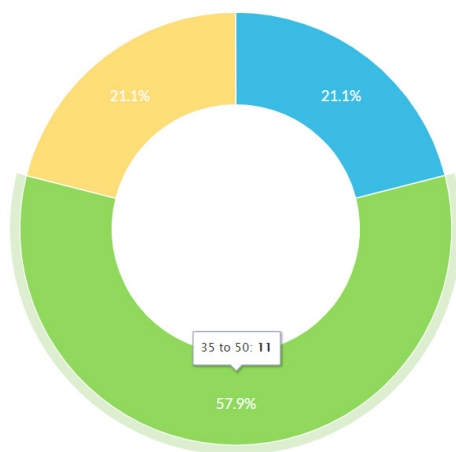
15. What do you think is expected to appear in a plant shop's website in terms of content and colour scheme.

16. What would you like to see on such a website?

Results:

19 people filled out the survey online.

Q1: What is your age?



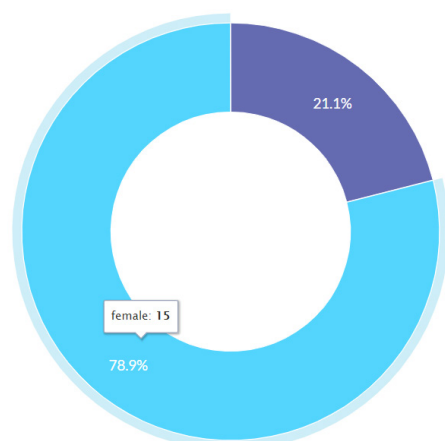
Choices	Totals
● under 18	0
● 18 to 34	4
● 35 to 50	11
● over 50	4

Q2: What is your occupation?

P1 - Chose not to answer
P2 - Transportation Manager
P3 - Stay at home mom
P4 - homemaker
P5 - Stay at home mom
P6 - Substance abuse counselor
P7 - Retired
P8 - Retiree
P9 - Exercise Physiologist; Cardiac Rehab therapist
P10 - Office manager

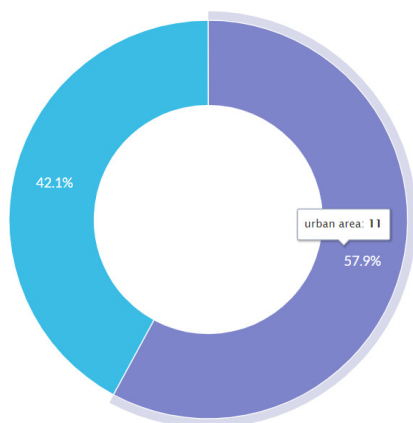
P11 - Nursery owner/plant breeder
P12 - Make and sell crafts
P13 - Elementary school teacher
P14 - Office manager
P15 - Business owner
P16 - Project manager
P17 - Clerical
P18 - Computer Programmer
P19 - Project Manager

Q3: Are you male or female?



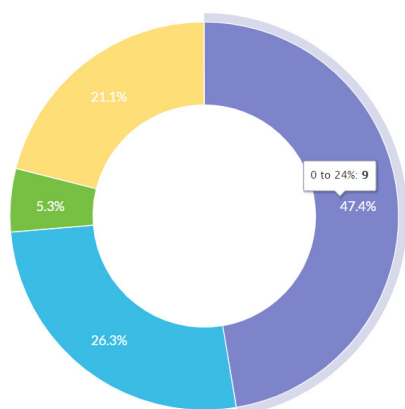
Choices	Totals
● male	4
● female	15

Q4: Where do you live?



Choices	Totals
urban area	11
rural area	8

Q5: How much of your shopping is done online?



Choices	Totals
0 to 24%	9
25 to 49%	5
50 to 74%	1
75 to 100%	4

Q6: How many plants do you own?

P1 - 170
P2 - 500 +
P3 - Over 100
P4 - around 20 plants
P5 - 20
P6 - 75ish
P7 - 50 +
P8 - 200+
P9 - Haven't officially counted... 30-40 indoor
P10 - 12
P11 - Houseplants? Around 30. But if you count all

of my daylilies and hardy perennials I've planted outside, hundreds!
P12 - 17
P13 - 8 pots of plants
P14 - Hundreds.....
P15 - 40?
P16 - 30
P17 - 50
P18 - 25
P19 - over 300

Q7: How much money do you think you spend on plants per month/year?

P1 - \$100 I take cuttings from friends, etc
P2 - 500 a year
P3 - 25 per month
P4 - a couple of hundreds a year
P5 - 200/year
P6 - 15/mo
P7 - 400
P8 - 600 per year
P9 - Less in Winter. 2018 was probably 150 total
P10 - 5 per month

P11 - It varies by the time of year, but I'd say an average for the whole year of about 25/month
P12 - Maybe 100 year
P13 - 60
P14 - Hundreds.....
P15 - chose not to answer
P16 - 12/200
P17 - 200/year
P18 - 10/mo
P19 - over 300 per year

Q8: Where do you usually buy your plants from?

P1 - Nursery or fetes
P2 - Box stores, online
P3 - Online mostly, a few from local nurseries.
P4 - HD, stauffers
P5 - Online-hirts gardens, Etsy, amazon
P6 - Lowe's or Walmart
P7 - GREENHOUSE
P8 - Online
P9 - Websites. Facebook sale pages.
P10 - Local plant shops and florist, garage sales, urban foraging

P11 - Brick & mortar nurseries, online nurseries, plant breeders, mail order catalogs, occasionally big box stores.
P12 - Local nursery or Lowe's
P13 - Lowe's
P14 - Sellers on Facebook, Lowe's, home Depot, Walmart
P15 - Nurseries with greenhouses
P16 - Super markets
P17 - Home Depot
P18 - Lidl
P19 - Garden Centres

Q9: What types of plants would you be more likely to buy?

P1 - Succulents Cold hardy
P2 - I buy all types of succulents and that's about I all I buy
P3 - Jade (I have almost all of the different kinds of crassula ovata)
P4 - shrub, indoor plants, holiday plants
P5 - Easy to maintain
P6 - Succulents
P7 - SUCCULENTS
P8 - Cacti or euphorbias
P9 - Easy to care for... Low maintenance houseplants, favorite succulents are haworthia and aloe.

P10 - Succulents and tropicals
P11 - Daylilies and succulents most frequent. Other garden perennials, spring flowering bulbs, and miscellaneous houseplants less frequently.
P12 - Sanseveria, inch plants, Hoya, and interesting cacti
P13 - Succulents
P14 - Cactus and succulents
P15 - Cacti and succulents
P16 - Succulent and cactai
P17 - Cacti
P18 - Succulents
P19 - plants I don't have :)

Q10: Have you ever purchased plants online? If your answer is yes then where from?

P1 - No
P2 - Yes, Mountain creast, simply succulents and Amazon and a few esty but I don't care for that esty that much and try to stay a way from there
P3 - Mountain crest gardens and Etsy.
P4 - amazon, Etsy
P5 - Yes, listed previously
P6 - Yes. Amazon
P7 - YES, succulent source,
P8 - Various places eBay, succulent market place, numerous other sites.
P9 - A now defunked site that sold cheap succulents. Fairyblooms once.

P10 - No
P11 - Yes, from different daylily breeders/nurseries, Brent & Becky's Bulbs, online/mail order places like Royal Dutch Gardens.
P12 - No
P13 - Not yet
P14 - Sellers in plant groups
P15 - No
P16 - No
P17 - No
P18 - Yes, eBay
P19 - no

Q11: Were you happy with your online purchase?

P1 - chose not to answer
P2 - Yes
P3 - Been happy with all but 2 orders.
P4 - no very happy about the plant. They are small than in the store. The packaging is always good.
P5 - Some I was not happy with. Monstera came with mealie bugs
P6 - YES
P7 - Yes
P8 - Yes
P9 - Packing was appropriate. Need hot packs for winter months where I live. Prefer purchasing the exact plant listed versus stock photos which tend to oversell the product.

P10 - Yes
P11 - I'd say I'm happy with online plant purchases 95% of the time. You have to be careful to buy from places that are reputable. I've been displeased with poor packaging resulting in damage to plants or in receiving the wrong plant by mistake.
P12 - N/a
P13 - Not applicable
P14 - Most were
P15 - chose not to answer
P16 - N/a
P17 - I bought seeds. They are satisfactory.
P18 - Yes, very happy, plant was exactly like the photo and the packaging was first class
P19 - chose not to answer

Q12: Have you ever attended an event centered around plants? Would you attend such events?

- | | |
|--|--|
| P1 - Open gardens | houses and events at botanic gardens, classes and lectures about plants, etc. |
| P2 - No, and I would not attend just to busy with other things to sit and listen to someone talk | P12 - Yes and yes |
| P3 - Yes, I went to a bonsai show a few months ago. | P13 - Maybe |
| P4 - no but would like to go such an events. | P14 - Yes, if local |
| P5 - I would attend this | P15 - Yes |
| P6 - No. I would. | P16 - I would...because of my wife |
| P7 - yes, yes | P17 - Yes. |
| P8 - Yes and yes | P18 - Yes, a Cactus and Succulent Society of Ireland event held in the Botanic Gardens, Dublin |
| P9 - Yes. Terrarium building or educational events | P19 - never did, I would attend |
| P10 - No | |
| P11 - Yes, I attend flower and garden shows, open | |

Q13: What devices do you use to search for plant shops/ plant related information online?

- | | |
|--------------------------------|-------------------------------|
| P1 - Google | P11 - PC and iPhone |
| P2 - phone tablet computer | P12 - Phone |
| P3 - My computer or cellphone. | P13 - iPhone |
| P4 - computer, phone, tablets | P14 - Phone, computer |
| P5 - chose not to answer | P15 - chose not to answer |
| P6 - iPhone or iPad | P16 - Mobile phone and laptop |
| P7 - pc | P17 - ipad |
| P8 - Laptop, phone | P18 - A web browser on my PC |
| P9 - Phone. Laptop. | P19 - iphone |
| P10 - Facebook, search engine | |

Q14: What type of plant related information do you search for online?

- | | |
|--|--|
| P1 - Plant identification, care and propagation | P11 - Information about hardiness, proper care (such as how much sun, how frequent water), how to germinate seeds, and I search a lot for information about propagating specific plants. |
| P2 - Plant ID is the biggest and most often search, then I do lot of soil combos to learn what others do and work for them and if it may work for me | P12 - Care, names, images, |
| P3 - Details on what kind of light and water requirements. | P13 - Succulents |
| P4 - how to keep them live | P14 - Names, care |
| P5 - chose not to answer | P15 - chose not to answer |
| P6 - Care tips | P16 - Type/ location and price |
| P7 - to purchase plants, how to grow | P17 - Pictures and potting information. |
| P8 - Sales, growing info. | P18 - Prices, unique specimens, usually check Lidl and Aldi sites for bargains |
| P9 - Mostly plant care | P19 - plant care |
| P10 - Care information | |

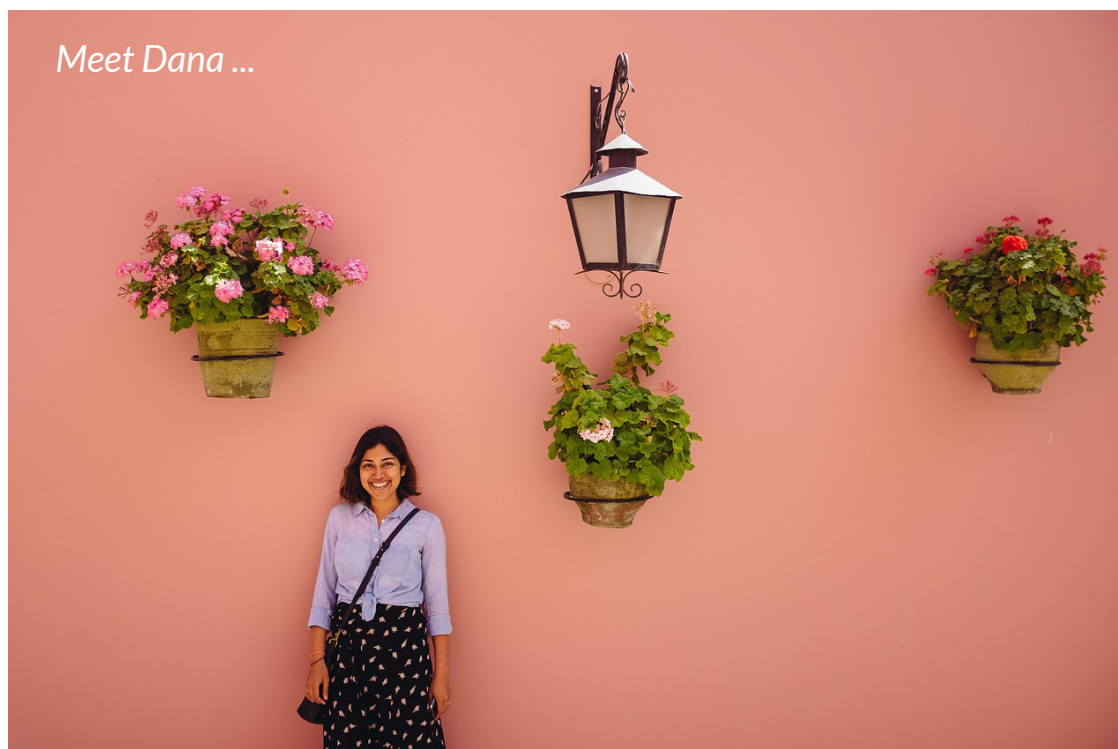
Q15: What do you think is expected to appear in a plant shop's website in terms of content and colour scheme.

- | | |
|---|--|
| P1 - Correct plant ID Photos Plant care details Price Delivery details incl. postage prices Pot sizes | clear photos of the plants, and good descriptions of the plant's requirements. Colorful is good, but not overwhelming. Organization is more important: things sorted by category, listed alphabetically, and being searchable. |
| P2 - Content: What you all offer, a size comparison if they are cuttings and actually the true picture of the plant I am purchasing the name of each plant, shipping costs etc as for color scheme nothing to bright or off the wall simple pale colors so you don't lose the plants because the sites colors are to wild | P12 - Content would be what's in stock, care tips, contact info, place to request plants. |
| P3 - Plant pics should not be photoshopped. | P14 - Pics, description, price, shipping information |
| P4 - real picture, real info no favorite color scheme | P15 - chose not to answer |
| P6 - Tips for care, climate info | P16 - Real photos, price and location |
| P7 - how to grow, pictures of plants shades of green | P17 - Temperature tolerance. |
| P9 - Photo. Common AND scientific name. Price. Basic care requirements. | P18 - Lots of pictures of unique items, prices easy to spot, colour scheme should probably be greens with maybe a splash of reds, yellows and oranges in keeping with the subject matter. |
| P11 - Listings of plants with Latin and common names, | P19 - Plants, care information, address, social media |

Q16: What would you like to see on such a website?

P1 - chose not to answer
P2 - chose not to answer
P3 - Beautiful healthy plants and pictures that truly represent what the buyers will receive.
P4 - rare plants
P5 - chose not to answer
P6 - Variety of plants
P7 - chose not to answer
P8 - chose not to answer
P9 - More detailed plant care - makes it easier to choose something I can handle, and if I already have the appropriate environment or soil required.
P10 - chose not to answer
P11 - Not sure I understand the difference between this & previous question. Do you mean what products?

Succulents, for sure. Other plants that ship well, either as cuttings, bare root, or dormant bulbs, etc.
P12 - Pictures
P13 - Names of plants and how to care for them
P14 - Same
P15 - chose not to answer
P16 - Growing info
P17 - Free shipping info.
P18 - Rare succulents and cacti, a map and easy to find contact info
P19 - Lots of pictures, a map to location, easy to find contact info, colour scheme probably green in keeping with the content



Dana is the type of person who would literally stop to smell the flowers.

She is 37 years old, works as a developer and loves to travel. Wherever she goes she always brings back a rare and peculiar plant, visits botanic gardens while in new cities and is even part of some plant related organizations in her city and online. She enjoys looking at pictures of plants, reading about plants and most of all collecting new plants, integrating them in her home and in her ever growing collection.

She is always looking for the next weird and interesting plant to adopt. She jokes about herself by saying that she is a crazy plant lady.

She buys plants from Garden Centres although most times they don't meet her requirements when it comes to size and rarity of plants. She loves going to her corner plants shop and discovering plants from all over the world and learning new stories about them. She is partial to South African desert plants and this shop has always something new on the shelf.

Dana is a busy lady and does not always have time to visit shops, she looks online to find out what the market has to offer. Too bad not all plant shops have websites.

She would love to go online, find out new things about the plants she just bought or see if there is something new in the store that interests her.

Dana is always on the go so she uses her phone for 90% of the time she is online. Any shop she would be visiting online would have to be responsive, simple to navigate and with a clean and modern design.

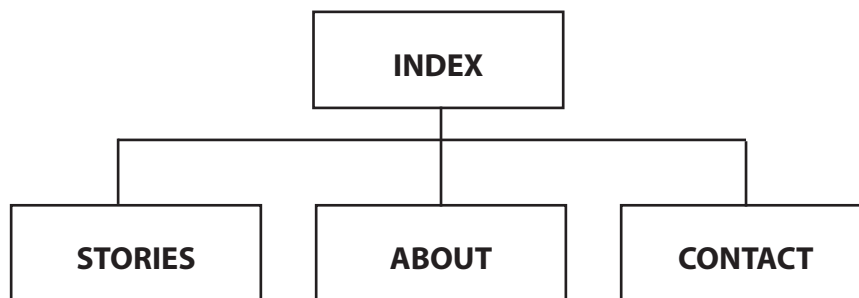
Dana does less than 25 % of her shopping online but she would consider buying rare, hard to find items if the opportunity arose. Dana spends around 300 euro buying plants per year, she has not purchased any online yet but would do so if she trusted the shop and was sure that the plants they sell are healthy and large enough to justify the price.

She is the discerning buyer, someone who knows what they want and is more likely to research care requirements for a plant before buying.

Survey conclusions, who the website targets:

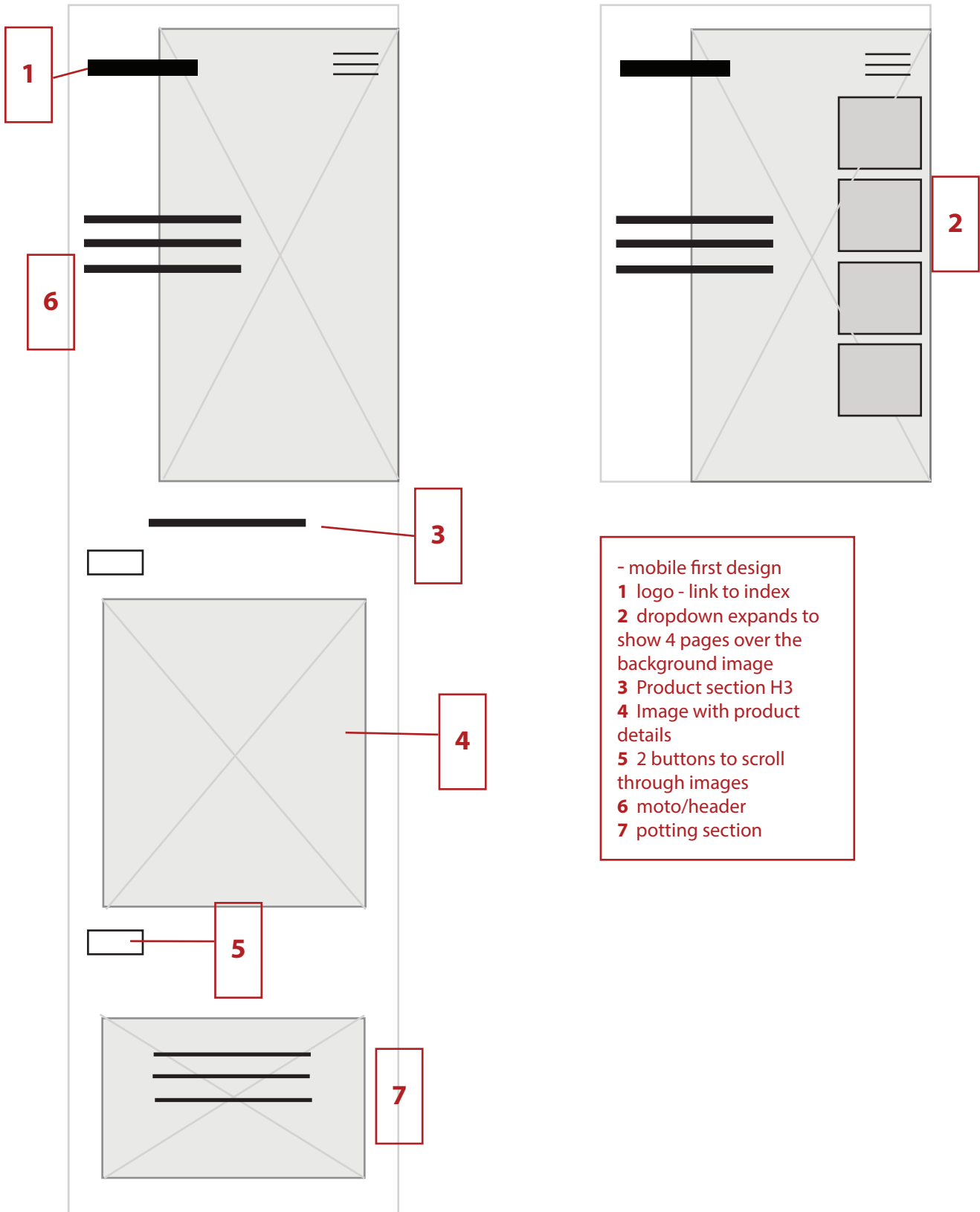
- mostly females, 35 to 50 years old
- they are most likely to use a phone when browsing the internet
- they live in an urban area but are a lover of nature
- do less than 25% of their shopping online
- they are accomplished professionally
- spend more than 200 euro on plants per year
- although they might impulse buy in a shop they won't do that online though.
- they will only buy from a reputable source
- they will search for plant care information
- would attend events centred around plants
- would appreciate a pale colour profile and easy to read, well organized information

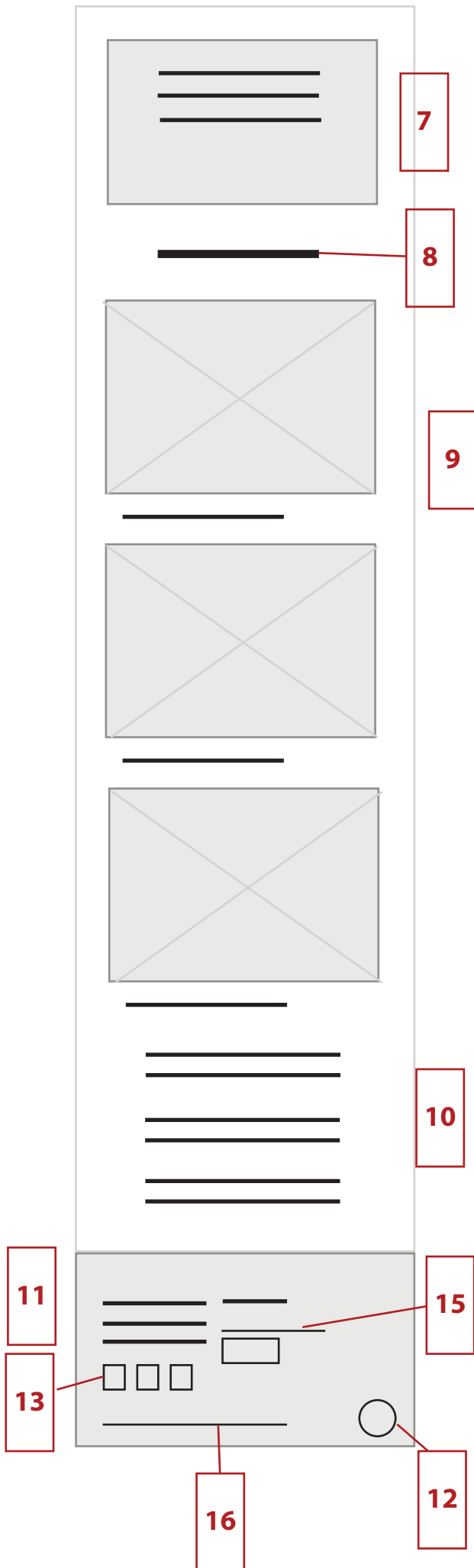
PAGES



WIREFRAMES

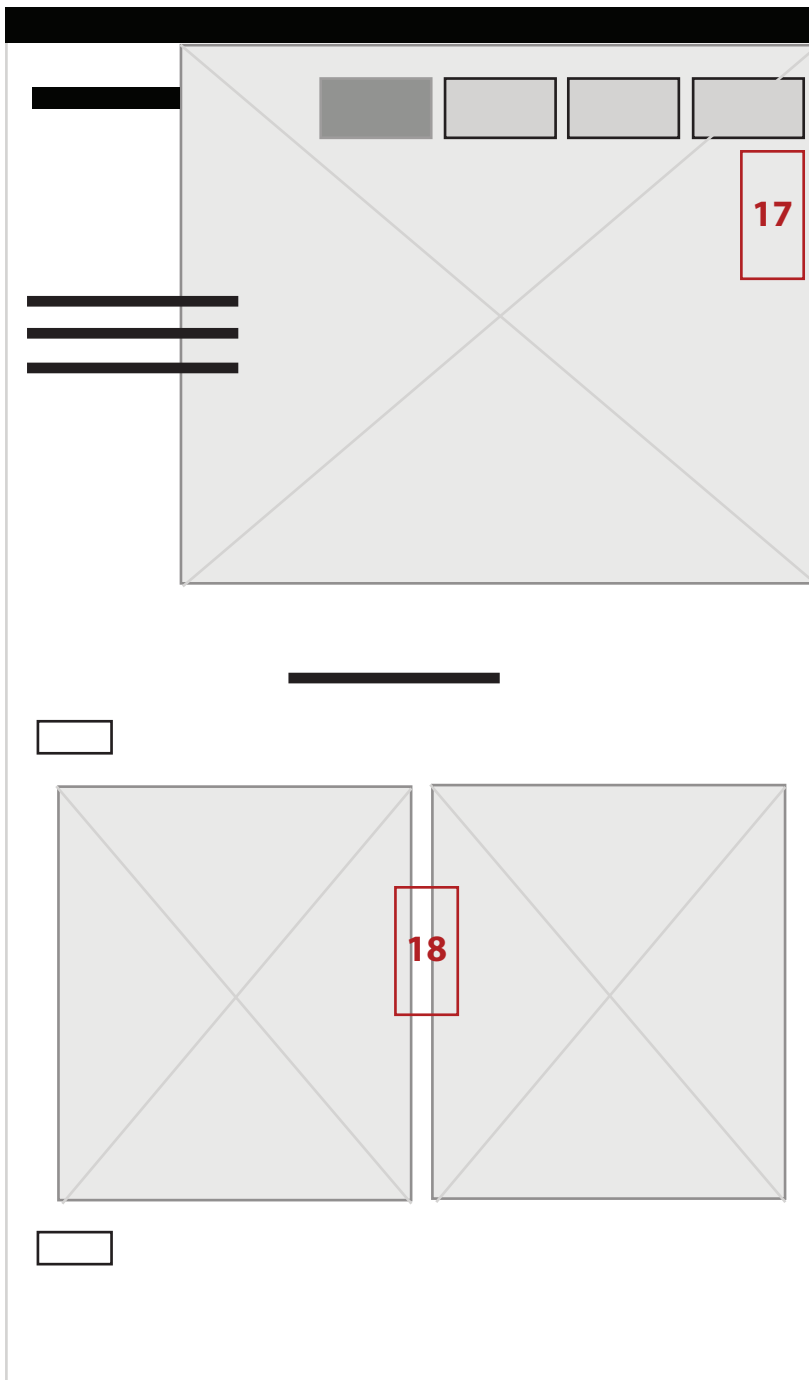
Index page - MOBILE





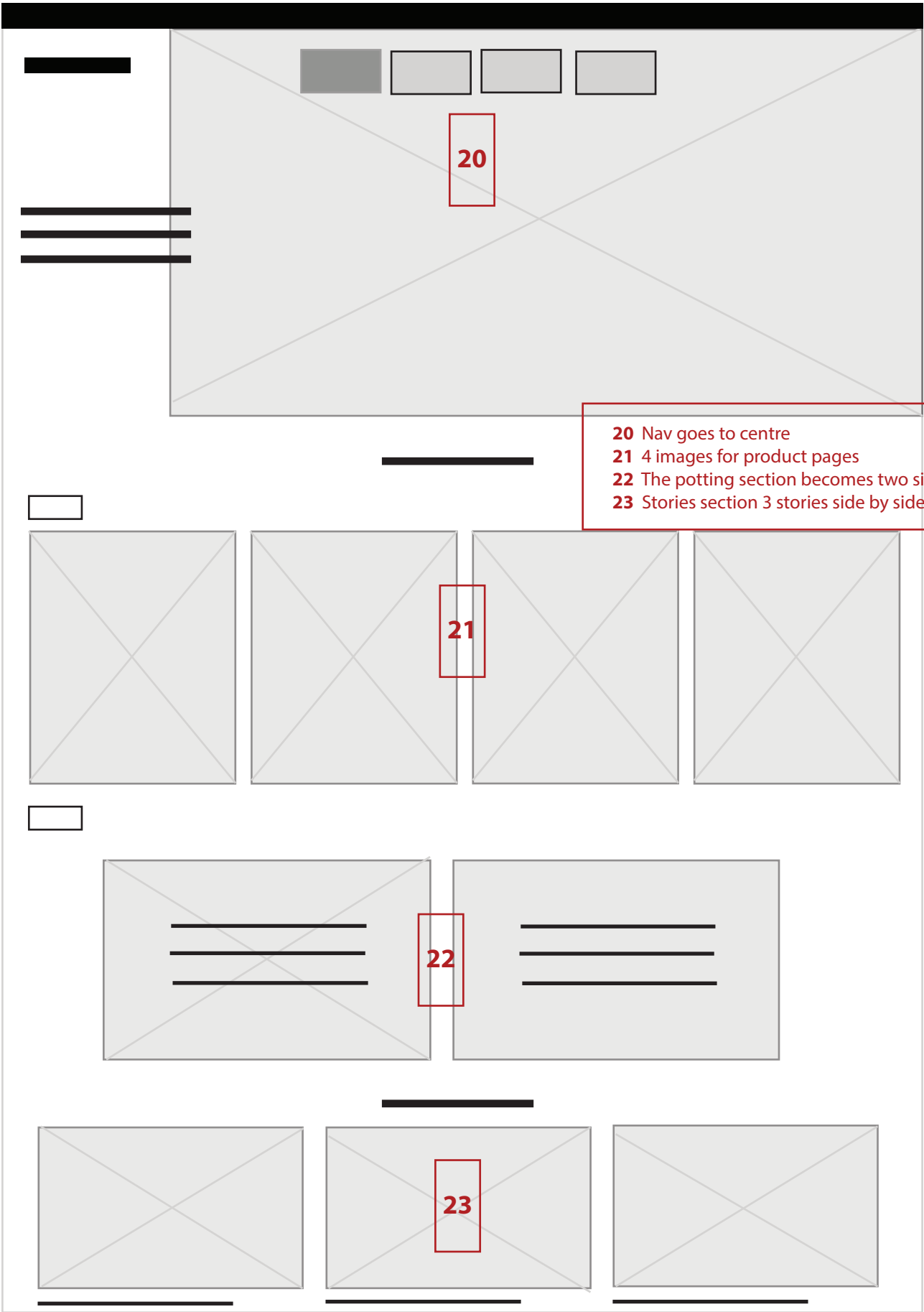
- 7 Potting section continued, separated by means of a background image from the rest of the site
- 8 H3 Stories section
- 9 Stories section, 3 stories with details
- 10 Business Data

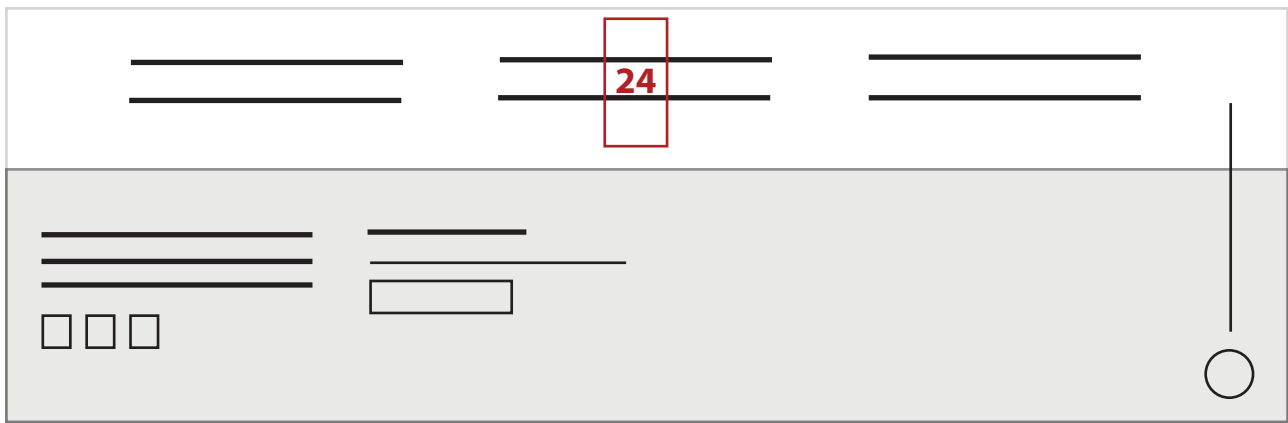
- FOOTER COMMON TO ALL PAGES**
- 11 Contact details
 - 12 Back to top button
 - 13 Social media
 - 14 Business Data
 - 15 Subscribe
 - 16 Copyright



- 17** Nav goes to right, the selected link will have a different colour
- 18** 2 to 3 images for product pages
- 19** The topbar appears with social items

The navigation will be fixed, the topbar will not be fixed so it will not be visible while you scroll down the page. The color of the navigation will change as well to make it more defined
- the rest remains the same



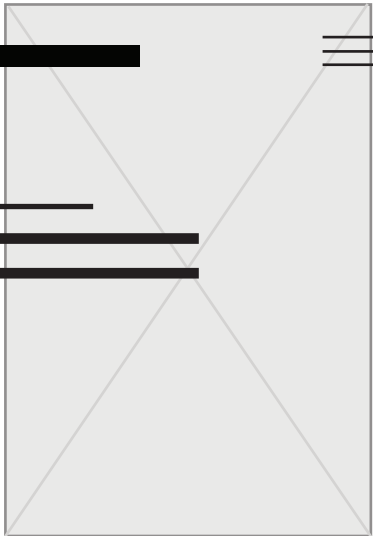


24 The business details section becomes 3 containers side by side

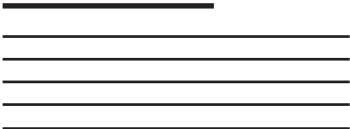
This Footer is the same for all the pages

25 The copyright becomes vertical and aligned with the Back to top button this will hopefully draw attention to the copyright and people will actually read what is written i.e. the name of who made the website
- the rest is the same only resized

26



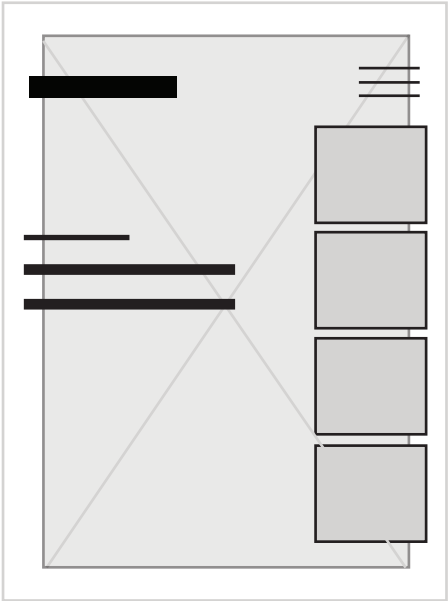
27



28



29

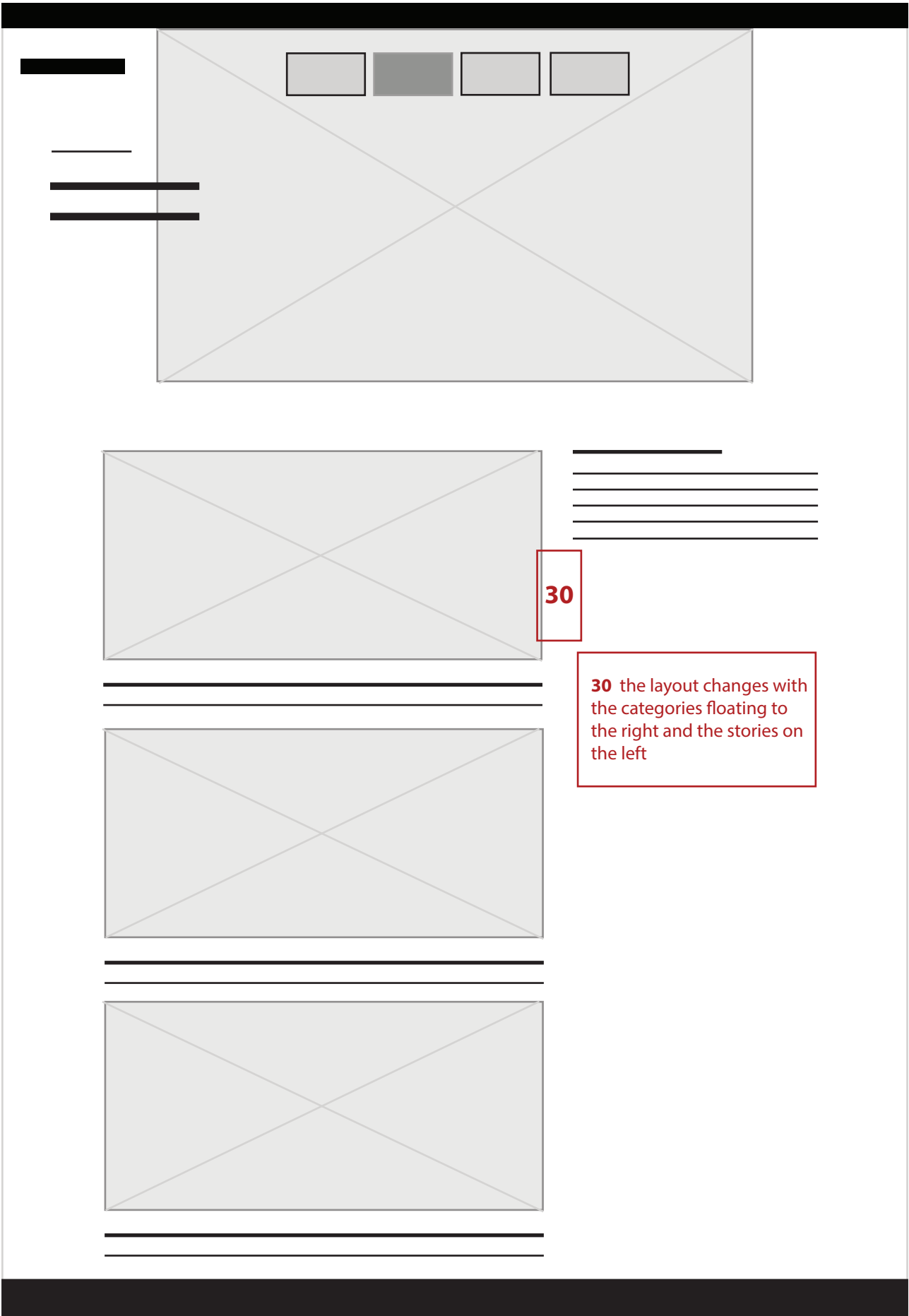


- 26 Small header and motto
- 27 Background image is centred
- 28 Category filter
- 29 3 Stories with details
- footer is the same as for index

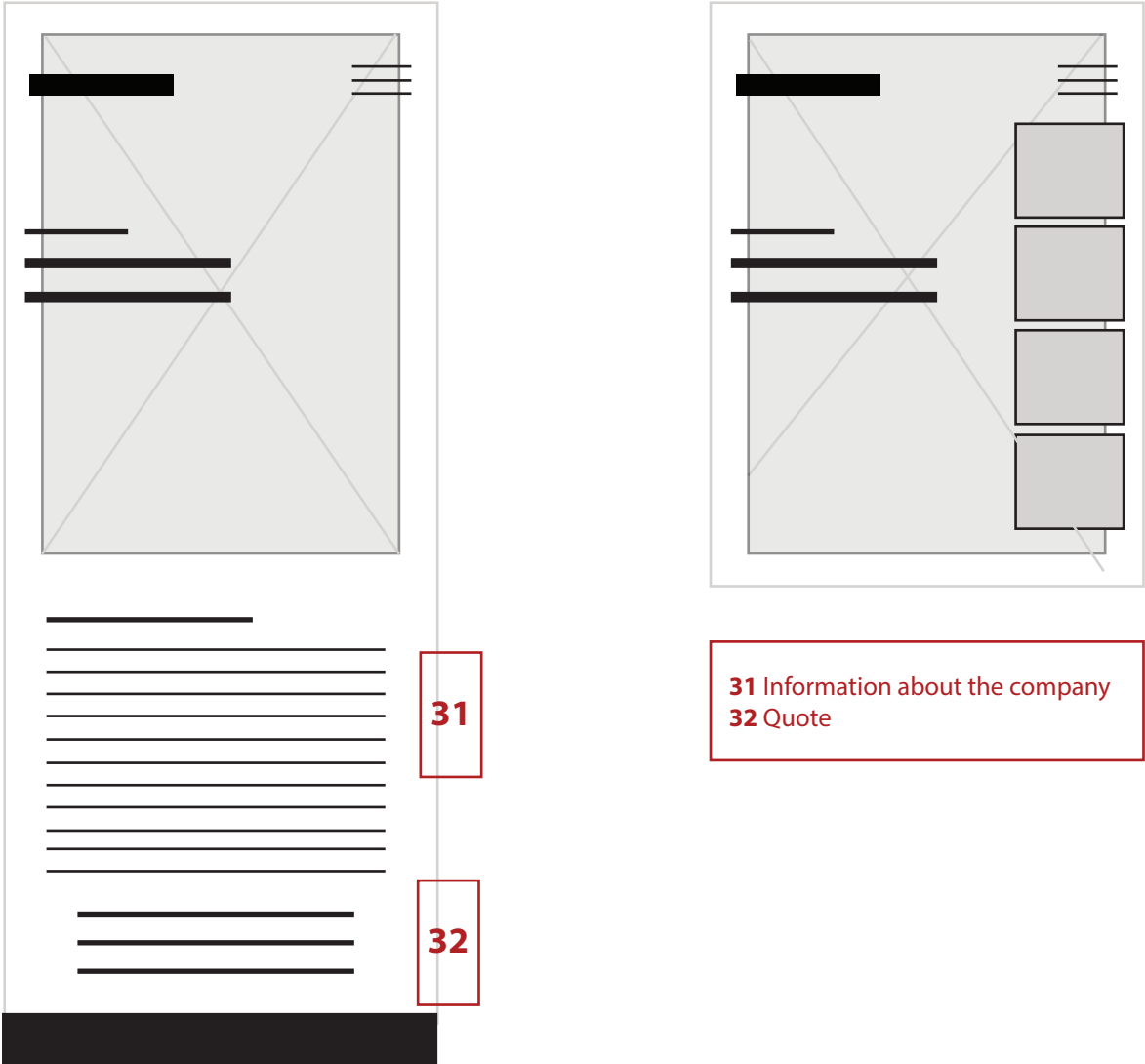
Stories page - TABLET



- same as for index, active link is of different colour, background image is centred
- rest of page is the same as the mobile version

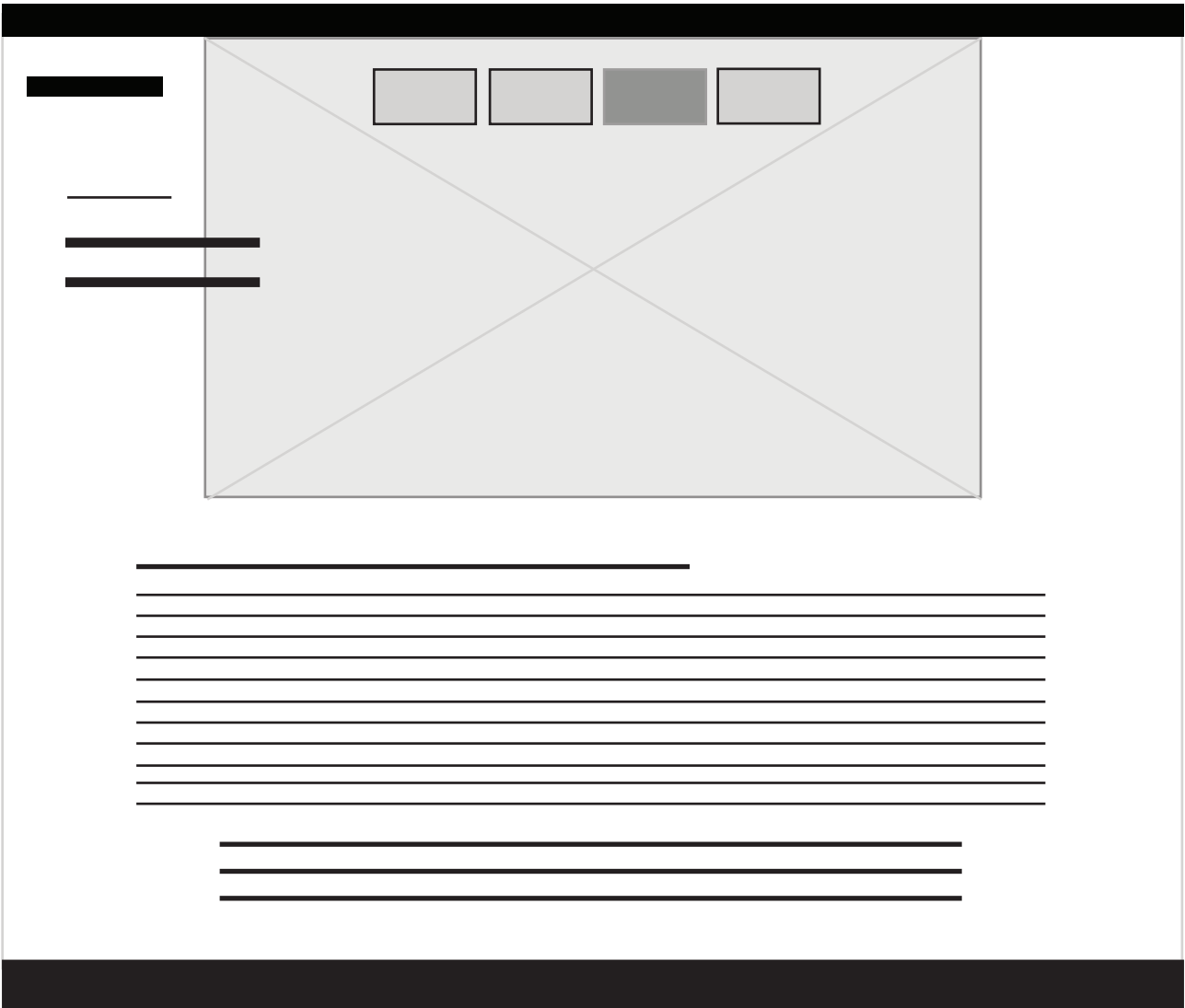


About page - MOBILE

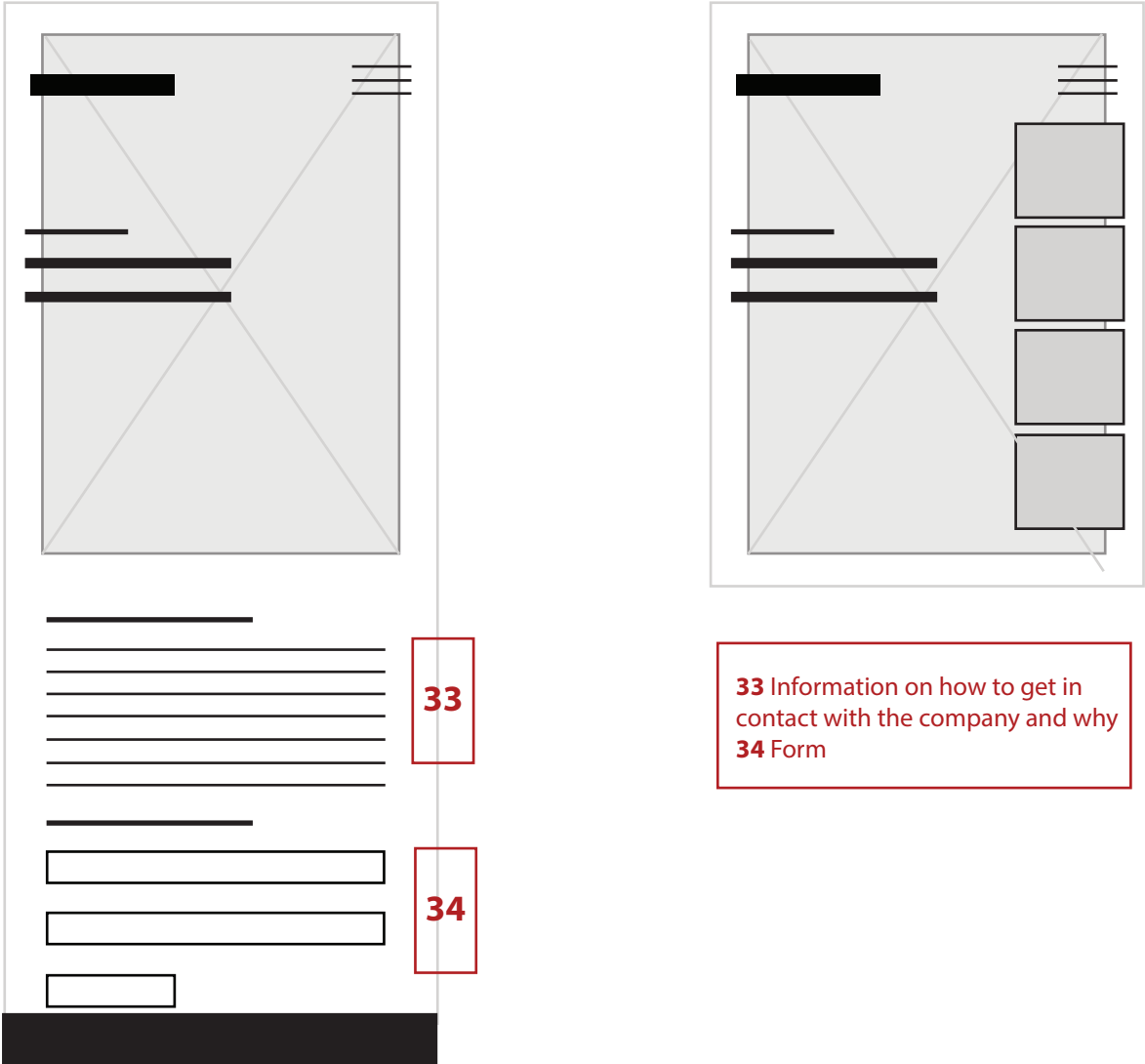


About page - TABLET





Contact page - MOBILE



Contact page - TABLET



[illegible]

TYPEFACES

LATO <https://fonts.googleapis.com/css?family=Lato>

ABCĆDEFGHIJKLM-
NOPQRSŠTUVWXYZŽab-
ccdefghijklmnopqrsštu-
vwxyzž1234567890‘?’“!”(%)[#]
{@}/&\<-+÷×=>®©\$€£¥¢::,*

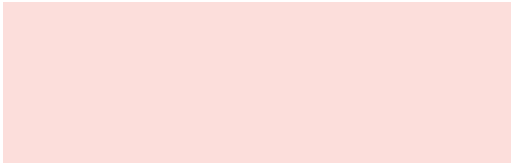
Playfair+Display <https://fonts.googleapis.com/css?family=Playfair+Display>

ABCĆDEFGHIJKLM-
NOPQRSŠTUVWXYZŽab-
ccdefghijklmnopqrsštu-
vwxyzž1234567890‘?’“!”(%)[#]
{@}/&\<-+÷×=>®©\$€£¥¢::,*

KAUSHAN <https://fonts.googleapis.com/css?family=Kaushan+Script|Shadows+Into+Light>

*ABCĆDEFGHIJKLM-
NOPQRSŠTUVWXYZŽab-
ccdefghijklmnopqrsštu-
vwxyzž1234567890‘?’“!”(%)[#]
{@}/&\<-+÷×=>®©\$€£¥¢::,**

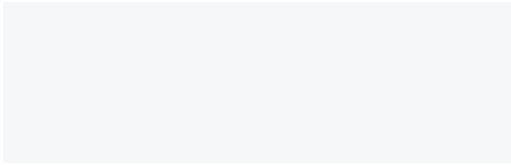
COLOURS



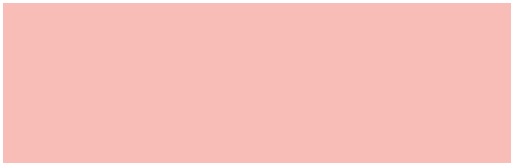
HEX: #fedddb
RGB: 0, 15, 8, 0



HEX: #6c6965
RGB: 57, 50, 53, 19



HEX: #f5f5f7
RGB: 3, 2, 1, 0



HEX: #ffbeb9
RGB: 0, 31, 18, 0

+ various shades of gray

LOGO



USABILITY TESTING

What do you think the purpose of this site is? (ie. selling, informing, entertainment, etc)

The site's purpose was to enhance the online presence of a plant shop, link to existing social media and give potential buyers the option of calling in to make an order or filling in a form to get in contact with the company. It aims to promote certain aspects of the business like potting parties and the purchase of vintage pots. It also offers relevant information like care tips.

Who do you think the intended audience is?

The target market would be plant collectors, over 18 years of age, individuals who use plants to enhance their interior decor. The website would appeal to females more than males due to the colour scheme.

Could you find what you were looking for?

Yes.

Was it easy to get to the home page from the page you started on?

Yes, the site is easy to navigate.

Was there something missing you were expecting to see?

I would like to have the option of buying the items online instead of having to call the company.

Could you tell what the pages were about?

Yes, The pages were well structured and relevant to the business.

Was anything too obtrusive?

There is a lot of information on the landing page but I suppose that's ok if you want to capture the buyer's interest.

Was anything too well hidden?

All information was clear.

Problems or kudos on the colour scheme?

Colours were fine and a lot of white space was used, considering the fact that a lot of colourful images were used it creates a nice balance.

Easy to read (both font style and size)?

Loved the font choice especially for the page headings.

How did you find the layout of the site?

The layout was mostly simple and clean, loved the mobile version of the site, I found it much more successful than the desktop one.

How intuitive and helpful is the navigation system?

The navigation system was clear. There are multiple links going from the index page to other pages and those work fine.

What would encourage you to return to this site in the future?

The addition of an actual shop page with just products.

Name your three favourite things about the site, and your three least favourite

favourites: looks very good in mobile, easy to navigate, overall good design.

least favourite: no separate products page.

If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?

Add a product page.

The layout was mostly simple and clean, loved the mobile version of the site, I found it much more successful than the desktop one.

How intuitive and helpful is the navigation system?

The navigation system was clear. There are multiple links going from the index page to other pages and those work fine.

What would encourage you to return to this site in the future?

The addition of an actual shop page with just products.

Name your three favourite things about the site, and your three least favourite

favourites: looks very good in mobile, easy to navigate, overall good design.

least favourite: no separate products page.

If you could change one thing on the site, whether it is major or minor, what would be at the top of the to do list?

Add a product page.

CONCLUSIONS

This website was hardcoded, HTML5 and CSS design patterns were used, this helped keep the content consistent throughout. It is mobile first, fully responsive and should look good on all devices. It should look especially polished on mobile devices - preferred by the target market and on screens 1366x768, the screen size that was most popular in the past few years.

The mobile navigation and all javascript effects shown on the index page were sourced from Colourlib and customized. The filter on the Stories page was sourced from W3Schools and the expanding information on the same page from Codepen.

Photos were taken from: <https://pixabay.com/en/> and <https://unsplash.com/>.

The icons are from Fontawesome and all typefaces from Google Fonts.

The choice of colour has a lot to do with the target market. There is minimal use of colour and nothing stands out as out of place in terms of colour use. The typefaces used and font sizes are meant to establish a hierarchy of information on the webpage.

The form on the contact page has too many fields but I had to make sure I meet the brief for this project. There are aspects of this website that could be improved, for starters there is no sales/products page but I felt that would have been outside the scope of this course.